

A Study on Economic Empowerment of Women Entrepreneurs in Erode District

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Abstract— Women Entrepreneur is a person who accepts challenging role to meet her personal needs and become economically independent Increasing Indian women's participation in the labour force will enhance productivity and development. It will also help to reduce the gender-based inequalities and social pressures that restrain female employment and entrepreneurship. The study was carried out at women entrepreneurs at Erode area. Data were collected through questionnaire at dichotomous. Data were analysed through SPSS version 20.0, Friedman test and Chi-square test were also used for analysing the data. From the study it is found that most of them suggested to solve the problems Finance cells marketing co-operatives Supply of raw material Education and awareness Training facility. The increase employment opportunities by providing financial support, building competitiveness, and increasing economic exchanges among women entrepreneurs.

Key words: Decision Making, Empowerment, Economic-Empower, Personality Elements and Public Utilities

I. INTRODUCTION

Women Entrepreneur It may be defined as a woman or group of women who initiate, organise and run a business enterprise. Government of India has defined women entrepreneurs as owning and controlling an enterprise with a woman having a minimum financial interest of 51 per cent of the capital and giving at least per cent of the employment generated in the enterprise to women. Skill, knowledge and adaptability in business are the main reasons for women to emerge into business ventures. "Women Entrepreneur" is a person who accepts challenging role to meet her personal needs and become economically independent. They are flourishing as designers, interior decorators, exporters, publishers, garment manufacturers and still exploring new avenues of economic participation.

In India, although women constitute the majority of the total population, the entrepreneurial world is still a male dominated one. Hope for the future is also invested in India's women. Currently, only 39 per cent of Indian women are formally employed, compared to 81 per cent of Indian men and 71 per cent of Chinese women. Moreover, Increasing Indian women's participation in the labour force will enhance productivity and growth. It will also help to reduce the gender-based inequalities and social pressures that restrain female employment and entrepreneurship.

A. Qualities of Women Entrepreneurs:

There are seven most important qualities of women entrepreneurs, accept challenges, ambitious, hard work, patience, motivator, adventurous, conscious, educated and Intelligent.

B. Functions of Women Entrepreneur:

There are five important functions of women entrepreneur planning, organization, innovation, decision making and risk bearing.

C. Problems of Women Entrepreneurs:

General problems, Problem of raw material, Problem of finance, Infrastructure problem, Marketing problem and Stiff competition.

D. Categories of Women Entrepreneurs

- Women in organized & unorganized sector
- Women in traditional & modern industries
- Women in urban & rural areas
- Women in large scale and small scale industries.
- Single women and joint venture

II. STATEMENT OF THE PROBLEM

Human resources, both men and women of working age, constitute the basis of any type of economic development. Though India is the largest democracy in the world, with the uppermost population next to China, with regard to education, employment and position of women, the country is far ahead the developed nations of the world. The census figures indicate that majority of women in India are illiterate, ill fed, unemployed, low paid occupying a very poor status in the society. Problem specific to women entrepreneur male dominated society low risk taking ability, lack of business information and lack of education family problems.

III. REVIEW OF LITERATURE

Dr. A.S.Shiralashetti (2013)¹ Women entrepreneurship has gained momentum in recent decades due to increase in the number of women's enterprises and their substantive contribution to economic growth. Economic empowerment increases women's access to economic resources and opportunities including jobs, financial services, property and other productive assets, skills development and market information. Empowering women entrepreneurs is essential for achieving the goals of sustainable development and the bottlenecks hindering their growth must be eradicated to enable full participation in business.

Anitha D.Pharm and Dr. R.Sritharan(2013)² "Women Entrepreneur" is a person who accepts challenging role to meet her personal needs and become economically independent.. Even though the government organizes women by various associations, they are not ready to undertake the business. As compared to men, women are less motivated to start business units due to some unwanted fear, lack of motivation and kind of activities. Thus, the study aims at undertaking the entrepreneurial development

among women highlights their motivational forces and relationship between socio-economic background of women entrepreneurs, motivational factors and their existing entrepreneurial traits.

Dr.Vasanthakumari (2012)³ Despite impressive contributions to the society, women in India have only secondary status in the society. They are generally under employed due to limited command over resources. Their position can be improved only by providing employment opportunities .Micro credit based enterprises have significance in this context. Emergence of women entrepreneurs and the beginning of micro enterprises development have followed from these achievements. The intervention of voluntary efforts from promotional agencies need not be emphasized. As against this background the present study has been undertaken.

IV. OBJECTIVES OF THE STUDIES

- To study the demographical factors of women entrepreneurs of Erode district.
- To examine the women entrepreneur's participation in economic decision making process in family.
- To examine the economic empowerment of women entrepreneurs of Erode district.
- To examine the personality change in women entrepreneurs of Erode district.
- To find out whether there is any significant between age and problems faced by women entrepreneur in Erode district.
- To offer useful suggestions in the light of findings

V. LIMITATIONS

- The period of study is one month only.
- The study is restricted to Erode district only.

VI. METHODOLOGY

The present study is based on primary and secondary data. The primary data were collected from 50 women entrepreneurs of Erode district area through well designed questionnaire. The data thus collected were analysed by using statistical tools like classification, tabulation, percentage, Friedman test and Chi-square test has been used to examine the economic empowerment of women entrepreneurs. The secondary data were collected from books, journals, newspapers and website to improve theoretical background of problems of women entrepreneurs.

VII. ANALYSIS AND INFERENCE

S.no	Age group	No.of the Respondent	Percentage
1	Less than 20	5	10%
2	21 to 30	17	34%
3	31 to 40	13	26%
4	Above 40	15	30%
	Total	50	100

Table 1: Analysis of Demographical Factors of Women Entrepreneurs

Source: Collected and computed through questionnaire

A. Inference:

The above the table shows that out of 50 respondents, 34% of the respondents belong to 21to30 ages,30% of the respondents belong to above 40 ages,26% of the respondents belong to 31 to 40 ages and 10% of the respondent belong to less than 20 ages. The majority of the women entrepreneurs 21 to 30 ages.

S.no	Education	No.of the Respondent	Percentage
1	Primary	10	20%
2	High School	15	30%
3	College	25	50%
	Total	50	100

Table 2: Level of Education of Women Entrepreneurs
Source: Collected and computed through questionnaire

B. Inference:

The above the table shows that out of 50 respondents, 50% of the respondents belong to college, 30% of the respondents belong to primary, and 20% of the respondent belongs to primary. The majority of the women entrepreneurs are college level educated.

S.no	Marital Status	No.of the Respondent	Percentage
1	Married	29	58%
2	Unmarried	14	28%
3	Widow	4	8%
4	Divorcee	3	6%
	Total	50	100

Table 3: Marital Status of Women Entrepreneurs
Source: Collected and computed through questionnaire

C. Inference:

The above the table shows that out of 50 respondents, 58% of the respondents belong to married, 28% of the respondents belong to unmarried, 8% of the respondents belong to window and 6% of the respondents belong to divorcee. The majority of women entrepreneurs are married.

S. no	Investmen t Decision	Befor e	Percentag e	Afte r	Percentag e
1	Self	17	34%	13	26%
2	Head of the Family	26	52%	32	64%
3	All Together	7	14%	5	10%
	Total	50	100	50	100

Table 4: Investment Decisions in Family of Women Entrepreneurs

Source: Collected and computed through questionnaire

D. Inference:

The above the table shows that out of 50 respondents, before 34% to 26% after of the respondents belong to self, before 52% to 64% after of the respondents belong to head of the family and before 14% to10% after of the respondents belong to altogether. The majority of the women entrepreneurs take own decisions in investment

S.n o	Purchas e Decision s	Befor e	Percentag e	Afte r	Percentag e
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1	Self	32	64%	35	70%
2	Head of the Family	12	24%	10	20%
3	All Together	6	12%	5	10%
	Total	50	100	50	100

Table 5: Purchase Decisions in Family of Women Entrepreneurs

Source: Collected and computed through questionnaire

E. Inference:

The above the table shows that out of 50 respondents, before 64% to70% after of the respondents belong to self, before 24% to 20% after of the respondents belong to head of the family and before 12% to10% after of the respondents belong to all together. The majority of the women entrepreneurs take own decisions in purchase.

S.n	Marketing Decisions	Before	Percentage	After	Percentage
1	Self	24	48%	27	54%
2	Head of the Family	14	28%	13	26%
3	All Together	12	24%	10	20%
	Total	50	100%	50	100

Table 6: Marketing Decisions in Family of Women Entrepreneurs

Source: Collected and computed through questionnaire

F. Inference:

The above the table shows that out of 50 respondents, before 48% to54% after of the respondents belong to self, before 28% to 26% after of the respondents belong to head of the family and before 24% to20% after of the respondents belong to all together. The majority of the women entrepreneurs take own decisions in marketing.

S.n	Financial Decisions	Before	Percentage	After	Percentage
1	Self	14	28%	12	24%
2	Head of the Family	25	50%	30	60%
3	All Together	11	22%	8	16%
	Total	50	100	50	100

Table 7: Financial Decisions in the Family of Women Entrepreneurs

Source: Collected and computed through questionnaire

G. Inference:

The above the table shows that out of 50 respondents, before 28% to24% after of the respondents belong to self, before 50% to 60% after of the respondents belong to head of the family and before 22% to16% after of the respondents belong to all together. The majority of the women entrepreneurs decisions in head of the family.

S.n	Income	Before	Percentage	After	Percentage
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o	e	e	e	r	e
1	Below 50000	26	52%	32	64%
2	50001 to 100000	12	24%	7	14%
3	100001 to 150000	8	16%	6	12%
4	Above 150000	4	8%	5	10%
	Total	50	100	50	100

Source: Collected and computed through questionnaire

Table 8: Income of Women Entrepreneurs

H. Inference:

The above the table shows that out of 50 respondents, before 52% to64% after of the respondents belong to below 50000, before 24% to 14% after of the respondents belong to 50001 to 100000, before 16% to12% after of the respondents belong to 100001 to 150000 and before 8% to 10% after of the respondents belong to above 150000. The majority of the women entrepreneurs are below 50000 incomes.

S.n	Savings	Before	Percentage	After	Percentage
1	Below 5000	28	56%	32	64%
2	5001 to 10000	17	34%	8	16%
3	10001 to 25000	5	10%	7	14%
4	Above 25000	3	6%	3	6%
	Total	50	100	50	100

Source: Collected and computed through questionnaire

Table 8: Savings of Women Entrepreneurs

I. Inference:

The above the table shows that out of 50 respondents, before 56% to64% after of the respondents belong to below 50000, before 34% to 16% after of the respondents belong to 50001 to 100000, before 10% to14% after of the respondents belong to 100001 to 150000 and before 6% to 6% after of the respondents belong to above 150000. The majority of the respondents are belonging to below 50000 savings of women entrepreneurs.

S.n	Expenditures	Before	Percentage	After	Percentage
1	Below 10000	23	46%	25	50%
2	10001 to 25000	12	24%	13	24%
3	25001 to 50000	11	22%	7	14%
4	Above 50000	4	8%	5	10%
	Total	50	100	50	100

Source: Collected and computed through questionnaire

Table 9: Expenditures of Women Entrepreneurs

J. Inference:

The above table shows that out of 50 respondents, before 46% to 50% after of the respondents belong to below 10000, before 24% to 24% after of the respondents belong to 10001 to 25000, before 22% to 14% after of the respondents belong to 25001 to 50000 and before 4% to 10% after of the respondents belong to above 50000. The majority of the respondents are belonging to below 10000 expenditures of women entrepreneurs.

S.no	Expenditures	Before	Percentage	After	Percentage
1	Below 25000	26	52%	32	64%
2	25001 to 50000	12	24%	7	14%
3	50001 to 75000	8	16%	6	12%
4	Above 75000	4	8%	5	10%
	Total	50	100	50	100

Table 10: Borrowings of Women Entrepreneurs
Source: Collected and computed through questionnaire

K. Inference:

The above table shows that out of 50 respondents, before 46% to 50% after of the respondents belong to below 10000, before 24% to 24% after of the respondents belong to 10001 to 25000, before 22% to 14% after of the respondents belong to 25001 to 50000 and before 4% to 10% after of the respondents belong to above 50000. The majority of the respondents are belonging to below 10000 expenditures of women entrepreneurs.

S.no	Land Property (Acres)	Before	Percentage	After	Percentage
1	Landless	26	52%	32	64%
2	Up to 5	12	24%	7	14%
3	6 to 10	8	16%	6	12%
4	Above 10	4	8%	5	10%
	Total	50	100	50	100

Source: Collected and computed through questionnaire

Table 11: Land Property of Women Entrepreneurs

L. Inference:

The above table shows that out of 50 respondents, before 52% to 64% after of the respondents belong to below landless, before 24% to 14% after of the respondents belong to up to 5, before 16% to 12% after of the respondents belong to 6 to 10 and before 8% to 10% after of the respondents belong to above 10. The majority of the respondents are belonging to below landless of land property of women entrepreneurs.

S.no	Savings and Investments	Before	Percentage	After	Percentage
1	Post Office Certificates	4	8%	1	2%
2	Bank	15	30%	17	34%

	Deposits				
3	LIC	13	26%	14	28%
4	Shares	0	0	2	4%
5	Mutual Funds	0	0	0	0
6	Gold	12	24%	13	26%
7	Silver	4	8%	2	4%
8	Others	2	4%	1	2%
	Total	50	100	50	100

Source: Collected and computed through questionnaire

Table 12: Savings and Investments of Women Entrepreneurs

M. Inference:

The above table shows that out of 50 respondents, before 8% to 2% after of the respondents belong to post office certificates, before 30% to 34% after of the respondents belong to bank deposits, before 26% to 28% after of the respondents belong to LIC, before 0% to 4% after of the respondents belong to shares, before 24% to 26% after of the respondents belong to gold, before 8% to 4% after of the respondents belong to silver and before 4% to 2% after of the respondents belong to others. The majority of the respondents are belonging to bank deposit of savings and investment of women entrepreneurs.

VIII. FRIEDMAN TEST

S.No	Statement	Mean Rank	Rank
1	Competition	6.84	1
2	Importance of Women Education	6.34	2
3	Industrial Skills	5.54	3
4	Social Status	5.44	4
5	Ability to take Decision	5.44	5
6	Economic Condition	5.24	6
7	Importance in Family	5.14	7
8	Awareness of Govt. Facilities	5.14	8
9	Awareness of Social Problems	5.04	9
10	Ability to Contact with Officials	4.84	10

Table 13: Change in Personality Elements of Women Entrepreneurs (N=50)

Source: Collected and computed through questionnaire

A. Inference:

Out of 50 women entrepreneurs mean rank of 6.84 places the 1st rank of the competition. Mean rank of 6.34 places the 2nd rank of the importance of women education. Out of 50 women entrepreneurs the mean rank was 4.84 where the rank is 10 which the women entrepreneurs ability to contact with officials.

IX. CHI-SQUARE TEST

S.No	Factors	Degrees of Freedom	Asymp.sig	Significant not significant
1	Not getting proper power	12	80.706	significant

2	To assist technical	12	82.862	significant
3	To care of my business	12	82.862	significant
4	Not getting proper markets for my products	12	40.185	significant
5	No support from my family members	12	72.267	significant
6	Economic conditions	12	37.179	significant

Table: 14 Problem faced by women entrepreneur
Source: Collected and computed through questionnaire

A. Inference:

The above table shows that Out of 50 respondents 5 respondents belongs to the age group of less than 20.17 of the respondents belongs to the age group between 21-30 years of age.13 of the respondents belongs to the age group between 31-40 years of age. And 15 belongs to the age group of above 40, And As calculated chi-square value is less than the table value at 5% level, there is significant association between the variables of age, not getting proper power, nobody is here to assist me technically, nobody is here to take care of my business, I am not getting proper markets for my products. No support from my family, economic conditions. Hence, the null hypothesis is rejected.

X. FINDINGS

- The majority of the women entrepreneurs 21 to 30 ages.
- The majority of the women entrepreneurs are college level educated
- The majority of women entrepreneurs are married.
- The majority of the women entrepreneurs take own decisions in investment
- The majority of the women entrepreneurs are take own decisions in purchasing.
- The majority of the women entrepreneurs are landless.
- The majority of the women entrepreneurs are bank deposit of savings and investment.
- The 1st rank of the competition, the 2nd ranks of the importance of women education, and the 10th the women entrepreneurs ability to contact with officials.
- As calculated chi-square value is less than the table value at 5% level, there is significant association between the variables of age, not getting proper power, nobody is here to assist me technically, nobody is here to take care of my business, I am not getting proper markets for my products. No support from my family, economic conditions. Hence, the null hypothesis is rejected.

XI. SUGGESTIONS

The very essential to bring awareness among women entrepreneurs through awareness Programmes, relations with successful entrepreneurs, film photographs, T.V

interviews, panel argument, meetings, workshops and symposiums to develop entrepreneurship among women. Fostering factors motivational needs facilitating needs is like motivational needs economic necessity, independence, education and qualification ,family occupation ,success stories of friends & blood relatives ,enabling needs adequate financial facilities ,experienced and skilled people at work, development training programs and cooperation of family.

XII. CONCLUSION

Women of today are more willing to take up entrepreneurial activities that were once considered the preserve of men and have proved that they are second to no one with respect to contribution to the development of economy. Women entrepreneurship must be formed properly with entrepreneurial traits and skills to meet the changing trends in global markets and also be competent enough to sustain and strive for excellence in the entrepreneurial arena. Women constitute a strong labour force which needs to be organized and cheered. In India, the work participation rate of women is less than half of men.

Needs to be given to increase employment opportunities by providing financial support, building competitiveness, and increasing economic exchanges among women entrepreneurs.

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