Socio - Economic Background of Women Entrepreneurs in Thoothukudi District

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ABSTRACT

Women entrepreneurship play a energetic role in the economic development of a country. Economic development of a country depends essentially on its entrepreneurs. Women are highly empowered and dynamic nowadays. So they also participate in all such activities to raise the economic status and economical prosperity of the country. Women entrepreneurs run business more efficiently than men nowadays. This shows they are highly entitled in this society. Women entrepreneurs are those who bring about business idea, strengthen an organization, amalgamate the factors of production, operate the unit, undertake risks and handle problems involved in operating a business enterprise. Economic affluence and social fortune of a nation always depends on the cooperate strength of innovation, creativity and cognitive aid and effort of both men and women. The success of the entrepreneur depends on the environmental factors such as social, economic, legal, political and technology which influence their activities thus leading to successful entrepreneurship. The present article, focuses on the demographic profile of the women entrepreneurs and their socio-economic background of women entrepreneurs in Thoothukudi district.

Keywords

Women Entrepreneurs, Demographic Profile, Socio Economic Background, Women Empowerment.

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I. Introduction

Women entrepreneur is a person who accepts arduous role to meet her own consumption and become economically independent. Economic independence makes women aware of their rights. Nowadays women have slowly come out of their home to earn something for substance of their families, as the earnings of a single individual is not sufficient. Women have taken hold in agronomy operations, home industries, trade and commerce and other related economic activities. It leads to economic independence of women and women empowerment.

Socio economic conditions play important role in the formation of stratified business policies. The socio environment of a person strongly affects the entrepreneurial behavior and it includes the values, attitudes, beliefs, customs religion and habits of the people. On the other hand economic environment is not easily controllable, it includes factors like economic condition, economic policies, state of various resources and facilities like capital, raw materials, infrastructure so on.

Women entrepreneurship play a pivotal role in women empowerment. Empowering women through entrepreneurship influence women development, economic growth, social stability. Women can invest capital, run the business, take risk and get the profits of the business carried on by them. Visibly, their socio-economic status increases in the society.

II. OBJECTIVES OF THE STUDY

The research paper has the following objectives:

To study about women Entrepreneurs involved in the various business activities and employment opportunities provided by them especially to the women in the study area.

To understand the economic activities created by the women entrepreneur and their empowerment.

III. STATEMENT OF THE PROBLEM

Women have a good merger of entrepreneurial psyche, ambition, discipline and tenacity. All these help them to succeed in these highly evaporative markets. Entrepreneurship can permit women not only to participate in the activity of economic development, but also empower them. The 21st century women are victorious, yet a many face hurdles and challenging constraints. Many women face challenging constraints in the form of finance, scarcity of raw materials, stiff competition, mobility, family restriction, lack of

education, lack of mental strength, unfavorable business environment and lack of risk-bearing ability. At this juncture, an attempt has been made by the researcher to study the Socio Economic background of women entrepreneurs in Thoothukudi District.

IV. SCOPE OF THE STUDY

The study covers entrepreneurial skills of entrepreneurs in the enterprises such as Palm products, Tailoring, Food Items, and Handicrafts in Thoothukudi District and also focuses on the Socio Economic conditions of Women entrepreneurs in Thoothukudi District. The study analyses a broad scope strategy to understand the realistic status and treatment provided to women entrepreneurs in the present socio-economic environment.

V. METHODOLOGY

Data was collected from 30 women entrepreneurs in Thoothukudi district. Primary data was collected using structured questionnaire prepared and administered among the women entrepreneurs to collect data. Secondary data was collected from books, internet, websites, journals, etc.

VI. SAMPLE FOR THE STUDY

Stratified random sampling method was adopted. The sample size for the present study is 30 respondents.

VII. TOOLS FOR ANALYSIS

Appropriate statistical tools like Percentage Analysis and Garrett Ranking
technique were applied to analyses the data and to draw valid conclusions.

VIII. LIMITATIONS OF THE STUDY

The study is based on women entrepreneurs, hence has the limitation of generalization. The constraint of limited time has forced the researcher to restrict the size of the sample to only 30. It is presumed that whatever data disclosed by the entrepreneur is true.

IX. ANALYSIS

The researcher has analysed the Socio economic background of women entrepreneurs and has collected data with the help of questionnaire subjected to a critical interpretation. The interpretation and analysis have been carried out by assessing different types of women entrepreneurs. The socio factors related to the family and communities have a bearing on entrepreneurship. The economic factors related to financial support and develop entrepreneurship.

TABLE 1.1
Personal profile of women entrepreneurs

Personal Factors	Classification	No. of Women Entrepreneurs	Percentage (%)
Age	20-30 Years 30-40 Years 40-50 Years Above 50 Years	7 10 8 5	23.3 33.3 26.6 16.6
	Total	30	100
Religion	Hindu Christian Muslim	14 10 6	46.6 33.3 20
	Total	30	100
Community	Backward Class Most backward class SC/ST OC	13 7 2 8	43.3 23.3 6.6 26.6
	Total	30	100

Education	Below SSLC SSLC Higher Secondary Degree	6 8 6 10	20 26.6 20 33.3
	Total	30	100
Marital Status	Married	21	70
	Unmarried	9	30
	Total	30	100
Type of Family	Joint family	12	40
	Nuclear family	18	60
	Total	30	100
Size of the Family	Up to 3 members	3	10
	4 members	9	30
	5 members	8	26.6
	More than 5 member	10	33.3
	Total	30	100
Type of Business	Palm products	6	20
	Tailoring	5	16.6
	Food Items	10	33.3
	Handicrafts	4	13.3
	Others	5	16.6
	Total	30	100
Net Monthly Income From Business	Upto 5,000	4	13.3
	5,000-10,000	8	26.6
	10,000-15,000	4	13.3
	15,000-20,000	5	16.6
	Above 20,000	9	30
	Total	30	100
No. Of. Workers Employed	2 workers	5	16.6
	3 to 6 workers	8	26.6
	7 to 10 workers	11	36.6
	More than 10 workers	6	20
	Total	30	100

It is inferred from Table1.1 highlights the fact that (23.3%) of the women entrepreneurs belong to the age group of 20 to 30 years, followed by (33.3%) belonging to the age group of 30 to 40 years. Thus it is clear that young women aged 20 to 40 years have the capability to work hard, desire for high achievement and high degree of optimism form a greater proportion of women entrepreneurs in the study area. Majority of the women entrepreneurs (46.6%) belong to Hindu family followed by (13.3%) of Christian families and the least

contribution (20%) is by muslim. Women entrepreneur due to the rigid religious custom followed by
muslim. Most of the women entrepreneurs hail from Backward community (43.3%), 26.6% from other castes and (23.3%) from Most backward community, due to their financial and social background SC/ST constitute a very meagre percentage of 6.6. In the case of educational qualification, women who have completed their (Undergraduate courses) degree are in carrying out a new venture, their contribution is more (33.3%) when compare to SSLC educated women. (26.6%), women whose education is upto higher secondary level and below SSLC constitute only (20%) respectively. It is revealed that education gives confidence and courage and has motivated these women entrepreneurs to take up entrepreneurial activities. Majority of the women entrepreneurs (70%) are married. A greater proportion of women entrepreneurs (33.3%) have a family which consists of 5 members. From the table it is clearly evident that in the study area, 20 percent of the respondents are engaged in Palm Products , 16.6 percent in tailoring, 33.3 percent are involved in Food items, 13.3 percent are engaged in sales of Handicraft products and (16.6%) are involved in other business activity. The table shows that out of 30 women entrepreneurs a majority of (13.3%) earn a monthly income of upto Rs.5000 followed by (26.6%) earning Rs.5000-10000. 13.3 percent of women entrepreneurs earn Rs.10000-15000 and 16.6 percent of the women entrepreneurs earn Rs.15000-20000 and 30 percent of the women entrepreneurs earn above Rs.2000. It is also found that (36.6%) of the women entrepreneurs have employed 7 to 10 workers.

Table 1.2
Ranking of Socio Economic Problems Faced by women Entrepreneurs

Socio Economic Problems	1	2	3	4	5	Total	Garrett Mean Score	Rank
High price of Raw materials	750	420	300	160	75	1705	56.83	III
Mobility Constraints	375	360	250	240	200	1425	47.5	VI
Financial Problem	900	420	150	160	100	1730	57.66	I
Lack of support from family Members	600	720	250	80	75	1725	57.5	II
Stiff Competition	675	660	150	80	125	1690	56.33	IV
Lack of entrepreneurial skill among women	450	300	200	280	200	1430	47.66	V

Table 1.2 reveals that the most important problem faced by women entrepreneurs is Financial Problem which scores 57.66 points and gets I rank. The second major problem faced by the women entrepreneurs is Lack of support from family Members which scores 57.5 points and gets the II rank. High price of Raw materials occupies III rank with 56.83 points. Stiff competition is faced by majority of the women entrepreneurs which scores 56.33 points. As a result of stiff competition, the demand for the products/ services tend to decrease. Lack of entrepreneurial skill among women and Mobility Constraints score V and VI ranks respectively.

X. TEST FINDINGS

Most of the women entrepreneurs in Thoothukudi District are young aged between 20 to 40 years form a greater proportion of women entrepreneur while the majority of them were married and were living in Nuclear family.

33.3 percent of the women entrepreneurs carry on entrepreneurial activities in Food items followed by 20 percent of the women entrepreneurs who deal with Palm products.

Majority of the women entrepreneurs (30%) earn a net monthly income of above Rs.20,000.

It is identified that women entrepreneurs employ 7 to 10 workers in the study area which contributes 36.6%

Financial Problem, Lack of support from family Members and high price of raw materials are some of the most important Socio Economic problems faced by women entrepreneurs in the study area.

XI. CONCLUSION

The researcher showed in evident to study the socio-economic background of women entrepreneurs in Thoothukudi District. Women entrepreneurs in the study area have self assurance in life. The results of the study show that the socio-economic status of women entrepreneurs have increased to a considerable extent. Government and various agencies should provide adequate support – technically, financially and psychologically to women entrepreneurs to help them handle in this ruthless business environment. Today, business is a composite and hazardous venture, so women entrepreneurs should keep face with the newest trends and technological developments and take their business to the next level.

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