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## **GRT** DEVELOPMENT OF SELF EMPLOYED WOMEN ENTREPRENEURS AS SOCIO-ECONOMIC CHANGE AGENTS IN TIRUNELVELI DISTRICT

**Golda Grace Duraisingh**

Ph.D Research Scholar in Economics, Sarah Tucker College, Tirunelveli.

**Abstract:**-In India, women entry into business is a new phenomenon. In recent years the entrepreneurship has gained wide popularity on the whole globe. The rate of becoming entrepreneurs in women is more compared to men. The main objective of the study has been to understand the socioeconomic background of self employed women entrepreneurs, and factors influencing the personality traits in running their enterprises efficiently and profitably were considered for detailed analysis. The survey was carried out with 50 sample self employed women entrepreneurs who were selected according to convenience sampling method from Tirunelveli District. The data collected relate to the period August to December 2014. Data collected was tabulated and analysed by using simple percentages, chi-square test, Garret Ranking Technique, f test, standard deviation and probability analysis. The personality traits variables of self employed women entrepreneurs namely, stage of ambition, approach to self employment, choice creation capability, economic inspiration, administrative skill, risk taking enthusiasm, pull and push factors and aptitude of innovation are significantly associated at 5% with the numbers of years in experience in enterprises. The rest of the personality traits variables of self employed women entrepreneurs namely, information searching performance and crisis identification are not significantly associated at 5% with the number of years in experience in enterprises. It is inferred that lack of finances was ranked first followed by poor credit facilities. Lack of experience was ranked third and difficulties in finding appropriate markets ranked fourth. Improper training & development facilities were ranked fifth respectively. Thus it may be concluded from the investigation that diverse women had different attitudes towards entrepreneurship mainly self employment in the study area.

**Keywords:**women entrepreneurs, enterprise, financial policy, economic inspiration, personality traits

### **INTRODUCTION**

Though women constitute around half of the population in India, our society is still male-dominated in terms of literacy level and work-participation. In our country only 5.2 % (C.B.Gupta and S.S.Khanka, 2009) of the women are self-employed. In India, women entry into business is a new phenomenon. In recent years the entrepreneurship has gained wide popularity on the whole globe. The rate of becoming entrepreneurs in women is more compared to men (Renzulli et al 2000). In North America 38 percent & small businesses are owned by women (Brush & Hierarch, 1999).

The growth rate was highest in the Tamil Nadu state of India. It was 18% in 2001. Schumpeter (1961) defined entrepreneur as an agent for change – an innovator. Woman entrepreneur is an individual who takes up a challenging role in which she constantly interacts and adjusts herself with social, resource and support spheres in a society (Pareek 1992). By enabling women to become entrepreneurs and to participate fully and more effectively in a wide range of economic and especially industrial activities, they improve their position and also make greater progress towards higher economic growth, improved productivity, improved distribution of income, reduction in poverty and unemployment. The quality of entrepreneurship would depend on the degree to which they are involved in managing their enterprises.

Viswanathan (1994) points out that very often the enterprises started by the rural people are influenced by the decisions and desires of their family members. If these rural people involve themselves in various managerial decisions it would have a positive impact on their enterprises. Padaki (1994) mentioned the role of women in running their enterprise. The involvement of women in managing the enterprises is influenced by their demographic and environmental factors. Deivasenapathy (1986) in his study also stated that the family support influences the entrepreneurial success. Schwartz (1979) expressed that 'economic necessity' was found to be one of the most prime motivations in emerging entrepreneurship. Imai, Arun and Annim (2010), in their study show that loans for productive purposes were more important for poverty reduction in rural than urban areas and significant positive effect of Microfinance Institution productive loans on multidimensional welfare indicator.

Green, Kirkpatrick and Murinde (2006), revealed that the causal linkages among financial policy, enterprise development and poverty reduction remain a key challenge given the commitment to achieve the MDGs by 2015. The women entrepreneurs in Kerala are now at the top of all industries right from readymade garments to high tech computers. (Kurukshehra, June 1998). A societal rebellion can be brought if appropriate part of women population comes presumptuous in the field of entrepreneurship which can augment their sovereignty and self-assurance (Amutha, 2011). The main objective of the study has been to understand the socioeconomic background of self employed women entrepreneurs, and factors influencing the personality traits in running their enterprises efficiently and profitably were considered for detailed analysis.

### OBJECTIVES

Keeping the above facts in views the following study was attempted by framing the following objectives,

- 1) To study the socio-economic profile of the selected self employed women entrepreneurs
- 2) To provide entrepreneurial activities of enterprising
- 3) To assess the motivating factors for women entrepreneurship in starting the enterprise
- 4) To find out the personality traits of self employed entrepreneurs and the type of enterprise
- 5) To study the association between monthly family income and personality traits of self employed women entrepreneurs in Tirunelveli district
- 6) To understand the constraints faced by the women entrepreneurs

### METHODOLOGY

The survey was carried out with 50 sample self employed women entrepreneurs who were selected according to convenience sampling method from Tirunelveli District. The data were collected by means of interview schedule. The information collected directly by the researcher from the respondents' form as primary data and other details collected from text books, reports, various journals, published and unpublished texts, newspapers websites etc form as secondary data. Primary data has been collected by framing questionnaires. The collected data were analyzed by means of simple statistical technique and rank order method. The findings of this exploratory study are presented under the various aspects such as their profile, idea to initiate a business, reason to select the business, source of finance, ways of business transactions and key issues related to the decision making activities specified by the women entrepreneurs. The data collected relate to the period August to December 2014. Data collected was tabulated and analysed by using simple percentages, chi-square test, Garret Ranking Technique, f test, standard deviation and probability analysis.

### SOCIO-PERSONAL CHARACTERISTICS OF RESPONDENTS (n=50)

Variable	Categories	Percentage
Age	20-30 years	49
	31-40 years	22
	41 and older	29
Marital Status	Married	76
	Unmarried	24

Development Of Self Employed Women Entrepreneurs As Socio-economic Change Agents In Tirunelveli District

Education	Illiterate	8
	Primary	36
	Secondary	18
	Hr. Sec	26
	Graduate	12
Family Size (members)	Less than 3	25
	3-5	60
	5-7	15
Family Type	Nuclear Family	90
	Joint Family	10
Type of enterprise	Petty Shops	66
	Beauty Parlour	20
	Masala products	10
	Tailoring	4
Source of Finance	Loan from banks	12
	Borrowing from friends	30
	Borrowing from relatives	20
	Personal savings	38
No. of hours devoted For business	3-5 hrs.	3
	6-8 hrs.	51
	9-11 hrs.	27
	More than 11 hrs.	19
Age at starting of Enterprise	20-25	34
	25-30	24
	30-35	28
	35-40	4
	40-45	10
Monthly Income (Rs.)	Below 5000	4
	5001-10000	18
	10001-15000	12
	15001-20000	27
	Above 20000	39
Motivating factors for women entrepreneurship	To increase family income	52
	To offer good life to children	14
	For livelihood	29
	Bored at home	5
	Total	100

Source: Survey data

The socio-economic characteristics of respondents were analyzed and presented in the above table. It is evident from the results that the majority of women entrepreneurs are in the age groups of less than 30 years which constitute 49 per cent and 22 per cent are aged between 31 to 40 years. 41 years and above alone constitute 29 per cent to the total of 50 and mean size of the family worked out to be 31.6 years and standard deviation was 12.83 in the study area. Regarding the marital status 76 per cent are married.

Besides, results revealed that 36% of the respondents had primary education, about 18% had high school education, about 26% possessed higher secondary level education and only about 12% had pursued degrees. Further, 8% remained illiterate. Results on family size categories indicate that majority of the respondents i.e., 60 percentage of families are having 3-5 size ranging from members and mean size of the family worked out to be 9.03 years and standard deviation was 4.36.

Results on family type revealed that 90 percent of the respondents belonging to the nuclear family. This clearly indicates the declining of the joint family system. Business taken for the study shows 4 per cent are engaged in tailoring and 20 per cent run beauty parlour. Business concentrated on Masala products and Petty Shops as 10 per cent and 66 per cent respectively. Moreover results revealed that 38% of women started their business by their own funding. Only 12% started their business by bank loan, 30% borrowing from friends and 20% borrowing from relatives. The data shows that 51% women are working for 6-8 hrs. Only 3% women have only 3-5 hrs for their business. 27% and 19% women gave 9-11 hrs and more than 11 hrs to their business and they have huge family support and husband support.

The study demonstrates that 36% of women completed only primary school and 34% women started their business at the age of 20-25. The study disclosed that 4% of the respondents are earning an income up to Rs.5000, 18% of the respondents are earning Rs.5001-10000 monthly, 12% of the respondents are earning Rs.10001-15000 monthly, 27% of the respondents are earning Rs.15001-20000 monthly, and the others 39% of the respondents are earning above Rs.20000 respectively. The average monthly income of the women entrepreneurs' family is Rs.18400.

The table reveals that 52 percent of women entrepreneurs stated that the most important motivating factor to start the entrepreneurship venture was to supplement their family income. Only 5 percent of women expressed that they felt bored at home, which prompted them to take up entrepreneurship. The remaining 29 and 14 percent of them stated that they started business for their livelihood and to provide good life for their children respectively.

#### CHI-SQUARE TEST RESULTS FOR PERSONALITY TRAITS AND TYPE OF ENTERPRISE

Personality traits	Chi - Square values	P Values	Significance
Stage of ambition	20.603	0.016*	Significant
Approach to self employment	14.721	0.013*	Significant
Information searching performance	2.846	0.087	Not Significant
Choice creation capability	18.604	0.028*	Significant
Economic inspiration	19.081	0.024*	Significant
Administrative skill	12.063	0.031*	Significant
Crisis identification	23.974	0.094	Not Significant
Risk taking enthusiasm	21.004	0.012*	Significant
Pull and push factors	19.728	0.021*	Significant
Aptitude of innovation	17.601	0.017*	Significant

Source: Computed Data  
 (\*) denote significant level 5 %

The personality traits variables of self employed women entrepreneurs namely, stage of ambition, approach to self employment, choice creation capability, economic inspiration, administrative skill, risk taking enthusiasm, pull and push factors and aptitude of innovation are significantly associated at 5% with the numbers of years in

experience in enterprises. The rest of the personality traits variables of self employed women entrepreneurs namely, information searching performance and crisis identification are not significantly associated at 5% with the number of years in experience in enterprises.

**ASSOCIATION BETWEEN MONTHLY FAMILY INCOME AND PERSONALITY TRAITS OF SELF EMPLOYED WOMEN ENTREPRENEURS IN TIRUNELVELI DISTRICT**

Personality Traits Variables	Group Mean of Monthly Family Income (in Rs.)					'F' Statistics
	Less than 6000	6001 to 7000	7001 to 8000	8001 to 9000	Above 9000	
Stage of ambition	3.6254	2.6541	3.6022	3.6417	2.9874	1.9421
Approach to self employment	2.6412	3.8425	3.3045	2.9524	2.2031	0.1964
Information searching performance	3.6241	3.0584	3.6428	3.9024	3.2511	1.3842
Choice creation capability	2.5471	4.5781	2.6874	3.6471	2.9475	1.2041
Economic inspiration	3.7691	2.7512	3.7054	2.7416	3.0602	3.9483*
Administrative skill	1.6542	2.8416	1.7421	3.0476	2.5046	1.6479
Crisis identification	3.0621	1.6746	2.9475	1.6427	5.8614	1.9418
Risk taking enthusiasm	3.1842	3.6207	2.0814	2.6314	2.9471	2.4627*
Pull and push factors	2.6214	1.9472	3.5421	2.0765	3.8472	3.2041*
Aptitude of innovation	2.6412	2.6945	3.4687	2.9684	2.8572	0.8027

Source: Computed Data.

\* Significant at 5 per cent level.

It is clearly evident from Table that in the case of self employed women entrepreneurs in Tirunelveli district, significant differences among entrepreneurs with different monthly incomes are noticed in personality traits variables namely, economic inspiration, risk taking enthusiasm and pull and push factors, since their respective 'F' statistics are significant at 5 per cent level. But there is no significant difference among entrepreneurs under different monthly income groups regarding stage of ambition, approach to self employment, choice creation capability, information searching performance, administrative skill and aptitude of innovation. The most involved feature of personality traits among entrepreneurs whose monthly income is less than 6000 and above 9000 are economic inspiration and crisis identification, since their mean values are 3.7691 and 5.8614 respectively.

**GARRETT'S SCORE FOR PROBLEMS FACED BY SELF EMPLOYED WOMEN ENTREPRENEURS**

Problems	Average Score	Rank
Lack of Finances	61.13	I
Poor Credit Facilities	54.28	II
Lack of Experience	42.09	III
Difficulties in finding Appropriate Markets	39.63	IV
Improper Training & Development Facilities	30.97	V

Source: Computed from Primary Data.

It is inferred from table that lack of finances was ranked first followed by poor credit facilities. Lack of experience was ranked third and difficulties in finding appropriate markets ranked fourth. Improper training & development facilities were ranked fifth respectively.

## CONCLUSION

Thus it may be concluded from the investigation that diverse women had different attitudes towards entrepreneurship mainly self employment in the study area. Highly educated women considered business as a dispute and they considered entrepreneurship as their primary precedence and therefore they were prepared to take risks. They were also more lucid in their participation. Training and developing the skills and abilities were limited. Government should take proposal to improve their ability and institutions should come up with contributing education program for women entrepreneur.

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**Golda Grace Duraisingh**

Ph.D Research Scholar in Economics, Sarah Tucker College, Tirunelveli.



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