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## A Study on Socio-Economic Conditions of Women Entrepreneurship in Kanyakumari District

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*Woman is the noblest creation of God. She is a daughter, wife, mother and sister. She is the personification of tolerance and hence her home is in order. Women have a distinct role to play in the development of the nation. In the role of a mother, a woman shapes the personality and character of her children and hence the character of the nation. "If you want to awake the country, first awake women. If a woman is awakened, and if a family is awakened, if a village is awakened, there by the entire country is awakened"' - Jawaharlal Nehru.*

Keywords: Entrepreneurship, Essential, Discriminated and Women.

### Introduction

Researcher has chosen Kanyakumari district for the purpose of studying the Socio- Economic conditions of Women Entrepreneurship. Women constitute about half of the total population of the world. Traditional practices warrant women to confine themselves in the four walls of houses. In India, women play an important role in each and every family, but in the ancient period women were dependent on men. Historically, women have been discriminated from men in the male dominated society. Today's girls are better educated, more assertive and bolder. Employment is considered to be an important indicator of women's achievement. In the service of professional and industrial sectors, employment of women has increased rapidly. Work participation rate for females has shown as increasing trend in the unrecognized sector both in the rural and urban areas. In factories and industries such as cashew, coir, readymade garments and clock manufacturing, the labour force mainly depends on women. Entrepreneurship performs a vital role in the economic development of a country and is linked to the overall industrial development of a nation.

The present concept of entrepreneurship, however, has developed through the last two or three centuries and has been defined with subtle variations by different researchers in the field of social sciences. Entrepreneurship is economic dynamism. increasingly recognized as an important driver of economic growth, productivity, innovation and employment and it is widely accepted as a key aspect of Transforming ideas into economic opportunities is the decisive issue of entrepreneurship. History shows that economic progress has been significantly advanced by pragmatic people who are entrepreneurial and innovative, able to exploit opportunities and willing to take risks.

Women entrepreneurship development is an essential part of human resource development. The development of women entrepreneurship was very low in India, especially in the rural areas. Entrepreneurship among women has been a recent concern. Women have become aware of their existence, their rights and their work situation. The progress is more visible among upper class families in urban cities. In modern societies, women have come out to participate in all sorts of activities. The global evidences prove that women have been performing exceedingly well in different spheres of activities like academics, politics, administration, social work and so on. Entrepreneurship is a more suitable profession for women than regular employment in public and private sectors since they have to fulfil dual roles. Women have been taking increasing interest in recent year's income generating activities, like self-employment and entrepreneurship. However, less research has been conducted in rural semi urban areas that give specific focus on women's entrepreneurship motivational factors.

### Statement of the problem

Women entrepreneurs have yet to get used to economic and social risks. Entrepreneurs are playing an important role in the economic development of underdeveloped country. Women's skills and knowledge, their talents and abilities in business and a compelling desire to do something positive are some of the reasons for the women entrepreneurs to organize industries. The success of a women entrepreneur depends on her capacity to absorb additional risks arising out of her business activity. The state of Tamil Nadu is the industrially developing area in which some of the entrepreneurs excel in small scale industries. Even though the government organizes women by various associations, they are not ready to undertake business. As compared to men, women are less motivated to start business units due to fear and lack of motivation. Thus, the present study aims at undertaking the entrepreneurial development among women highlighting the motivational forces and relationship between socio-economic backgrounds of women entrepreneurs. Problems faced by women entrepreneurs are finance, scarcity of raw materials, male dominated society, lack of education, market-oriented risk, motivational factors, lack of confidence and training programmes. In these circumstances, the study "A Study on Socio-Economic Conditions of Women Entrepreneurship in Kanyakumari district" is necessitated.

### Objectives of the Study

The present study has been carried out with the following specific objectives.

- To study the socio - economic conditions of the women entrepreneurs in Kanyakumari district.
- To analyse the motivational factors and other factors that influence women to become entrepreneurs.
- To analyse the major strength, weakness and sickness of women entrepreneurship and the environmental opportunities threat the promotion of entrepreneurship.
- To analyse the problems faced by women entrepreneurs and environmental opportunities that promotes women entrepreneurship.
- To offer suggestions to improve the satisfaction of women entrepreneurship and to framework for the promotion of women entrepreneurship of selected districts in Tamil Nadu.

## Methodology

This study is based on both primary and secondary data. The primary data were collected by using questionnaire and secondary data were obtained from books, journals, reports and published and unpublished documents of District Industries Centre, and also Tamil Nadu Industrial Investment Corporation and Department of Statistics in the Government of Kanyakumari district. Simple random sampling technique is used while selecting the sample.

## Sampling Design

The survey was conducted on the basis of sampling method. For developing a sample design, the researcher collected the list of women entrepreneurs registered with The District Industries Centre Nagercoil, Kanyakumari District of Tamil Nadu. Of the total 1500 women entrepreneurs registered with The District Industries Centre, 450 samples were selected by using simple random sampling technique. 35 samples were rejected due to incomplete information. Finally, 415 samples were used for the study.

## Period of Study

The study covered a period of four years from 2013-2016 for the analysis of Socio -Economic Conditions of Women Entrepreneurship. The sample respondents were contacted for collection of data during 2015 to 2016.

## Construction of Tools

This study is based on primary as well as secondary data. The primary data were collected mainly for evaluating the performance of the women entrepreneurs in Kanyakumari District. The interview schedule was structured by the researcher herself. For identifying the variables to be used in the interview schedule, the researcher conducted a trial interview with 10 women entrepreneurs. A rough draft of the interview schedule was prepared and circulated among fellow researchers for their critical evaluation. The draft was then revised in the light of their comments. The revised interview schedule thus prepared was given to 15 women entrepreneurs for a pre-test. The suggestions were incorporated and the final draft was prepared.

## Frame Work of Analysis

- Various mathematical and statistical tools have been used for analysing the data for the study.
- Influence of demographic and other factors on the motivation, strength, weakness, threat and sickness have been analysed. The Kuruskal Wallis test has been used.
- The respondents were surveyed on their perception on the motivational factors that influence women to become entrepreneurs through 24 statements. To understand the underlying structure of the perception of the respondents on the motivational factors, the responses were analysed using Factor analysis.

Industrial sickness refers to a situation when an industrial firm performs poorly, incurs losses for several years and often defaults in its debts and payment. However, it cannot be attributed to a single factor alone. In the present study, 20 external factors were identified and studied using linkers five-point scale. But it is pertinent note that the personal perception on motivation, strength, weakness and threats of those deals the factors of sickness is crucial. The perception of the respondents on Motivation, Strength, Weakness, Threat and Sickness were studied through Likert's five-point scale. To study whether the perceptions of the respondents were influenced by demographic and other factors, the Total Score on each scale was tested for any statistically significant relationship with those factors. Considering the non-normal distribution of these total scores, two non-parametric tests namely Kruskal-Wallis Test and Mann-Whitney Test were used.

The researcher wanted to study on the impact of perception of the respondents on Motivation (DV1), Strength (DV2), Weakness (DV3) and Threats (DV4) on the Sickness (CV) of their industry. This analysis is carried out through Multiple Regression Technique.

#### Limitations of the Study

- The present study is limited to Kanyakumari District alone.
- The study also is limited to women entrepreneurs who have registered their names with The District Industrial Centre.
- Time factor was one of the major constraints.
- Respondents were reluctant to give out information.

#### Scheme of Report

The complete report has been presented in six chapters.

The first chapter deals with a Brief Introduction, Significance of the Present Investigation, Statement of the Problem, Scope of the Study, Concept of Women Entrepreneurship, Operational Definition, Objectives of the Study, Methodology, Construction of Tools, Sampling Design, Geographical Coverage, Period of Study, Field Work and Collection of Data, Data Processing, Frame Work of Analysis, Limitations of the Study and Organization of the Report.

The Second Chapter comprises the Review of Related Literature on Women Entrepreneurship Studies. The Third Chapter deals with Perception and their Demographic Features of Women Entrepreneurship. The Fourth Chapter deals with Motivational Factors and their Influence on Women Entrepreneurship. The Fifth Chapter deals with Problems Faced by Women Entrepreneurship and Environmental Opportunities to Promote Women Entrepreneurship. The Sixth Chapter deals with Summary of Findings, Suggestions and Conclusion.

#### Findings of the Study

- It can be observed from the demographic profile and other factors for strength, weakness, threat and sickness of the women entrepreneurs belongs to the age, there is a significant relationship between age and total score on strength, weakness, threats and sickness.

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- It can be observed from the demographic profile and other factors for strength, weakness, threat and sickness of the women entrepreneurs to the level of education, there is a significant relationship between level of education and total score on strength and weakness and there is no significant relationship between level of education and total score on threats and sickness.
  - It can be observed from the demographic profile and other factors for strength, weakness, threat and sickness of the women entrepreneurs to the community, there is a significant relationship between community and total score on strength, weakness and there is no significant relationship between community and total score on threat and sickness.
  - It can be observed from the demographic profile and other factors for strength, weakness, threat and sickness of the women entrepreneurs to the marital status, there is a significant relationship between marital status and total scores on strength, weakness and threats and there is no significant relationship between marital status and total score on sickness.
  - It can be observed from the demographic profile and other factors for strength, weakness, threat and sickness of the women entrepreneurs to the size of the family, there is a significant relationship between marital status and total scores on strength and weakness and there is no significant relationship between size of the family and total score on threats and sickness.
  - It can be observed from the demographic profile and other factors for strength, weakness, threat and sickness of the women entrepreneurs to the number of dependents, there is a significant relationship between number of dependents and total scores on strength, weakness threats and sickness.
  - It can be observed from the demographic profile and other factors for strength, weakness, threat and sickness of the women entrepreneurs to the spouse's education, there is a significant relationship between spouse's education and total scores on strength, weakness and sickness, there is no significant relationship between spouse education and total score on threats.
  - It can be observed from the demographic profile and other factors for strength, weakness, threat and sickness of the women entrepreneurs to spouse's occupation, there is a significant relationship between spouse occupation and total scores on strength and threats, there is no significant relationship between spouse's education and total score on weakness and sickness.
  - It can be observed from the demographic profile and other factors for strength, weakness, threat and sickness of the women entrepreneurs to the land holdings, there is no significant relationship between land holdings and total score on strength, weakness, threats and sickness.
  - It can be observed from the demographic profile and other factors for strength, weakness, threat and sickness of the women entrepreneurs to the profit from business, there is no

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significant relationship between profit from business and total score on strength, weakness, threats and sickness.

- It can be observed from the demographic profile and other factors for strength, weakness threat and sickness of the women entrepreneurs to the investment in business, there is a significant relationship between investment in business and total scores on strength and weakness, there is no significant relationship between investment in business and total score on threats and sickness.
- It can be observed from the demographic profile and other factors for strength, weakness, threat and sickness of the women entrepreneurs to the family income, there is no significant relationship between profit from business and total score on strength, weakness, threats and sickness.
- It can be observed from the demographic profile and other factors for strength, weakness, threat and sickness of the women entrepreneurs to the family expenditure, there is no significant relationship between family expenditure and total score on strength, weakness, threats and sickness.
- It can be observed from the demographic profile and other factors for strength, weakness, threat and sickness of the women entrepreneurs to the savings, there is a significant relationship between savings and total scores on strength; there is no significant relationship between savings and total score on weakness, threats and sickness.
- It can be observed from the demographic profile and other factors for strength, weakness, threat and sickness of the women entrepreneurs to the type of the enterprise, there is a significant relationship between savings and total scores on strength, weakness and threats; there is no significant relationship between savings and total score on sickness.
- It can be observed from the demographic profile and other factors for strength, weakness, threat and sickness of the women entrepreneurs to the years of experience, there is a significant relationship between years of experience and total score on strength, weakness, threats and sickness.
- It can be observed from the demographic profile and other factors for strength, weakness, threat and sickness of the women entrepreneurs to the taluk, there is a significant relationship between taluk and total scores on strength and there is no significant relationship between taluk and total score on weakness, threats and sickness.
- It can be observed from the demographic profile and other factors for strength, weakness, threat and sickness of the women entrepreneurs to the support to start enterprise, there is a significant relationship between support to start enterprise and total scores on strength and there is no significant relationship between support to start enterprise and total score on weakness, threats and sickness.
- It can be observed from the demographic profile and other factors for strength, weakness, threat and sickness of the women entrepreneurs to the nature of family, there is a

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significant relationship between the nature of family and total scores on threats and there is no significant relationship between the nature of family and total score on strength, weakness and sickness.

- It can be observed from the demographic profile and other factors for strength, weakness, threat and sickness of the women entrepreneurs to the area of enterprise, there is a significant relationship between area of enterprise and total scores on strength, weakness, threats and sickness.
- Based on the study and analyses, it can be concluded that the Socio-Economic Conditions of the Women Entrepreneurs are of medium level. Their performance is not below or above the standard performance. So, there is a need for improvement in their performance with the help of government and their personal and technological development.

## Conclusion

It can be said that today women are in a better position wherein women participation in the field of entrepreneurship is increasing at a considerable rate. Efforts are being taken for equality of opportunity to Indian women in all spheres and laws guarantee equal rights of participation in political process and equal opportunities and rights in education and employment were enacted. But unfortunately, the government sponsored development activities have benefitted only a small section of women i.e. the urban middle-class women. Women sector occupies nearly 45% of the Indian population. At this juncture, effective steps are needed to provide entrepreneurial awareness, orientation and skill development programs to women.

The role of Women Entrepreneur is economic development is also being recognized and steps are being taken to promote women entrepreneurship. Resurgence of entrepreneurship is the need of the hour emphasizing on educating women strata of population, spreading awareness and consciousness amongst women to outshine in enterprise field, making them realize their strengths, and important position in the society and the great contribution they can make for their industry as well as the entire economy. Women Entrepreneurship must be moulded properly with entrepreneurial traits and skills to meet the changes in trends, challenges global markets and also be competent enough to sustain and strive for excellence in the entrepreneurial arena.

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