

# ATTITUDE OF WOMEN TOWARDS ENTREPRENEURSHIP WITH SPECIAL REFERENCE TO KOTTAYAM DISTRICT.

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**ABSTRACT** --- Women entrepreneurship is the process whereby women take the lead and organize the business or industry and provide employment to others. Though it is a new phenomenon in India, still women are extending out and development is taking place not only in urban areas but rural and semi-urban areas as well.

The role of women in economic development is inevitable. Now-a-days women enter not only in selected professions like teaching, healthcare and engineering. Women are also willing to take up business and contribute to the Nation's growth. Their role is also being recognized and steps are being taken to promote Women entrepreneurship. Resurgence of women entrepreneurship is the need of the hour.

**Keywords** --- Attitude, Women Entrepreneurship, Kottayam, Government assistance, Awareness.

## I. INTRODUCTION

A women entrepreneur's enterprise is termed as an SSI unit or industry-related service or business enterprise, managed by one or more women entrepreneurs in proprietary concerns, in which she/they individually or jointly have a share capital of not less than 51% as partners/shareholders/directors of private limited companies/members of a co-operative population who venture out into industrial activities, manufacturing, assembling, job works, repair/servicing and other business. As per census 2011, the work force participation rate for females at the national level stands at 25.5% compared with 53.26% for males. In the rural sector, females have a work force participation rate of 30.02% compared to 53.03% males.

Women entrepreneurs are key players in any developing country particularly in terms of their contribution to economic development. In recent years, even among the developed countries like USA and Canada, women's role in terms of their share in small business has been increasing.

The World Bank recommended that the surest and the only way to lift India out of poverty are to educate and enhance the status of country's women. Similar observations have been made by Mahatma Gandhi and Pandit Jawaharlal Nehru as well.

## II. LITERATURE REVIEW

**Medha Dubhasi Vinze (1987)** stated that women in general faced many difficulties, whenever and wherever they attempted to compete with one another. New ground they were ridiculed and discouraged. As they moved into the modern economic sector women encountered barriers of tradition and prejudice, which too often diminished the productive impact, they should have on national development. In most third world countries women were still struggling against many obstacles in-built in their social status. They had shown a great deal of initiative, persistence and tenacity, which were essential qualities of entrepreneurs. Women's education should be promoted and only then one could think of a variety of opportunities of employment welfare of the family.

**Pillai. J (1995)** pointed out that empowerment is not something which could be bought, sold or given away. According to her it is women who must empower themselves if they are to attain rural development. The

total development includes development in political, economic, social, cultural and other dimensions of human life as also the physical, moral, intellectual and cultural growth of the human person.

**Nalinaksha Mutsuddi (1996)** stated that by nature, women were endowed with certain qualities found favourable for the growth of entrepreneurship. They possessed the inherent gift to motivate others by raising their self worth and self-esteem, making them feels important. This affability and helpful nature brought out the best in others without hurting their age or creating any tension or conflict. By encouraging active participation and sharing power and information, women could contribute better performance and higher productivity. Women skillfully integrated professional life with family life.

### III. STATEMENT OF THE PROBLEM

It is important to assess the attitude of women towards entrepreneurship because nowadays women have proved to be successful entrepreneurs. The study helps in evaluating the factors encouraging women to become entrepreneurs. The study finds out the areas women entrepreneurs can flourish. Government also has to play an important role in promotion of women entrepreneurship so, it is important to analyze the perception regarding the assistance provided by the government for promoting women entrepreneurship. In our society women have to cross a number of hurdles to start a venture, thus the study has also taken into account problems faced by women entrepreneurs. Hence it is very important and relevant to conduct a study on attitude of women towards entrepreneurship.

#### *Objective*

- To evaluate the factors inducing women to become entrepreneurs
- To find out the areas where women entrepreneurs can flourish
- To assess the perception regarding the assistance provided by government to promote women entrepreneurship

### IV. METHODOLOGY

#### *Research Design*

This study aims to find out the attitude of women towards entrepreneurship in Kottayam District among the respondents for its purpose data were collected by survey methods through questionnaire.

#### *Data Source*

The study is based on both primary and secondary data. The primary data is collected using descriptive structured questionnaire.

#### *Area of Study*

The study was undertaken in Kottayam District.

#### *Sample Size*

The data collected from a sample of 60 respondents. The sample was selected on a convenient basis.

The collected data have been analyzed by making use of;

- Simple Percentage Analysis
- Composite Indices
- Likert's scaling technique
- Chi-square Analysis

### V. LIMITATION

It attempt to make the work authentic and reliable, every possible aspect of the topic were kept in mind. Nevertheless, despite of the fact, constraints were at play during the formulation of this work.

**The main limitation is as follows:-**

- Area under the study is limited to Kottayam District only.
- Respondents are limited to 60 and samples have been selected on a convenient basis.

➤ Paucity of time has also been another constraint.

Table 1: Demographic Profile

<i>Variables</i>	<i>Particulars</i>	<i>Frequency</i>	<i>Percentage</i>
Educational Qualification	Up to Secondary education	8	13.33
	Pre-Degree	17	28.3
	Degree	24	40
	PG	11	18.33
Occupation	Govt. Employees	14	23.33
	Pvt. Employees	26	43.33
	Professionals	2	3.33
	Students	6	10
	Others	12	20
Place of Residence	City	8	13.33
	Town	24	40
	Village	28	46.7
Best quality to become an entrepreneur	Leadership	12	20
	Optimistic	5	8.3
	Independence	9	15
	Creativity	15	25
	Risk taking	19	31.7
Best field where a women entrepreneur can flourish	Professional Service	16	26.7
	I.T	3	5
	Dairy farming	9	15
	Manufacturing	5	8.33
	Retail	27	45
Factor motivates the most	Success Stories	36	60
	Peer Group	11	18.3
	Death of earning member	7	11.7
	Reputation	6	10
Source of information regarding women entrepreneurship	Research Abstract	5	8.33
	Expert Consultancy	13	21.67
	Journals, News paper	30	50
	Internet	12	20
Government priority to promote women entrepreneurship	Conducting awareness classes	14	23.33
	Subsidies	11	18.33
	Special concessional loans	16	26.66
	Skill upgradation classes	19	31.66

(Source: Data collected and computed through Questionnaire)

From the above table it is inferred that;

- 40 percent of the respondents are Graduates,
- Majority of the respondents are Private company employees,
- Most of the respondents are residing in Villages,
- 31.7 percent of the respondents opined that Risk-taking is the best quality to become an entrepreneur,
- Most of the respondents opined Professional service as the best field where a women entrepreneur can flourish,
- 60 percent of the respondents opined that Success stories of other entrepreneurs is the major factor that motivates them,
- 50 percent of the respondents gather information regarding women entrepreneurship from Journals and Newspapers,
- Majority of the respondents states skill upgradation classes as the major priority to be taken by the Government to promote women entrepreneurship,

## COMPOSITE INDICES

Composite indices are calculated by assigned values according to the rank of difference in opinion of the respondents. Once the values are assigned they are multiplied with the frequency and their aggregate is taken. This process is repeated for each option and once the total of all composite indices are obtained they are studied and one with the highest composite index is considered to be the most important.

Table 2: Factors which acts as a critical constraint for starting a venture.

Factors	1	2	3	4	5	Total	Rank
	(5)	(4)	(3)	(2)	(1)		
Finance	18	16	11	8	7	60	2
	(90)	(64)	(33)	(16)	(7)	(210)	
Support of family	22	15	7	12	4	60	1
	(110)	(60)	(21)	(24)	(4)	(219)	
Family responsibilities	12	19	16	9	4	60	3
	(60)	(76)	(48)	(80)	(4)	(206)	
Society	5	6	11	17	21	60	4
	(25)	(24)	(33)	(34)	(21)	(137)	
Lack of education	3	5	14	14	24	60	5
	(15)	(20)	(42)	(28)	(24)	(129)	

(Source: Primary Data)

From the above table it is evident that the highest factor chosen by majority of the respondents is support of family and least critical constraint ranked by the respondents is lack of education.

### CHI-SQUARE ANALYSIS

A chi-squared test is a statistical hypothesis test in which the sampling distribution of the test statistic is a chi-square distribution when the null hypothesis is true. The **chi-square test** is used for independence to determine whether there is a significant relationship between two **categorical** variables. Using sample data, the degrees of freedom is found, expected frequencies, test statistic, and the P-value associated with the test statistic.

#### Null Hypothesis (H<sub>0</sub>):

There is no significant relationship between place of residence and the area where a women entrepreneur can flourish.

Table 3: Relation between place of residence and the area where a women entrepreneur can flourish.

	Professional service	I.T	Dairy farming	Manufacturing & retail	Total
City	1	1	1	5	8
Town	6	1	3	14	24
Village	9	1	5	13	28
Total	16	3	9	32	60

(Source: Primary Data)

Chi- Square ( $\chi^2$ ) = 2.64216

Degree of freedom = 6

Level of significance = .05

Table value = 12.592

Decision = H<sub>0</sub> accepted

Since the computed value is lower than the table value H<sub>0</sub> is accepted.

#### VI. SUGGESTIONS

- ✓ Procedure for getting finance from financial institutions should be relaxed because majority of the respondents are of the opinion that financial institutions generally hesitate to give loans to women entrepreneurs.
- ✓ Government should give more priority for effective propagation of entrepreneurship programmes for promoting women entrepreneurs.
- ✓ Encourage technical and professional education among women and for enhancing their technical abilities, skill upgradation classes should be conducted.



All these suggestions will fail unless there is a change in the social attitude. She should get support basically from her family.

## VII. CONCLUSION

The role of women in economic development is inevitable. Now-a-days women enter not only in selected professions like teaching, healthcare and engineering. Women are also willing to take up business and contribute to the nation's growth. Their role is also being recognized and steps are being taken to promote women entrepreneurship. Resurgence of women entrepreneurship is the need of the hour.

As Swami Vivekananda rightly remarked, "Just as a bird could not fly with one wing only, a nation would not march forward if women are left behind." Now women have established their marks in almost all fields. Still women enterprises are more popular in activities like:

- Dairy and poultry farming, weaving, agarbati making, tailoring, readymade garments, photocopying, daycare centers, soap and candle making, ice cream and juice parlors etc

India has produced many world class women entrepreneurs. We are proud of names like Indra Nooye, Shahnaz Hussain, Anu Aga, Geetha Reddy, Kiran Mazumdar Shah..... list goes on.

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