

ENTREPRENEURSHIP DEVELOPMENT PROGRAMS FOR WOMEN ENTREPRENEURS - (WITH SPECIAL REFERENCES TO COIMBATORE CITY)

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Abstract

The economic development and the expansion of a country are strong-minded by human, physical and financial resources. The objective of any planned development is to develop human resources to their brimming utilization. Women empowerment is one of the biggest tools for 'effective development' of any country. It means freedom of women from the vicious circle of social, political, economic and gender-based discrimination. The intention of this research is to study and evaluate the motivations and obstacles that female entrepreneurs face developed and developing countries around the world this document will compare. Women empowerment is one of the biggest tools for 'effective development' of any country. It means freedom of women from the vicious circle of social, political, economic and gender-based discrimination.

Key Works: Women entrepreneurship, Skill development, Economic growth, Empowerment.

Introduction

Over the past few years, India has record expansion in women entrepreneurship and more women are pursuing their career in this direction. At a Global level, about 126 million women have started or are running their businesses and whereas in India, there are about 8 million women have started or are running their businesses. Apart from that, women have 24% share in corporate senior management positions and in India it's 30% for the same. Not only that, round about 37% of formal enterprises owned by women around the globe whereas 10% of formal enterprises in India are being operated by women.

Reasons for increase of Women Entrepreneurs in India:

- Better way in to education

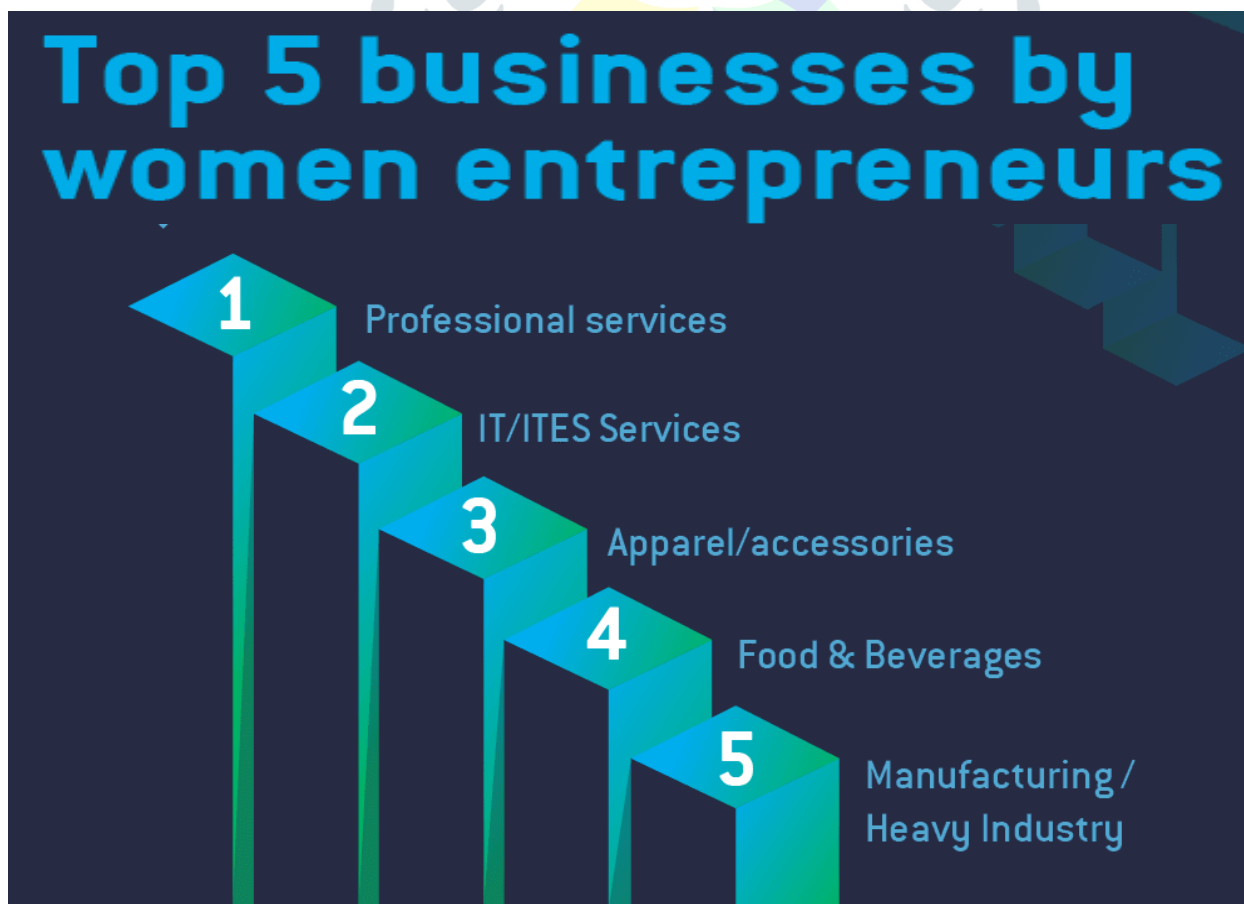
- Increasing social acceptance of Women Entrepreneurship.
- Better communications, especially in technology.
- Better way in to finance.
- Rise of role models.
- On the whole changing insight of Entrepreneurship.

Definition of entrepreneurship:

De. (1981) concluded that entrepreneurship is a package of personality characteristics of entrepreneurs. The characteristics conventionally associated with entrepreneurship – leadership, innovativeness, risk taking and so on – are so associated precisely because, in a profitable farming culture, they are essential features of effective farm business.

Definition of Women entrepreneur:

Government of India (GOI 2006) defined women entrepreneur as “an enterprise owned and controlled by a women having a minimum financial interest of 51 per cent of the capital and giving at least 51 per cent of the employment generated in the enterprise to women.” However, this definition is subject to criticism mainly on the condition of employing more than 50 per cent women workers in the enterprises owned and run by the women.



Major constraints faced by Women Entrepreneurs in India

Lack of Self-assurance:

In general, women lack self-assurance in their strength and competence. The family members and the society are unwilling to stand beside their entrepreneurial growth. To a certain level, this situation is changing among Indian women and yet to face a marvelous change to increase the rate of growth in entrepreneurship.

Socio-cultural barriers

Women's family and personal obligations are sometimes a great difficulty for succeeding in business career. Only few women are clever to manage both home and business professionally, devoting enough time to perform all their tasks in priority.

Motivational factors

Self motivation can be realized through a mind set for a successful business, attitude to take up risk and behavior towards the business society by shouldering the social responsibility. Other factors are family maintain, Government policies, financial assistance from public and private institutions and also the surroundings suitable for women to establish business units.

Awareness about the financial support

Various institutions in the financial area extend their most support in the form of incentives, loans, schemes etc. Even then every woman entrepreneur may not be aware of all the support provided by the institutions. So the sincere efforts taken towards women entrepreneurs may not reach the entrepreneurs in rural and backward areas.

Knowledge in Business Administration

Women must be knowledgeable and educated all the time to acquire the skills and information in all the functional areas of business management. This can facilitate women to excel in decision making process and develop a high-quality business network.

Family Ties:

In India, it is mainly a women's job to look after the children and other members of the family. Man plays a lesser role only. In case of married women, she has to strike a fine balance between her business and family. Her total attachment in family leaves little or no energy and time to dedicate for business.

Problem of Finance

Finance is regarded as “life-blood” for any enterprise, be it big or small. However, women entrepreneurs suffer from lack of finance on two counts. Firstly, women do not generally have property on their names to use them as collateral for obtaining funds from external sources. Thus, their access to the outside sources of funds is restricted.

Statement of the Problem

Women, who try to enter the field of industry in either administrative or entrepreneurial role, are generally exposed to various constraints. This , not only limits the scope of their contribution to the industrialization process, but also hinders the productive utilization of an available human resource, that is in short supply in our country. Women as a group, face many supplementary hurdles when compared with their male counterparts. It is to be remembered that the very concept of entrepreneurship will cease to exist unless there is the element of effort. So women will have to brave the odds and succeed. Research has shown that women face a number of difficulties in establishing and maintaining business and to suggest some remedial measures, which will help set matters right and thereby accelerate the process of the creation and promotion of women.

Objectives of the Study

1. To study about the socio-economic and demographic status of women entrepreneurs.
2. To study about the awareness of women entrepreneurship development and entrepreneurial behavior of women's.
3. To study the problem faced by women entrepreneurs.
4. To find out the suitable suggestions to overcome the constraints in entrepreneurial behavior among the women's.

Research Methodology

The study has applied convenience sampling technique for the data collection. A little sample of thirty respondents was selected as sample populations. The study is main based on primary data sources.

Area of the Study

Coimbatore is selected as the sample for the conduct of this study.

Review of Literature

Review of literature is very significant for every type of research work. A brief review of available literature is presented here which provides a basis for theoretical framework and interpretation of findings. Various studies conducted earlier, have some bearing directly on the current study being accessible here as under with suitable headings,

- Socio economic and demographic status of women's
- Entrepreneurial behavior.
- Problem faced by women entrepreneurs.

Kirmandevendra (1985) reported that Indian women have travelled with the times for centuries and have proved to the world that the hand that rocks the cradle can rule the world.

Gandhi (1985) said that in both the industrially advanced and less developed countries women are bounded with cumulative inequalities as a result of socio- cultural and economic discriminating practices.

Bennet (1993) found that even though women in rural areas work long hours in and outside the household, e.g. in fuel and fodder collection, fetching water and taking care of animals, their work is often neglected and made invisible in official statistics as it is not paid -wage labour.

Rani and Kashyap (1995) reported the result of their study on the occupation on 200 scheduled caste rural women of Hisar district and they found that the majority of the women are illiterate and hence only a few women are involved in the service sector rather they are employed in low paid labour intensive job.

Kishor and Gupta (2009) found in his research two thirds of women in India face restrictions in visiting public places, such as market, health care centre or other communities, by their own.

Bahuguna *et al.* (2013) made a study to find reason due to the effect of migration on women in rural areas of hilly region. Most Asian women prefer to work that can be done near or near the home, to avoid conflict between their roles as homemaker and wage earner.

Rao (2002) studied the problems of women entrepreneurs in Chennai. Among the socio- personal problems, 70 % faced lack of family and community support. 60 % had managerial experience. Production problem in the form of availability of land, plots and premises was faced by 70% respondents. Lack of knowledge about marketing the product was the major problem faced by 76% of the respondents. 74 % faced financial problems regarding loan and subsidy whereas inadequate government assistance was reported as problem by 70 % respondents. The ranking given to problems by selected respondents was as financial problems, Marketing problems, Production problems, Socio-Personal problems, problems of Government Assistance and Managerial problems.

Results and Discussions

TABLE: 1
DEMOGRAPHIC PROFILE OF THE RESPONDENTS

Sl. No	Variables	No. of Respondents	Percentage
Age			
1.	21-30 years	14	46.67
2.	31-40 years	11	36.67
3.	41-50 years	3	10.00
4.	Above 50 years	2	6.66
	Total	30	100
Educational Status			
1.	School Level	3	10.00
2.	College Level	17	56.67
3.	Professional Level	10	33.33
	Total	30	100
Occupational Status			
1.	Employed	15	50.00
2.	Business	10	33.33
3.	Professional	5	16.67
	Total	30	100
Monthly Income			
1	Upto 20000	8	26.67
2	20001-30000	12	40.00
3	30001-40000	9	30.00
4	Above 40000	1	3.33
5	Total	30	100

Interpretation:

In Modern India, Income and educational process has directly impacted on the economic progress and lifestyle of the people. It is observed from the above table that 46.67 Per cent of the respondents have Age group is 21-30 years and 56.67 Per cent of the respondents hold College level and 50.00 per cent of the respondents have working in employed and 40.00 Per cent of the respondents have monthly income is 20001 – 30000.

TABLE: 2

Entrepreneurs Family Type

Categories	Nuclear Family	Joint Family	Total
Frequency	17	13	30
Percentage	57	43	100

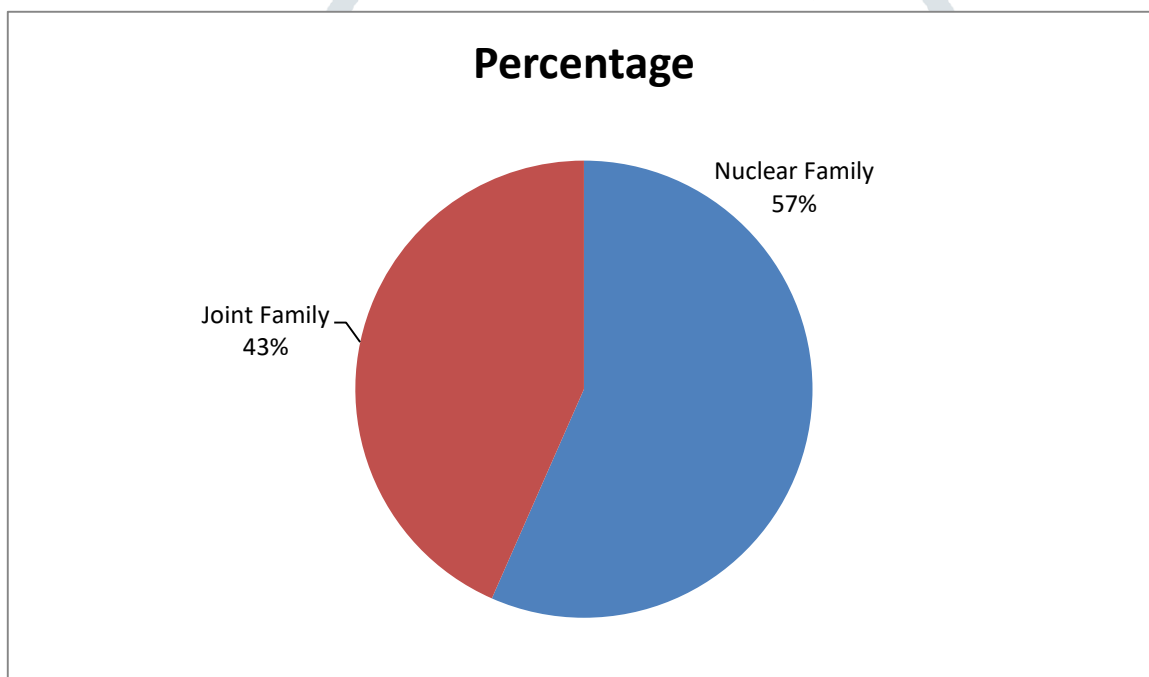
Distribution of respondents according to family type

TABLE: 3

Distribution of respondents according to their technical and resources management.

S.NO.	Problems	Mean score value	Rank order
1	Lack of training programs.	3.97	I
2	Lack of raw materials.	3.82	II
3	Lack of contact with information sources.	3.78	III
4	Lack of developmental programmes for women.	3.71	IV
5	Lack of information and awareness.	3.58	V

6	Managerial problems because women do not have basic enterprise and orientation.	3.44	VI
7	Lack of technical know how?	3.37	VII

Conclusion

In this study, it was found that women entrepreneurs require pre entrepreneurial guidance to plan an organized business venture successfully. Support from Government Organizations and Non Government organizations should be provided for such activities. More avenues and platforms need to be introduced by NGOs, banks, financial institutions to promote women entrepreneurs to join as business startups in the economic activity of a country. Entrepreneurial development is one important tool for sustainable socio-economic growth.

Reference

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