

A STUDY ON WOMEN ENTREPRENEURS IN THOOTHUKUDI CITY

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INTRODUCTION AND DESIGN OF THE STUDY

INTRODUCTION:

Entrepreneurs play an important role in the growth of any society. Development of entrepreneur's culture and qualitative business development service are the major requirement for industrial growth. Entrepreneurs emerge from an individual's creative spirit into long-term business ownership, employment creation. Capital formation and economic security. Entrepreneurial skills are essential for industrialisation and for alleviation of mass unemployment and poverty .women entrepreneurs may be defined as the women or group of women who take initiative to set up a business enterprise and to run it smoothly. According to Schumpeter's concept ,”women who innovate ,imitate or adopt a business activity are known as women entrepreneurs” .government of India ,based on women participation in equity and employment of a business enterprise has defined women entrepreneurs as ‘An enterprise owned and controlled by a women having a minimum financial interest of 51% of the capital an giving the least 51% of the employment generated in the enterprise to women .women entrepreneurs are those who generate business idea ,set up an organisation ,combine the factors of production ,operate the unit undertake risks and handle problems involved in operating a business enterprise.

STATEMENT OF PROBLEM:

Women's role in the productive sector has always been dictated by the economic advancements of the time.

A number of studies have been attempted to evaluate the various women entrepreneur development programmes but only few studies have given an overall view about the role of women entrepreneurship development.

In order to develop the entrepreneurial skills and to expose the scope of entrepreneurial activity an in depth study is highly essential. This has provided the motivation for the researcher to make an in-depth study on the various aspects of the micro-enterprises wined by women.

Hence the present study intends to focus on the role of women entrepreneurs' in Thoothukudi city and various skills gained by women entrepreneurs' development training programme and give some suggestions for developing the women entrepreneurs' skills and also to pave the way for other women to start new ventures.

OBJECTIVES

- To analyse the problems faced by women entrepreneurs
- To study the socio-economic status of women entrepreneurs in thoothukudi
- To analyse the motivation factors that influence women to become entrepreneurs To offer suggestions to improve the satisfaction level of women entrepreneurs and to framework for the promotion of women entrepreneurship in thoothukudi

SCOPE OF THE STUDY :

The scope of the study encompasses some women entrepreneurs in thoothukudi city and problems faced by women entrepreneurs who are engaged in stating a new enterprise. The study is limited only to the women entrepreneurs of selected group in thoothukudi city.

SAMPLING DESIGN:

As the area of study of limited in Thoothukudi city of Tamilnadu and as the total populations of women population is numerable, the researcher has proposed in sampling techniques for the selection of respondents to identify the right respondents which are also very essential for the collection of primary data the following process has been adopted scientifically. Finally 50 r respondents were selected by using convenient sampling method and include the study from various talks of thoothukudi city who have engaged to start an enterprise and running successfully.

METHODOLOGY:

PRIMARY DATA:

Primary data means the first through a hand data collected by the researcher is called primary data. Primary data is obtained through questionnaire, observation, direct communication with respondents and personal interviews

SECONDARY DATA:

Secondary data are those which have already been collected by someone else and which have already been passed through statistical process. The secondary data were collected from following source journal, text books, and internal college library.

TOOLS FOR ANALYSIS:

The data collected for this report has been analysed to arrive at meaningful conclusion. The statistical tool called percentage analysis is used to make analysis on collected data.

LIMITATIONS

- The project relied mainly on the primary data.
- The study is based on limited sample and limited time
- It was also difficult to get proper information from the people because they were indulging in some other activities.

ANALYSIS AND INTERPRETATION

The personal profile of women entrepreneurs, motivation factors, nature of business undertaken by women entrepreneurs, source through which they raised finance and, size of business, Initial amount invested, year of experience, savings and problems faced by them analysed and interpreted so as to draw a meaningful conclusion.

AGE WISE CLASSIFICATION

Age group	No of respondents	Percentage(%)
20-30 years	9	18
31-40 years	20	40
41-50 years	16	32
Above 50 years	5	10
Total	50	100

Source :primary data

The above table shows, that out of 50 respondents, 40% of the respondents belong to the age group 31-40 years, 32% of the respondents belong to the age group 41-50 years, 18% of the respondents belong to the age group 20-30 years, 10% of the respondents belong to the age group of the above 50 year. Responsible women have the capacity to work hard, desire for high achievement and high degree of optimism and hence greater proportion of women entrepreneurs are from the age group 31-40 years.

EDUCATION WISE CLASSIFICATION

Education	No of respondents	Percentage (%)
Below SSLC	13	26
SSLC	9	18
Highersecondary	17	34
Degree	11	22
Total	50	100

Source :primary data

The above table, shows that out of 50 respondents, 34% of the respondents have completed their higher secondary, 26% of the respondents are below SSLC, 22% of the respondents are degree holders and 18% of the respondents have studied upto SSLC.

Thus, it can be said that education which gives confidence and coverage has motivated, and most of these surveyed women entrepreneurs have to completed higher secondary to take up entrepreneurial activities.

MARITAL STATUS

Marital status	No of respondents	Percentage (%)
Married	43	86
Unmarried	7	14
Total	50	100

Source :primary data

The above table shows that out of 50 respondents, 86% of the respondents are married and 14% of the respondents unmarried.

Generally married women have more duties to perform and moral responsibilities to shoulder and hence mostly married women are involved in entrepreneurship.

NATURE OF BUSINESS

Nature of business	No of respondents	Percentage (%)
Fancy store	6	12
Tailoring	24	48
Computer centre \Xerox	5	10
Beauty parlour	4	8
Other (specify)	11	22
Total	50	100

Source: primary data

It is noticed from table that majority of the women entrepreneurs 48% of the respondents are tailoring, 22% of the respondents are the owner of such a grocery shop, flower shop and food product selling, 12% of the respondents are running fancy store, 10% of the respondents are running computer centre \Xerox and 8% of the respondents are beautician.

It is include that majority (48%) of the women entrepreneurs are tailoring.

LOCATION OF BUSINESS

Location	No of respondents	Percentage (%)
Residence	19	38
Near of residence	22	44
Far away from the residence	9	18
Total	50	100

Source: primary data

The above table, reveals that 44% of them have set their business units near of residence , 38% of the surveyed women entrepreneurs have used a portion of their residence for this business and 18% of the established her business unit far away from residence.

In Thoothukudi majority of the women entrepreneurs undertake entrepreneurial activities like tailoring. Family commitments and the nature of business, majority of (44%) of women entrepreneurs have made them to prefer their location of business header residence.

TYPE OF OWNERSHIP

Ownership	No of respondents	Percentage (%)
Sole proprietorship	41	82
partnership	9	18
Total	50	100

Source : primary data

It is noticed from table that 82% of the women entrepreneurs are sole proprietors and 18% of them are doing partnership form of business taking family members, friends and relatives as partners . It is concluded that, majority (82%) of the women entrepreneurs are sole proprietors.

REASON FOR STARTING BUSINESS

Reason for starting business	No of respondents	Percentage (%)
a) experience	21	42
b) hobby	8	16
c) mean of survival	5	10
d) venture something	7	14
e) Other (specify)	9	18
Total	50	100

Source : primary data

The above table shows that 42% of the respondents said that they have experience in this business ,16% of the respondents said that they done it for hobby ,10% of the respondents said that they have mean of survival (no other option),14% of the respondents said that they have venture something new (creative) ,18% of the respondents said that have family problems ,traditional business.

It is clear that the most of the women entrepreneur (42%) have experience in the business so it is influence them to start the business.

SIZE OF THE BUSINESS

Size of the business	No of respondents	Percentage (%)
large	1	2

medium	22	44
small	7	14
micro	20	40
Total	50	100

Source :primary data

It is observed from table that ,44% of the respondents having small size business ,40% of the respondents having medium size business ,14 %of the respondents having micro size business and 2% of the respondents having large size business. It is concluded that majority (44%) of the respondents having small size business .

INITIAL INVESTMENT

Initial investment	No of respondents	Percentage (%)
Less than Rs 10000	24	48
Rs 10000-50000	15	30
Rs50000-Rs100000	5	10
Rs 100000-Rs 500000	4	8
More than Rs 500000	2	4
Total	50	100

Source :primary data

The above table shows that out of 50 sample respondents ,48% of the respondents had invested on amount of less than Rs 10000 to start enterprise ,30 % of them invested Rs 10000 to Rs 50000 and 10% of the respondents had invested amount Rs 50000 to Rs 100000 and 8% of the respondents of rs 100000 to 500000 and 4% of the respondents of initial amount invested more than 500000 They surveyed women entrepreneurs in doing business only at a small level .hence majority (48%) of them required initial capital of less than Rs 10000 to start the business enterprise.

NO OF WORKERS

Number of workers	No of respondents	Percentage
1-10	46	92
11-20	3	6
Above 20	1	2
Total	50	100

Source :primary data

The table shows taht 92% pf the respondents having no work from 1-10, 6%of the respondents having no of workers from 11-20 and 2% of the respondents having none of the worker above 20 It is concluded majority 92% of women entrepreneurs having no of workers from 1-10

APPOINTMENT OF WORKERS

Appointment of workers	No of respondents	Percentage
Permanent	9	18
Temporary	17	34
Daily wages	18	36
Others (part time)	6	12
Total	50	100

Source :primary data

The above table shows that 36% of the respondents said that they appoint the workers on daily wages basis ,34% of the respondents said that they appoint the workers on temporary basis ,18% of an the respondents said that they appoint the workers permently and 12% of the respondents said that they appoint the workers on part time basis.It is concluded that majority (36%) of the respondents said of the respondents said that they appoint the workers on daily wages basis.

MONTHLY INCOME

Monthly income	No of respondents	Percentage (%)
Upto Rs 10000	30	60
Rs 10000-20000	14	28
Rs20000-30000	4	8
More thanRs30000	2	4
Total	50	100

Source: primary data

The above table shows out of 50 samples respondents ,60 % of the respondents earn upto Rs 10000 from their business ,28% of the respondents earn Rs 10000-20000 from their business ,8% of the respondents earn Rs 20000-30000 from their business and 4% of the respondents earn more than Rs 30000 from their business

It is concluded that majority (60%) of the respondents earn upto Rs 10000 from their business.

MODE OF SAVINGS

Mode of savings	No of respondents	Percentage (%)
Banks	33	66
Post office	3	6
Chit funds	6	12
Insurance	8	16
Total	50	100

Source :primary data

The above data shows that ,66% of the respondents save in bank ,16% of the respondents have taken insurance policies,12% of the respondents save in chit fund and 6% of the respondents invest their saving in post office .

It is notified from the survey that banks are the preferred choice of majority (66%) of the women entrepreneurs for investing their business

FINDINGS ,SUGGESTION AND CONCLUSION

- Responsible women have the capacity to work hard ,desire for high achievement and high degree of optimism and hence greater proportion of women entrepreneurs are from the age group 31-40 years
- It can be said that education which gives confidence and courage has motivated ,and most of these surveyed women entrepreneurs have completed higher secondary to take up entrepreneurial activities.
- Generally ,married women have more duties to perform and moral responsibilities to shoulder and hence mostly married women are involved in entrepreneurship.
- Majority of the women entrepreneurs are tailors
- Majority of (82%) of the women entrepreneurs are sole proprietorship .
- It is clear that the most of the women entrepreneurs (42%) have experience in the business. So I is influenced them to start the business.
- Majority (48%) of the required initial capital of less than Rs 10000 start the business enterprise.
- The surveyed women entrepreneurs in doing business only at a small level. Hence majority (48%) of the required initial capital of less than Rs 10000 to start the business enterprise.
- Majority(92%) of women entrepreneurs having number of workers from 1-10
- Majority(36%) of the respondents said that they appoint the workers on daily wages basis
- Majority (60%) of the respondents each upto Rs10000 from their business.
- It is concluded that majority of women entrepreneurs problems faced by stiff competition.

SUGGESTIONS

- Most of the women entrepreneurs are started their business under sole proprietorship and small scale .so that government has aid their business and help those to start large –scale business like company form of organisation .
- Government has to conduct special training programs ,entrepreneurial development programmes, and improvement programs to women entrepreneurs as well as their employees to enhance their productivity
- Since the number of entrepreneurs from scheduled caste and most backward communities is very low .awareness is to be created those women, by providing special attention.

CONCLUSION

Women constitute almost of the total population in India but they are not enjoying their freedoms, equalities ,privileges on par with their male counter parts .since implementation of planning in India. Women entrepreneurs in thoothukudi have self confidence in life and their status in the society has been considerably improved. However their income is very low. This is mainly due to stiff completion they face .government and

various associations should provide financial ,marketing and legal assistance to women entrepreneurs in order to ,make them sustain in this competitive business environment today ,business is a complex and risky ventures a women entrepreneur should keep pace with the latest trends and technological developments. She should adopt the latest method of production, follow a new sales approach and take her business to the next level.

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