

WOMEN ENTREPRENEURS GENERATE THROUGH MICRO FINANCE SECTORS WITH SPECIAL REFERENCE TO PATTUKKOTTAI TALUK IN THANJAVUR DISTRICT

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ABSTRACT

Microfinance is a concept that is helping the poor to create opportunities for economic growth. The women entrepreneur is expected to generate increased self-esteem, respect and other forms of empowerment and allowing them to earn an independent income and contribute financially to their households and communities. The present research deals with the role of microfinance sectors generate the women entrepreneurs to empower the poor and provides a valuable tool to help the financially viable development process. In this particular study the take part of the women entrepreneurs are generated by microfinance sectors with special reference to Pattukkottai taluk in Thanjavur district.

KEYWORDS

Micro finance sector ,women entrepreneur, empowerment, development

INTRODUCTION

The appearance of women entrepreneurs and women-owned firms and their important assistance to the economy is visible in India. These business are set for sustained increase in the future. The new creation of women –owned enterprises is actively in search of capital for their businesses, using modern technology to find and create a niche in both the domestic and export markets.

The micro finance industry, which began in 1976 with the establishment of Grameen Bank in Bangladesh, is now a worldwide movement comprising thousands of specialist, banks credit unions, co-operatives, village credit societies, NGOs and charities on both sides of wealthy and the poor for the provision of financial services such as savings, loans and insurance to poor people living in both urban and rural settings who are unable to obtain such services from the formal financial sector.

Financial support is given to women for starting small enterprises for generating more proceeds thus improving their overall economic condition. The vital idea in the rear microfinance is offering financial services to low income households, based on the premises that women in poor households are more likely to credit constrain increased well-being and social and political empowerment for women themselves, there by addressing goals of gender equity and empowerment.

OBJECTIVES OF THE STUDY

The objective of this paper is to discover the role of microfinance sectors for generate the entrepreneurial ability from their members and also assess the financial development and social benefits derived by the members.

RESEARCH METHODOLOGY

This study to know and assess the role of microfinance members in women entrepreneurs in Pattukkottai Taluk (Thanjavur District)Primary data collection with a convenient sample size of 250 respondents of the members and addition secondary data has been collected through Books and websites, Internet etc..,

ANALYSIS

Table 1 -VALUE OF MACHINES AND EQUIPMENTS OWNED BY THE RESPONDENTS(in Rs)

S NO	NAME OF THE ACTIVITY	NO OF RESPONDENTS	PRESENT VALUE	
			Machines	Equipment
1	Food processing	61	8550	11140
2	Milk product making	56	—	185800
3	Gem cutting	67	159100	19950
4	vegetable vending	66		550
	Total	250	167650	243940

Source : Primary Data

The value of machines used in gem cutting is high at (159100) while that of machinery used in food processing is low at (8550).The value of equipments used in making milk products is high (1858q00)while the value of equipments in vegetable vending is the least (550).

Table 2 –PERCENTAGE OF CO-OPERATION FROM THE FAMILY MEMBERS IN FOUR ACTIVITY WISE

NAME OF THE ACTIVITY	CO-OPERATION FROM THE FAMILY		TOTAL
	Sufficient	Insufficient	
Milk product making	47(90.4)	5(9.6)	52(100.0)
Gem cutting	65(85.5)	11(14.5)	76(100.0)
Food processing	49(100.0)	-	49(100.0)
vegetable vending	70(97.2)	3(2.8)	73(100.0)
Total	231	19	250

Source primary data ,figures in ()indicate percentage to the Total

To know the extent of co-operation received by the respondents in the study area their family members ,chi square test has been made.

Table 3–RESULTS OF CHI-SQUARE TEST

	value	df	Asymp.significance(2-sided)
Person Chi -Square	12,335	3	0.006

The encouraging aspect of the findings from the chi-square test is that the respondents of all the involved business activities have received support and co –operation from their family members. The family members of the respondents are the cementing force for the successful entrepreneurship.

Table 4 –REASONS FOR STRATING THE ENTERPRISE

S NO	REASONS	NO.OF RESPONDENTS	PERCENTAGE OF THE TOTAL
1	Financial support to the Family	102	40.8
2	To be independent and self-employed	42	16.8
3	Availability of Loan	34	13.6
4	To rise above the poverty line	28	11.2
5	To repay Debts	17	6.8
6	Situational factors	12	4.8
7	To provide better education for children	9	3.6
8	To achieve social status	4	1.6
9	Leisure time activity	2	0.8
	Total	250	100

Source primary data

The factors that have influenced the respondents to start their enterprise mainly for financial support to the family main reason and majority of the respondents to enter to entrepreneurship to be independent and self employed .The other respondents start the enterprise for availability of loan and repayment of debts ,achieving social status and utilizing leisure time .

FINDINGS

- The rural women entrepreneur family members are the cementing force for the successful entrepreneurship. The respondents are very much encouraged and supported by their family members in their business. The members of the microfinance sector are eligible to receive revolving finance and credits.
- Women are more without delay in repaying the money they have borrowed from lending institutions and the members are motivated to repay the amount borrowed ,to save and investment.
- The women entrepreneurs in this study area received loans not only from the banks but also from various micro finance sectors and other institutional agencies .
- The gender –gap may be successfully reduced by empowering women through education self-employment and income generating activities with the help of Micro finance sectors .

SUGGESTIONS

- Procedures and formalities can be simplified in the working of credit institutions with regard to lending loans to women entrepreneurs also the lower interest rate facilities providing to the small business units entrepreneurs .Lower rate interest facilities to encourage all women are ready to involving the entrepreneurial activities in rural area also.
- Child care centres and preliminary schools support facilities to be providing to the rural women entrepreneurs.
- Successful rural women entrepreneur stories should be broadcast through radio, television , local channel advertisements create women to better their socio economic status.
- The rural women entrepreneurs products are selling assured for a fixed market without trouble with the help of government and non-governmental sectors

CONCLUSION

The development of rural women entrepreneurs ,the attitudes must be channelised towards innovative, scientific and economic thinking. Workshops and training programmes could be arranged for rural women entrepreneurs to enable in acquiring needed information helps to encourage to them. The government and non- governmental organizations conduct the exhibitions in free of cost or concessional rent for enable the members to market their products. Provisions also make contact with the co-operative society functioning in semi-urban and urban areas, in order to market their products.

To encourage the rural women entrepreneur of the micro finance sector , the government or Micro finance industries consider and announcing separate award for the successful entrepreneurs in yearly once which will act as a boost to all women in rural and urban area.

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