

A Study on “Women Empowerment and Entrepreneurship” among Hosiery Garment Tiny and Small Entrepreneurs in Tirupur City

Dr. A. Latha¹, V. Padmini²

¹Assistant Professor, Govt Arts College, Coimbatore, Tamilnadu

²Ph.D, Research Scholar, LRG Govt Arts College for Women, Tirupur, Tamilnadu

Abstract: *The development of Indian economy is highly contributed by the women in various aspects. The women are the main person who calculated the family budget efficiently. But the recognition in the society for the women is not equal on par with males, due to the practice of malechavinism. Hence the government of India takes necessary steps to empower women through various schemes like TRYSM, DWRCA, PMRY and Women SHSs. Through these schemes the women are came forward to establish tiny and small business and capable to earn adequate financial income. This economic empowerment is the real empowerment of women to face the domestic and business issues. The entrepreneurs are trained well to manufacture the goods with good quality but finds difficult to sell the products due to lack of marketing knowledge. The present study is aimed at ascertaining the various functional problems faced by the women entrepreneurs in hosiery manufacturing. The shortage of production or poor quality of manufacturing leads to substandard products, which ultimately reduced their income. The sudden reduction in the income affects their socio-economic condition and their empowerment is drastically affected. In order to find the causes of problems in the functional areas of the manufacturing, this study is intentionally conducted among the tiny and small entrepreneurs of hosiery units. A questionnaire for survey has been prepared to analyse the opinion of women entrepreneurs in Tirupur (Tamilnadu, India). This study enlightens on women entrepreneurship status, development, challenges, opportunities etc.*

Keywords: Women Empowerment, Entrepreneurship, Entrepreneurial challenges

1. Introduction

Women are no longer described only a family individual but as her roles are increasing, Women have begun to play external roles i.e. an Entrepreneur also. And to identify reasons for this may researches have been conducted having their many conclusion. Kabeer (2001), expresses Empowerment as “strategic life choices” would refer to decisions that influence a person’s life trajectory and subsequent ability to exercise autonomy and make choices.

Decisive in shaping the view of entrepreneurship in the public imagination is the fact that, typically, great entrepreneurs have characterized the huge restructuring process of the Nineties (O’Boyle 1998). For decades, women have been sufferers of social prejudices and for inequality. Still many have the thought that women are assumed to be weak, passive, dependant, and people oriented. These assumptions inhibit development of self-confidence, innovativeness achievement, motivation and risk taking ability which is very much essential for an entrepreneurial career.

2. Categories of Women Entrepreneurs

- Women in organised sector and unorganised sector
- Women in traditional and modern industries
- Women in urban and rural areas
- Women in micro and small scale industries
- Single women and joint venture

3. Review of literature

Arunthathi Chaltopadhya (2005), emphasized that economic empowerment is elevating the status of women in our society. One possible towards achieving this end could be through entrepreneurship development.

Bennett (2002) describes Empowerment as “the enhancement of assets and capabilities of diverse individuals and groups to engage, influence and hold accountable the institutions which affect them. The study contains a range of terms, concepts and data may be relevant for assessing “empowerment and entrepreneurship”, for e.g., “gender equality” (World Bank 2001a & 2000b), gender discrimination”. Acharya and Bennette (1981) also high lightened the links between women’s economic roles and their control over resources and life options.

4. Objectives of the Study

To analyse the dominant reasons and factors in relation to women empowerment and entrepreneurship.

5. Research Methodology

The type of Research details include sampling where stratified random sampling has been used and the sample size is 75. Primary data was obtained through a well structured Questionnaire by using percentage analysis method and secondary data was collected through DIC Office, journals, Magazines, and Internet.

6. Limitations

The opinion drawn is based on the feedback of respondents and it may not represent the opinion of the universe. The research suffers the change in opinion of the respondents with respect to time.

Table 1: Showing particulars of the respondents profile

Variables	Category	% of Respondents
Age	Below 30 years	20 (26.66%)
	31 to 50 years	41 (54.66%)
	50 and above	14 (18.66%)
Marital status	Married	50 (66.66%)
	Unmarried	25 (33.33%)
Income	Below Rs. 150000	24 (32%)

(per annual)	Rs. 150,001 to Rs. 3 lakhs	37 (49.33%)
	Above Rs. 3 lakhs	14 (18.66%)
Level of literacy	No formal education	10 (13.33%)
	Below higher secondary	18 (24%)
	Graduate	29 (38.66%)
	Post graduate	12 (16%)
	Professional	06 (8%)

Source: Primary Data Collection through a structured Questionnaire.

Table 1 describes about the profile of the respondents i.e., about their age, marital status, income level, literacy level of hosiery garment tiny and small women entrepreneurs.

Table 2: Analysis and Interpretation

S. No	Statements	Agree	Partially Agree	I Do Not Agree
1.	Women prefer jobs than setting up a business.	28 (37.33%)	40 (53.33%)	07 (9.3%)
2.	Women's family obligations also restrict women from becoming successful entrepreneurs	40 (53.33%)	35 (46.66%)	0 (0%)
3.	Women's facing Finance problem.	38 (50.66%)	28 (37.33%)	09 (12%)
4.	Women are considered inefficient in handling labour and logistics problems.	26 (34.66%)	35 (46.66%)	14 (18.66%)
5.	Male dominated society is a barrier for women entrepreneurs.	29 (38.66%)	33 (44%)	13 (17.33%)
6.	Lack of proper knowledge about availability of raw materials, low-level negotiation & bargaining skills are also factors affecting women entrepreneurs.	25 (33.33%)	32 (42.66%)	18 (24%)
7.	Low- level risk taking attitude is also a factor affecting women's decision to start a business.	38 (50.66%)	26 (34.66%)	11 (14.66%)
8.	Educational & Govt. Institutions are doing little to promote women entrepreneurship.	33 (44%)	33 (44%)	09 (12%)
9.	Women's prefer to be partner's to their spouses than to run a business	26 (34.66%)	37 (49.33%)	12 (16%)
10.	Women don't have much financial independence to conceive, plan & execute a business.	46 (61.33%)	20 (26.66%)	09 (12%)
11.	The confidence level of women that they will succeed if they start their own business.	54 (72%)	15 (20%)	06 (8%)
12.	Not able to guess competitors marketing strategies	44 (58.66%)	18 (24%)	13 (17.33%)
13.	Women are considered incapable in handling the problem of credit sales	46 (61.33%)	18 (24%)	11 (14.66%)

Source: After data collection through a structured questionnaire, the data has been processed, analysed and presented in the above Table.

7. Findings and Suggestions

- The respondents selected where within the age group was from 50 and above and the survey consisted of max age holders 31 to 50.
- Married women respondents were surveyed the maximum, so that their opinion of this survey can be better fulfilled as they have better knowledge of their family constrains and the outer environment.
- The income of the entrepreneurs ranged from 50,000 and above, in which 150,000 to 3 lakhs .range had more respondents. Only these respondents earning less provide us the real picture.
- Respondents feel that due to high risk and commitments maximum 53.33% have agreed that women would prefer jobs rather than business.
- Respondents of 53.33% feel that even family problems play a major role in the successful of a business.
- Respondents of 50.66% are under the suggestion that women are not given priority in banks for availing loan due to doubting about repaying capacity.
- Respondents when compared around 34.66% feel women cannot handle labour and logistics problems as it depends upon the situation and the problem but about 12% feel that women have the capacity to handle any situation and anybody.
- About 44.1% respondents agree male domination is high, and there are about(18.66%) who denied that domination of male is also one of the hindrance of women entrepreneurs.
- Respondents (66%) accept that information about raw materials, negotiation skills also are important in business, which they feel women do not acquire.
- Women hesitate to take risks felt by (50.66%) of respondents who felt that risk taking attitude is very important. Since given equal weight age that govt, and educational institutions are helping women entrepreneurs. Only(12%) of respondents who had knowledge about the activities of entrepreneurship did not agree.
- Women can also play any dual roles, so the respondents have the confidence that women can be successful partners in business also.

- 12) Respondents feel women they should be provided with full leverage for finance utilisation as she is also seen to be good in household finance affairs.
- 13) Respondents have the full confidence that they will surely succeed if they start business their own.
- 14) The respondents of 58.66 agreed that not able to guess the competitors marketing strategies.
- 15) 61.33% of women entrepreneurs are considered incapable in handling the problems of credit sales. This may affect their empowerment.

8. Conclusion

There by from the study is depicted that even though women perform outstandingly and their confidence level being high, they undergo certain constraints while achieving goals during business such like, role conflict which prevents them from making any immediate decisions. Women seem to have very little ability to bear economic risks and market uncertainties. Opportunities to women may be given if women are willing. A woman able to succeed in her family endeavours may surely have success in business also.

References

- [1] Arunthathi Cattopadhyay, "Women Entrepreneurship", Jojana, vol.49, 2005, PP.27-33.
- [2] Dr.Anju Malhotra, Dr.Sidney Ruth schuler and Carol Boender. "Measuring women's empowerment as a variable in international development", Final version june 28, 2002.
- [3] Dr.Santhosh Gupta : "Strategy for empowerment of women", pg.26-28, Indian journal of marketing June, 2003.
- [4] Dr.Ch Rajesham and D. Raghava, "Emerging women entrepreneur in India", pg 21-22, Indian journal of marketing, May, 2004.
- [5] Prof.S.P.Kumar, "Women entrepreneurship in India-Problems and Prospectives", pg 11-13, "Global management Riview"(SONA College), vol.1, May, 2007.