

Factors Associated with Entrepreneurial Development among Women

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Abstract: *The emergence of women in economy as entrepreneurs is a major development in setting free and securing them a place in the society, which they deserve. A women entrepreneur is the one who applies feminist values, ideas and approaches through entrepreneurship, with the aim of raising the level of the quality of life and the status of girls and women in the society. Concept of women Entrepreneur Enterprise-" A small scale industrial unit or industry –related service or business enterprise, managed by one or more women entrepreneurs in a concern, in which they will individually or jointly have a share capital of not less than 51% as shareholders of the private limited company, members of co-operative society". The entrepreneurial development of the business people can be evaluated based on the financial performance or on the operational performance of his/her enterprise. Though women entrepreneurship and the formation of women owning business are steadily rising these days, women face a number of challenges and obstacles. The sample of 50 women entrepreneurs were randomly selected for the present study. The sampling method used by the researcher was simple random sampling technique. The findings of the study show the sub-system variables which influence the entrepreneurial performance and constrains faced by women entrepreneurs in running an enterprise.*

Keywords: Women Entrepreneurs, Entrepreneurial Development, Performance, Constrains

1. Introduction

In the recent years, women have taken a bold step to come out of their traditional domestic occupation to take up jobs out of homes. Today, the entrepreneurial world is also open to the women folk. Entrepreneurship has been defined as the process of designing, launching and running a new venture, which typically begins as a small one, such as a start-up, providing a product, processing it or selling it or hiring it. Entrepreneurship development is the process of improving the skills and knowledge of entrepreneurs through various training and classroom programs. The whole point of entrepreneurship development is to increase the number of entrepreneurs which in turn contribute to the economic development. Since women entrepreneurship has taken deep roots in Indian society recently, it is worthwhile to investigate the details of women entrepreneurship in relation to certain parameters. The present study "Factors Associated with Entrepreneurial Development among Women" is an attempt on that line.

The specific **objectives** of the study are, to

- Understand the socio-economic profile of the selected women entrepreneurs,
- Study the influence on sub-system variables on entrepreneurial performance and
- Explore the problems faced by the women entrepreneurs.

2. Research Methodology

Selection of the locale - Coimbatore district of Tamil Nadu is selected as locate.

Selection of the sample - The sample of 50 women entrepreneurs were randomly selected for the present study. The sampling method used by the researcher was simple random sampling technique.

Selection of the method- Primary Data was collected through personal interviews with the selected women entrepreneurs by asking questions generally in a face-to-face contact. This method helps in getting clear information and provides chances for cross examination.

Construction of the tool - The tool used in this study is an interview schedule containing a set of structured questions that have been prepared, to serve as a guide for interviewers, researchers and investigators in collecting information or data about a specific topic or issue. It contains 2 broad sessions such as role of sub system variable in entrepreneurial performance and constrains of women entrepreneurs.

Collection of the data - The tools developed for the study were administered personally on the 50 women entrepreneurs selected, after building a good rapport with the sample.

Analysis and Interpretation of the Data - The data thus collected were consolidated, tabulated and analysed with appropriate statistical tools such as Frequency and Percentage.

3. Result and Discussion

I. Socio Economic Profile of Women Entrepreneurs

Table 1: Socio Economic Profile of Women Entrepreneurs

S. No	Socio Economic Factors	Components	N = 50
			Percentage (%)
1	Age(in years)	21 – 30	24
		31 – 40	54
		41 and above	22
2	Educational Qualification	High School	20
		Higher Secondary	38
		College	42

3	Marital Status	Married	60
		Unmarried	24
		Widow	16
4	Type of Family	Joint Family	14
		Nuclear Family	86
5	Monthly Family Income(in Rs)	Below 15,000	42
		15,001 – 30,000	46
		30,001 and above	12
6	Habitat	Urban	74
		Semi urban	26
		Rural	-
7	Experience in the enterprise before	With experience	46
		Without experience	54

Out of 50 women entrepreneurs 24 per cent belonged to the age of 21-30 years. 54 per cent of women entrepreneurs belonged to the age of 31-40 years and remaining 22 per cent of women entrepreneurs belonged to an age of 41 and above. It is interesting to note that all the selected women entrepreneurs were educated, in that 42 per cent of women entrepreneurs had completed their graduation, 38 per cent had finished their higher secondary and 20 per cent of women entrepreneurs have completed High School education. The fact that 60 per cent of the women entrepreneurs were married, points out that the traditional values and the roles prescribed for a married women are undergoing changes, mainly for the want of economic independence. 24 per cent of women entrepreneurs were unmarried and they stated that they were interested in starting a new venture for their future safeguard. Sixteen per cent of women entrepreneurs were widow. Eighty six per cent of the women entrepreneurs belonged to a nuclear family and 14 per cent of the women entrepreneurs live in a joint family and the members in the joint family shared responsibilities which enable the women entrepreneurs to run their enterprise smoothly. Out of 50 the women entrepreneurs, 46 per cent of the women entrepreneurs had a family income of Rs. 15,001 – 30,000 per month, 42 per cent had a family income of below Rs. 15,000 and a very few (12 per cent) women entrepreneurs had a family income Rs. 30,001 and above. Regarding the habitat of the women entrepreneurs, 74 per cent belonged to urban area and remaining 26 per cent being in the semi urban area. Only 46 per cent of the women entrepreneurs have experience in the same field before starting an enterprise.

4. Role of Sub System Variables in Entrepreneurial Performance

A. Role of Self-Sphere System in Entrepreneurial Performance

Table 2: Self-Sphere System and Entrepreneurial Performance

S.No	Components of Self-Sphere System	N = 50	
		Percentage (%)	
1	Age	68	
2	Literacy level	46	
3	Experience	62	

* Multiple responses

Sixty eight per cent of the women entrepreneurs revealed that age is the most important factor that helps to perform the entrepreneurial function perfectly and effectively. Sixty

two per cent and 46 per cent of the women entrepreneurs stated that previous experience and education respectively plays an important role in entrepreneurial performance.

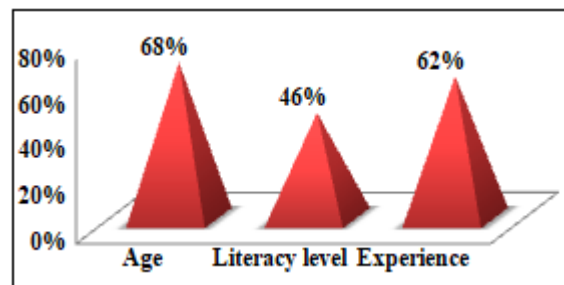


Figure 1: Self-Sphere System and Entrepreneurial Performance

B. Role of Socio-psycho Sphere System in Entrepreneurial Performance

Table 3: Socio-psycho Sphere System and Entrepreneurial Performance

S.No	Components of Socio-psycho Sphere System	N = 50	
		Percentage (%)	
1	Job Satisfaction	84	
2	Intra familiar decision making.	68	
3	Family type	76	
4	Family Occupation	64	
5	Family Education	58	
6	Social Participation	100	

*Multiple responses

Out of 50 women entrepreneurs 84 per cent of the women entrepreneurs were satisfied with running an enterprise and 68 per cent of women entrepreneurs were involved in intra familiar decision making which in turn shows the family supports the women in her endeavours. About 76 per cent of the women entrepreneurs revealed that if they were in a joint family, the work could be shared by the other members of the family which co-ordinately helps in the entrepreneurial performance. Sixty four per cent of the women entrepreneurs have mentioned that their family occupation helps in entrepreneurial performance. As family education indirectly influence entrepreneurial performance of women, 58 per cent of the women entrepreneurs revealed that family education as a socio-psycho sphere system helps in their entrepreneurial performance. All the 50 the women entrepreneurs agreed that social participation of a women entrepreneur helps directly or indirectly in their entrepreneurial performance.

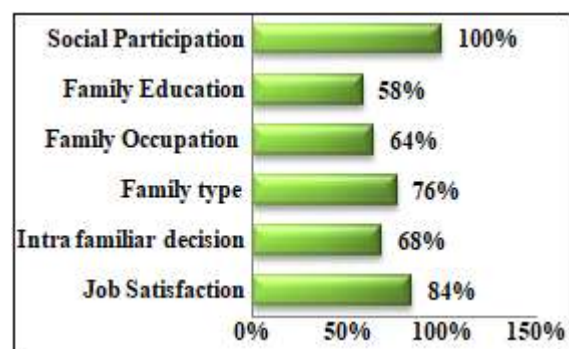


Figure 2: Socio-psycho Sphere System and Entrepreneurial Performance

C. Role of Resource System in Entrepreneurial Performance

Table 4: Resource System and Entrepreneurial Performance

S.No	Components of Resource System	N = 50
		Percentage (%)
1	Financial assistance	92
2	Technical guidance	100
3	Machinery and equipment	100
4	Raw material supply	100
5	Marketing	88

* Multiple responses

About 90 per cent of the women entrepreneurs revealed that financial assistance, technical guidance, machinery and equipment, raw material supply and marketing influences the entrepreneurial performance of the women entrepreneurs.



Figure 3: Resource System and Entrepreneurial Performance

D. Role of Support System in Entrepreneurial Performance

Table 5: Support System and Entrepreneurial Performance

S.No	Components of Support System	N = 50
		Percentage (%)
1	Family support.	66
2	Attended entrepreneurial training.	100
3	Manpower support.	62
4	Profit re-investment pattern.	72

*Multiple responses

About 60 per cent revealed that family support is a boon and help the women entrepreneurs to run the enterprise smoothly. All the 50 women entrepreneurs revealed that training will help the women entrepreneurs to enrich their knowledge and skill, it enable the women entrepreneurs to perform their function successfully. Sixty two per cent of the women entrepreneurs revealed that the manpower support enrich the women entrepreneurs to perform their function satisfactory. Seventy two per cent of the women entrepreneurs revealed that profit re-investment pattern as a support system help the women entrepreneurs to perform entrepreneurial function successfully.

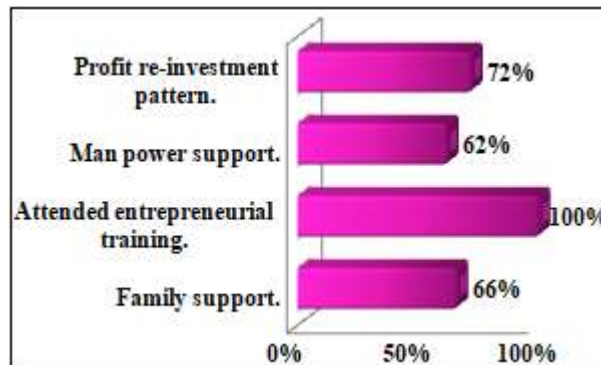


Figure IV: Support System and Entrepreneurial Performance

II. Constrains Faced by the Women Entrepreneurs

Table 6: Constrains of the Women Entrepreneurs

S. No	Components of constrains faced by the women entrepreneurs	N = 50
		Percentage (%)
1	Dual role and burden of responsibility at home and work place	84
2	Male dominance	42
3	Health problem due to stress	46
4	Lack of self-confidence	18
5	Lack of appreciation and recognition from the family	62
6	Lack of self-motivation	02
7	Adequate communication facilities	82
8	Constant need for finance	54
9	Risk taking ability	16
10	High cost of electricity	72
11	Shortage in the supply of raw materials	22
12	Non availability of skilled labour	84
13	Frequent absenteeism	60
14	Sustainability of experienced workers	82

*Multiple responses

Women entrepreneurs revealed the constrains faced were: Dual role and burden of responsibility at home and work place (84 per cent), Male dominance (42 per cent), Health problem due to stress (46 per cent), Lack of self-confidence (18 per cent), Lack of appreciation and recognition from the family (62 per cent), Lack of self-motivation (02 per cent), Adequate communication facilities (82 per cent), Constant need for finance (54 per cent), Risk taking ability (16 per cent), High cost of electricity (72 per cent), Shortage in the supply of raw materials (22 per cent), Non availability of skilled labour (84 per cent), Frequent absenteeism (60 per cent) and Sustainability of experienced workers (82 per cent).

5. Conclusion

Women entrepreneurship in India still has a long way to go. As women form a considerable segment of the Indian population, their energies can be better employed and utilised in the interest of the nation's economy. More women should be encouraged to take up entrepreneurship, through special concessions and financial support. A proper psychological climate should be created for women to enter the business world in a large measure. This could be done by widening their awareness and providing the necessary encouragement. It is high time that women's energies are

tapped and used for the economic advancement of the nation as a whole. The present study concluded that age, education and the previous experience of the women entrepreneurs is the most important factor that helps them to perform the entrepreneurial function perfectly. The women entrepreneurs were involved in intra familiar decision making which in turn shows the family supports the women in her endeavours. Surprisingly the women entrepreneurs states that if they were in a joint family, the work could be shared by the other members of the family which co-ordinately helps in the entrepreneurial performance. The women entrepreneur's family occupation and family education indirectly influences entrepreneurial performance of women. The social participation of a women entrepreneur helps directly or indirectly in their entrepreneurial performance. Financial assistance, technical guidance, machinery and equipment, raw material supply and marketing influence the entrepreneurial performance of the women entrepreneurs. The family support is a boon and helps the women entrepreneurs to run the enterprise smoothly. The study proves that training will help the women entrepreneurs to enrich their knowledge and skill and also enable them to perform their function successfully. Manpower support and the profit re-investment pattern as a support system help them to perform entrepreneurial function successfully. The study had tried to enlist the challenges experienced by women entrepreneurs and had also suggested ways to

empower. Thus women entrepreneur is a women or a group of women who establish, manage and operate the enterprise successfully.

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