



## A STUDY OF WOMEN ENTREPRENEURSHIP DEVELOPMENT IN THRISSUR DISTRICT WITH SPECIAL REFERENCE TO MSME DI THRISSUR

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### Abstract

Women Entrepreneurs may be defined as the women or a group of women who initiate, organize and operate a business enterprise. Government of India had defined women entrepreneurs as an enterprise owned and controlled by a woman having a minimum financial interest of 51% of the capital and giving at least 51% employment generated in the enterprise to women. Like a male entrepreneurs a woman entrepreneur has many functions. They should explore the prospects of starting a new enterprise; undertake risks, introduction of new innovations, coordination administration and control of business and providing effective leadership in all aspects of business. Women in business are a recent phenomenon in India. By and large they had confide themselves to petty business and tiny cottage industries. Women entrepreneurs engaged in business due to push and pull factors. Which encourage women to have an independent occupation and stands on their own legs. A sense towards independent decision making on their life and career is the motivational factor behind this urge. Saddled with household chores and domestic responsibilities women want to get independence under the influence of these factors the women entrepreneurs choose a profession as a challenge and as an urge to do something new. Such situation is described as pull factors. While in push factors women engaged in business activities due to family compulsion and the responsibility in thrust up on them. This research paper investigates the Women Entrepreneurship Development in Kerala.

**Key words:** Women Entrepreneur, Women Entrepreneurship Development Programme (WEDP), MSME Development Institute.

### Introduction

India like any other developing country has a large unorganized sector where the majority of women work. This sector has been largely neglected in so far as provision of social services and social security benefits are concerned. Things are changing for Indian women, slowly but surely. Over five decades, in the areas of women's programmes, there has been a shift from the purely welfare and consumption oriented one, which recognizes the women as a productive worker and the contributor to the country's economy. (Muzamil Jan, 2009) Women to become a successful entrepreneur, she needs access to capital, technical and managerial know-how and market. The essence to empower rural women life in catalyzing appropriate economic activities at the grass root level and creating new opportunities for them to ear higher income in order to improve their standard of living. These objectives could be accomplished by establishing enterprises that are based on the locally available resources and preferably indigenous knowledge (Samir Ghash, 2013).

### Review of Literature

(Makararavy, Chhuntek, Walsh, & Anurit, 2009) in their study titled, "A study of Women Entrepreneurship Development in Small and Medium Enterprises in Cambodia: Challenges and Opportunities" shows that women entrepreneurs faced distinctive challenges in the early part of SME development in terms of social problems, marketing problems, lack of government assistance and financial problems. The findings lead to some suggested strategies to contribute to greater success rates women entrepreneurs. (D'Cruz, 2003) seek to find out in the study titled, "Constraints on Women Entrepreneurship Development in Kerala: An analysis of familial, social, and psychological dimensions", to investigate the educational, religious, familial, and social background of the entrepreneurs, examine the extent and nature of familial influence in the choice of their entrepreneurial career, discuss their religious composition and to identify the psychological factors (such as attitudes, traits, willingness, and confidence) that govern enterprise development of women entrepreneurs in Kerala entrepreneurs. (Vinisha Bose, 2012) through the study, "An Analysis of Women Entrepreneurship Development Programmes in the State of Kerala" reveals that development of entrepreneurship has become a movement in India in the recent years. Women Entrepreneurship Development Programmes have been considered as an effective instrument for developing entrepreneurship in the country side. Now a day's many central and state governments are organizing WEDPs for people. The author had got the opportunity to conduct Central and state governments are organizing WEDPs and also had conducted more than ten in the private sector for the people of Kerala. The paper is based on the field survey of 50 women entrepreneurs who had attended WEDPs. The paper also gives suggestions for improving the programmes and it goes into details about the existing supportive agencies in Kerala for development of entrepreneurship.

### Kerala's Women Entrepreneurship to Get Global Visibility – WE Summit 2015.

To showcase the remarkable achievement of the state in promoting women entrepreneurship, the government through the KSIDC is holding women Entrepreneurs (WE Summit 2015) on November 19, the United Nations 'Women's Entrepreneurship Day' Kerala State Industrial Development Corporation (KSIDC) has launched "We Mission" to support



women entrepreneurs in the state. The corporation expects to offer support to over 1000 women in the state to start business during the next one year. Those women interested in starting their own ventures will provided with all support including, mentoring and assistance in financial, infrastructure and promotional activities. WE Mission – Kerala is the latest in a series launched by KSIDC to promote entrepreneurship in recent times after its much-lauded Young Entrepreneurship Summit, Business Incubation Centers, Startup Boot camp and Angel Funding support. The summit would see sector specific discussions, one to one interactive meetings, and exhibition of products to boost women’s entrepreneurship in the state. The summit is being held with close coordination with Kudumbasree and MSME-DIC (Micro Small & Medium Enterprises, Department of Industries and Commerce).

### Objectives of the Study

1. To identify the role of MSME DI in Women Entrepreneurship Development Programme in Thrissur.

### Methodology

Data were gathered from both primary and secondary sources. The primary data were collected from fifty participants of Women Entrepreneurship Development Programme from 2011-2012 to 2014-15. Convenience sampling method used for the study. The tool used for data collection was questionnaire. Secondary data has been mainly drawn from various books and annual reports of MSME DI. For the purpose of analysis, the statistical tools such as mean, Chi Square test, ‘t –test’ and Mann-Whitney U test were used to test the hypothesis and to draw inferences.

### Analysis and Interpretations

#### 1. Demographic Profile

Table 1 contains the Demographic details of data related with the age, marital status, occupation and annual income of the respondents.

**Table 1: Demographic Profile**

Age		
Class	No. of respondents	Percentage
20 -30	4	8
31-40	24	48
41-50	13	26
51-60	9	18
Total	50	100
Marital Status		
	No. of respondents	Percentage
Married	41	82
Single	9	18
Total	50	100
Occupation		
	No. of respondents	Percentage
Self Employed	7	14
Unemployed	36	72
Sales Girls	7	14
Total	50	100
Annual Income		
	No. of respondents	Percentage
Below 50000	9	18
50001-150000	24	48
150001-300000	13	26
300001-450000	4	8
Total	50	100

Source: Primary data



Table1 displays that the majority of the category belongs to the age group of 31-40. The educational qualification of the respondent's shows that most of the respondents are Graduates .From the marital status it is inferred that 82% of the respondents are married, another 18% are single. Out of 50 respondents 72 % are having on unemployment, 14% are self employed, 14 % are sales girls. Income wise classification point out that majority (48%) of the respondents is annual income 50,001to 1,50,000.

**Table 2: One-Sample Test**

One-Sample Test				
		Test Value = 3		
		T	df	Sig. (2-tailed)
1	Get an Idea about marketing	19.943	49	.000
2	Get an idea about Finance	18.993	49	.000
3	Get an idea about Management	17.978	49	.000
4	Get an idea about preparation of Project management	14.453	49	.000
4	Get an idea about Product	17.618	49	.000

Source: Computed from primary data

$H_0$ : The satisfaction levels in WEDP do not significantly differ from the average level.

$H_1$ : The satisfaction levels in WEDP significantly differ from the average level.

Table2 gives the t value, degree of freedom, significant level and 95% confidence interval for the mean. *P*- value is less than .05. Therefore, we reject the null hypothesis. Thus, satisfaction level in participants is significantly lower than average level.

**Table 3: Ranks of the variables**

	Get an idea to start Business Units	N	Mean Rank	Sum of Ranks
Marital Status	Yes	20	23.50	470.00
	No	30	26.83	805.00
	Total	50		

Source: Computed from primary data

**Table 4: Test Statistics**

	Marital Status
Mann-Whitney U	260.000
Wilcoxon W	470.000
Z	-1.190
Asymp. Sig. (2-tailed)	.234

a. Grouping Variable: Get idea to start Business Units

Source: Computed from primary data

$H_0$ : Both single and married women are getting an idea about start new enterprises is equal

$H_1$ : Both single and married women are getting an idea about start new enterprises is not equal

Mann Whitney U value is 260 and exact *p* value for 2 tailed including one is .234 which is > 0.05, the null hypothesis accepted at 0.05 level of significance. There is enough evidence to conclude both single and married women are getting an idea about start new enterprises are equal.

**Table 5: Chi-Square Tests**

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	1.772 <sup>a</sup>	3	.621
Likelihood Ratio	1.788	3	.618
Linear-by-Linear Association	.514	1	.473
N of Valid Cases	50		

a. 3 cells (37.5%) have expected count less than 5. The minimum expected count is 1.60.

Source: Computed from primary data



Ho: There is no relationship between age and get an idea about start new enterprises

H1: There is relationship between age and get an idea about start new enterprises.

Table 5 Gives the chi square value of age and get an idea about start new enterprises. For degree of freedom 3, the *p value* .621 is greater than 0.05. The null hypothesis accepted and therefore, there is no association between age and get an idea about start new enterprises.

### Findings of the Study

1. Knowledge about the product, management, marketing, finance and project implementation are significant factor that affect to start the business.
2. Low – level risk taking attitude is another factor affecting women folk decision to get into business.
3. Management function plays a crucial role in the future of entrepreneurship. Entrepreneurs have chance to do both strategic planning and administrative work for their business.
4. MSME DI should not take a continuous attempt to inspire, encourage, motivate and co-operate women entrepreneurs.
5. The Women Entrepreneurship Development Programmes to develop professional competencies in managerial, leadership, marketing, financial, production process, profit planning, maintaining books of accounts and other skills. The MSME DI delivered by the WEDP in average level.

### Conclusion

The MSME DI should take more efforts to train the women entrepreneurs about the product planning, management, marketing, finance and project implementation. Through this initiation the women entrepreneurs will turn out to be professional competencies. There by the women entrepreneurs will get an inspiration, encouragement and motivation to do successful startups. Since time in memorial women are contributing a great deal to the development of any nation across the world. It goes without saying that Indian women entrepreneurs have significantly contributed to the industrial development of India. Apart from giving good citizens to the nation, women have also given good organizations to the nation. Obviously, what man can do, women can do better through their dedication and commitment. This has been proved time and again in the analysis of Indian business history. Under the stewardship of women scores of industries have made rapid strides and progress. The business models and management styles followed women entrepreneurs worth replicating across the world. There is saying where women are respected, dwells God.

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