



FACTORS INFLUENCING THE WOMEN ENTREPRENEURIAL GROWTH IN TIRUPPUR DISTRICT

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Introduction

Entrepreneurship was the distant dream for women in traditional society. In this modern era, women are proving that they can ensure success if they have desirable qualities of entrepreneurship. In recent years, women have come in forefront in different walks of life and they are able to compete with men despite the social, psychological and economic barriers. It has been possible because of education, political awakening, legal safeguard, urbanization and social reforms. Women are doing a wonderful job striking a balance between their home and career. Women entrepreneur is a person who accepts challenging role to meet her personal needs and become economically independent. A strong desire to do something positive is an inbuilt quality of entrepreneurial women, who is capable of contributing values, in both family and social life.

Statement of the Problem

Indian women are traditionally considered to be home makers and 'not business women'. The financial institutions are skeptical about the entrepreneurial abilities of women. Banks and other financial institutions are reluctant to lend money to women entrepreneurs and they stipulate many conditions before they lend money to them. Consequently, women entrepreneurs are handicapped by inadequate financial resources and working capital. Another argument against them is that they have low level management skills. Low level self confidence and self reliance are also other big barriers for them to enter into business. Proper encouragement and motivation are needed to accelerate women entrepreneurship in our country. Economic, social and motivational factors which influence the growth women entrepreneurship have to be properly identified to address these issues. Identification of these factors would be more helpful to know the reasons for ensuring success by women entrepreneurs in one hand and to rectify the problems in promoting women entrepreneurship to the expected level on the other hand. By keeping in mind, the present study has been undertaken in Tiruppur city which is the hub of industries in Tamil Nadu.

Methodology

The present study is a descriptive study. Primary data has been collected from the respondents through well structured schedule. Tiruppur District has 13 blocks, in which vellakoil block is known for oil mills, power looms and the agro based industries. So, this block has been purposively selected, as it is one of the main entrepreneurial parts of this district. Convenient sampling method has been followed for the study as it is very difficult to find the population of women entrepreneurs who vest with ownership and control of enterprises. Total sample size restricted to 150.

Objectives and Tools Used For the Study

The present study focuses on the factors influencing the growth of women entrepreneurship in Tiruppur District of Tamil Nadu. Garrett ranking method has been employed to identify the order of influencing factors. Scores of responses have been consolidated and total scores have been computed to find out the mean scores.

Economic Factors Influencing Women Entrepreneurial Growth

Economic factors mainly focus on the capital, labour, raw material costs and expenses incurred to adopt new technologies. All the respondents are found to be the tiny and small entrepreneurs in the study area. Seedbed of small enterprises provides conducive conditions for the emergence and growth of women entrepreneurship. Obtaining the support of bankers, managing the working capital, lack of credit resources are the major stumbling blocks for the women entrepreneurs. Small scale women entrepreneurs are not fully exposed to the latest technology due to lack of requisite resources to update their plant and machineries. Thus, 'Implementation of technological innovations in business activity (57.64)' secures first rank. 'Labour as an important element of economic development (55.10)' receives second rank. 'Availability of capital facilities (53.58)', 'Influence of Raw materials on the emergence of entrepreneur (43.10)', 'Improvement of the productive capacities of division of labour (42.58)' receive the subsequent ranks in the study areas (Table - 1). Women entrepreneurs are in a position to compete with their better equipped rivals operating modern large scale units due to the rise in prices of raw material, lack of cheap labours and the increase in establishment expenses.

Non Economic Factors Influencing Women Entrepreneurial Growth

Women entrepreneurs in India are always seen with suspicious eyes particularly in rural areas. They often face social barriers in this patriarchal society. These social obstacles slowly bring psychological problems into them. In the present study



also, 'Individual or groups having psychological effects' obtain first rank with high mean scores (54.68). Self confidence, self reliance and risk bearing capacity are the vital qualities for the women entrepreneurial growth. As it pushes women to achieve their goals, 'Achieving something with entrepreneurial identity (52.48)' receive the second rank. 'Major role of social status in increasing entrepreneurial legitimacy (52.26)' and 'determining the possibility of mobility within a system for entrepreneurial development (42.58)' obtain subsequent ranks (Table - 2). As the family is always a major influencing factor for the married women, women face role conflicts as soon as they initiate any entrepreneurial activity. The family burden and the constituent role of their male counterparts in their family make them to feel that entrepreneurship is the uphill task to face such conflicts with multiple roles in the long run.

Motivational Factors (MF)

Indian constitution gives equal status to women vis-à-vis men and several provisions are there for their upliftment. Yet women are not self motivated to utilize the opportunities and the legal provisions properly. High need for achievement is the need of the hour among the women to make them as job providers instead of job seekers. Women do have vast entrepreneurial talents which can be harnessed to provide employment to the society. She should not suppress her entrepreneurial urge and strike a balance between the family and career. In the present study, the motivational factors such as 'Taking problems as challenges (MF2)', 'Keeping income into consideration (MF5)' 'Strong desire to social interaction (MF1)' are the factors obtaining first, second and third ranks respectively. 'Revising business goals in a view of changing business environment (MF4)', 'Weaker in decision making due to continuous problems (MF3)', 'Fear due to loss of business (MF10)' obtain fourth, fifth and sixth ranks. 'Thriving to face challenges (MF6)', 'Willingness to be a boss always (MF14)', 'Not depending others to direct my business (MF7)', 'Thinking always about my business improvement (MF8)', 'Not feeling comfortable always due to business risks (MF15)', 'Trying to solve problems in new ways (MF13)', 'Not able to tackle several business problems at a time (MF11)', 'Working with project as per the plan (MF12)' and 'Deriving satisfaction after facing a challenge (MF9)' receive subsequent ranks (Table - 3).

Conclusion

Development of women has been a policy objective of the government since independence. The dawn of 21st century is the transition phase of women entrepreneurship. As it is right time to think about the resurgence of women entrepreneurship, the factors influencing the growth of women entrepreneurship have to be properly identified in each area with research attention. Women entrepreneurship must be moulded properly with adequate entrepreneurial traits and leadership skills to meet changing trends and challenging global markets. Women are expected to be competent enough to sustain and strive in the local economic arena with strong desire to succeed in the venture.

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Table – 1, Economic Factors Influencing the Entrepreneurial Growth

Statements	I (76)	II (61)	III (50)	IV (40)	V (25)	Total	Total Score	Mean Score	Rank
Availability of capital facilities	0	72	57	18	3	150	8037	53.58	3
	0	4392	2850	720	75				
Labour as an important element of economic development	36	39	24	45	6	150	8265	55.10	2
	2736	2379	1200	1800	150				
Improvement of the productive capacities of division of labour	15	12	18	66	39	150	6387	42.58	5
	1140	732	900	2640	975				
Influence of Raw materials on the	27	18	24	6	75	150	6465	43.10	4



emergence of entrepreneur	2052	1098	1200	240	1875				
Implementation of technological innovations in business activity	72	9	27	15	27	150	8646	57.64	1
	5472	549	1350	600	675				

Table – 2, Non-economic Factors Influencing the Entrepreneurial Growth

Statements	I (73)	II (57)	III (44)	IV (28)	Total	Total Score	Mean Score	Rank
Major role of social status in increasing entrepreneurial legitimacy	3	96	45	6	150	7839	52.26	3
	219	5472	1980	168				
Determining the possibility of mobility within a system for entrepreneurial development	27	12	39	72	150	6387	42.58	4
	1971	684	1716	2016				
Individuals or groups having psychological effects	81	9	6	54	150	8202	54.68	1
	5913	513	264	1512				
Achieving something with entrepreneurial identity	39	33	60	18	150	7872	52.48	2
	2847	1881	2640	504				

Table – 3, Motivational Factors (MF) influencing the entrepreneurial growth

	1 (86)	2 (76)	3 (70)	4 (65)	5 (61)	6 (57)	7 (54)	8 (50)	9 (47)	10 (44)	11 (40)	12 (36)	13 (32)	14 (25)	15 (15)	Total	Total Score	Mean	Rank
MF1	0	42	60	21	0	3	0	0	9	0	0	6	0	0	9	150	9702	64.68	3
	0	3192	4200	1365	0	171	0	0	423	0	0	216	0	0	135				
MF2	129	0	3	12	3	0	0	3.00	0	0	0	0	0	0	0	150	12417	82.78	1
	11094	0	210	780	183	0	0	150	0	0	0	0	0	0	0				
MF3	0	12	12	33	51	9	9	6.00	0	0	9	3	6	0	0	150	8967	59.78	5
	0	912	840	2145	3111	513	486	300	0	0	360	108	192	0	0				
MF4	6	21	27	6	45	3	9	3	0	6	9	6	3	6	0	150	9030	60.2	4
	516	1596	1890	390	2745	171	486	150	0	264	360	216	96	150	0				
MF5	3	60	15	33	12	15	3	6.00	0	3	0	0	0	0	0	150	10194	67.96	2
	258	4560	1050	2145	732	855	162	300	0	132	0	0	0	0	0				
MF6	0	0	3	21	9	0	27	42	30	15	3	0	0	0	0	150	7872	52.48	7
	0	0	210	1365	549	0	1458	2100	1410	660	120	0	0	0	0				
MF7	0	0	6	3	3	18	3	18	24	21	24	21	6	0	3	150	6891	45.94	9
	0	0	420	195	183	1026	162	900	1128	924	960	756	192	0	45				
MF8	3	0	0	0	0	0	12	9	33	18	21	15	9	9	21	150	5907	39.38	10
	258	0	0	0	0	0	648	450	1551	792	840	540	288	225	315				
MF9	0	0	0	3	0	6	9	9	0	21	6	18	27	24	27	150	5154	34.36	15
	0	0	0	195	0	342	486	450	0	924	240	648	864	600	405				
MF10	6	6	12	9	9	54	18	9	3	3	12	0	0	3	6	150	8364	55.76	6
	516	456	840	585	549	3078	972	450	141	132	480	0	0	75	90				
MF11	0	0	0	0	0	3	6	3	9	18	6	30	51	15	9	150	5322	35.48	13
	0	0	0	0	0	171	324	150	423	792	240	1080	1632	375	135				
MF12	0	0	0	0	0	0	3	3	15	15	36	15	15	39	9	150	5247	34.98	14
	0	0	0	0	0	0	162	150	705	660	1440	540	480	975	135				
MF13	0	6	0	0	3	0	15	3	18	9	12	18	6	39	21	150	5451	36.34	12
	0	456	0	0	183	0	810	150	846	396	480	648	192	975	315				
MF14	3	3	12	9	12	27	30	18	3	0	3	15	3	0	12	150	7779	51.86	8
	258	228	840	585	732	1539	1620	900	141	0	120	540	96	0	180				
MF15	3	0	0	0	3	12	6	18	6	18	9	3	24	15	33	150	5529	36.86	11
	258	0	0	0	183	684	324	900	282	792	360	108	768	375	495				