



A STUDY ON RURAL WOMEN ENTREPRENEURS WITH REFERENCETO COIMBATORE DISTRICT

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Abstract

Rural development is more than ever before linked to entrepreneurship. Entrepreneurship is the state of mind which every woman has in her but has not been capitalized in India in way in which it should be,there seems to exist a dearth of empirical knowledge on rural women entrepreneurs in Coimbatore District. Random sampling techniques have been employed in the selection of 250 rural women entrepreneurs. Data were collected primarily using interview schedule. Data were analysed using descriptive statistics and chi-square test. The result reveals that previous employment experience, to make money, education background, use of ideal funds, use of spare time available, use of technical and professional skills and followed by advice from family members are the most important factors which influenced women entrepreneurs to set up their own enterprises.

Key words: Rural , Women Entrepreneurs, factors.

Introduction

Rural women entrepreneurship can be viewed as rural women indivisible process which flourishes when the inter-linked dimensions of individual psychological- entrepreneurial traits, social encouragement and business opportunities coverage towards the common goal of opportunity creation and exploitation, from this point of view, rural women entrepreneurship is a frame of mind and a continuous forward societal process. The rural women, who innovate, initiate or adopt an economic and commercial activity in rural India can be called rural entrepreneur of entrepreneurship.

Rural development is more than ever before linked to entrepreneurship. Institutions and individuals promoting rural development now see entrepreneurship as a strategic development intervention that could accelerate the rural development process. Furthermore, institutions and individuals seem to agree on the urgent need to promote rural enterprises: development agencies see rural entrepreneurship as an enormous employment potential; politicians see it as the key strategy to prevent rural unrest; farmers see it as an instrument for improving farm earnings; and women see it as an employment possibility near their Homes which provides autonomy, independence and a reduced need for social support. To all these groups, however, entrepreneurship stands as a vehicle to improve the quality of life for individuals, families and communities and to sustain a healthy economy and environment.

Objective of the study

- To examine socio-economic profile of women entrepreneurs
- To analyze the factors influenced women to become entrepreneurs

Methodology of the study

The present study has been taken up in the Coimbatore district, in the state of Tamilnadu. Both primary and secondary data have been used for this study. Randomsampling technique is used in this study. An interview schedule was used to collect data from 250 rural women entrepreneurs. The study was conducted from October 2015 to July 2016.

Results and discussion

Socio-economic profile

- More than one fourth (39.6 per cent) of the respondents belong to age group of 20-30 years. More than one fourth (27.2) of the respondents have completed UG Degree. Most (76.4 per cent) of the respondents are married. Majority (56.4 per cent) of the respondent are in joint family. Nearly half (45.6 per cent) of the respondents have more than 5 members in their family. It is found that, (26.4 per cent) of the respondents earn monthly income ranging between Rs.20, 001- Rs.40, 000. Most (50.0 per cent) of the respondents have stated that they started their own business at the age of 19-25 years.
- Nearly half (46.4 per cent) of the respondents have beauty parlour type of business. Most (78.8 per cent) of the respondents are sole proprietors. It is found that, (50.0 per cent) of the parents initiated women entrepreneur to start their own business. Most (71.6 per cent) of the respondents business are self-created. Majority (55.2 per cent) of the respondents have obtained experience before starting the business. It is inferred, that majority (54.0 per cent) of the respondents have not attended training program before stating the business. Most (28.0 per cent) of the respondents have obtained technological skill training before starting the business.
- Most (50.8 per cent) of the respondents own their business for less than 3 years. Most (52.0 per cent) of the respondents have their own business premises. Most (47.6 per cent) of the respondents have considered demand in



locality as the main factor in selecting the location of the business premises. Most (61.2 per cent) of the respondents have invested up to Rs. 50,000 in the business. Most (56.3 per cent) of the respondents main source of finance to start their business in their own fund. Most (70.8 per cent) of the respondents have stated that they receive support from their family members to run the enterprise. Most (41.8 per cent) of the respondents get support from their husband to run the enterprise.

Factors influences for setting up the business

Factors influences for setting up the business are the most important consideration of any business proposition. The factors are to make money, generate self-employment, continue the family business, gain social prestige, dissatisfaction with the previous job, unemployment, and make use of ideal funds, make use of technical and professional Skill, success stories of other entrepreneurs, previous association, and advice from family members, previous employment, personality characteristics, family background, government support, education and ownership preferred.

Descriptive analysis is used to study the mean rating for the factors influences for setting up the business has been measured by using five point scales, the rating have been assigned as 5 for 'very high', 4 for 'high' 3 for 'moderate', 2 for 'low' and 1 for 'very low'. The minimum rating is assigned as 1 and the maximum rating is assigned as 5. The mean rating have been found out for each of the factors are given in the following table.

Table 1 - Opinion of the Respondents on Factors Influences for Setting up the Business – Descriptive Statistics

Factors Influences	N	Range	Minimum	Maximum	Sum	Mean	SD
To make money	250	4.00	1.00	5.00	665.00	2.66	.84
To generate self-employment	250	4.00	1.00	5.00	522.00	2.08	.72
To continue the family business	250	4.00	1.00	5.00	592.00	2.36	.89
To gain social prestige	250	4.00	1.00	5.00	614.00	2.45	.88
Dissatisfaction with the Previous Job	250	4.00	1.00	5.00	563.00	2.25	1.02
Unemployment	250	4.00	1.00	5.00	584.00	2.33	.86
To Make Use of Ideal Funds	250	4.00	1.00	5.00	654.00	2.61	.79
To Make Use of Technical and Professional Skill	250	4.00	1.00	5.00	645.00	2.58	.84
Success Stories of Other Entrepreneurs	250	4.00	1.00	5.00	542.00	2.16	1.01
Previous Association	250	4.00	1.00	5.00	612.00	2.44	.86
Advice from Family Members	250	4.00	1.00	5.00	642.00	2.56	.96
Previous Employment	250	4.00	1.00	5.00	689.00	2.75	.93
Personality characteristics	250	4.00	1.00	5.00	546.00	2.18	.93
Family background	250	4.00	1.00	5.00	594.00	2.37	.91
Government support	250	3.00	1.00	4.00	409.00	1.63	.78
Education	250	4.00	1.00	5.00	663.00	2.65	.94
Use of spare time available	250	4.00	1.00	5.00	652.00	2.60	.96
Valid N (list wise)	250						

It is evident from the above table that high mean rating has been found for previous employment (2.76), followed by (2.66) to make money, (2.65) education, (2.61) use of ideal funds, (2.60) use of spare time available, and (2.58) use of technical and professional skills and (2.56) followed by advice from family members. The least score is has been found for government support (1.63). From the overall score indicated in the above table, it is clear that the minimum rating found is 17.00 and the maximum rating is 84.00 and the average rating is found to be 40.60.



It is found that previous employment experience, to make money, education background, use of ideal funds, use of spare time available, use of technical and professional skills and followed by advice from family members are the most important factors which influenced women entrepreneurs to set up their own enterprises.

Chi-square test

Age group and family members help in business

Ho: There is no significant association between age group of the respondents and family members help in business.

Table 2 –Age Group of the Respondents and Family Members Help in Business

Chi-Square Test	Value	DF	Asymp. Sig (2-sided).	Significance	Hypothesis
Pearson chi-square	3.047	3	.384	NS	Accepted

NS-Not Significant at 5per cent Level

It can be inferred from the above table that the Pearson Chi-Square (asypm.Sig) value is .384 and p value is greater than the level of significance $p < 0.05$. There is no significant association between age group of the respondent and help obtained from family members. Hence, the hypothesis is accepted.

Educational qualification and family members help in business

Ho: There is no significant association between educational qualification and family member help in the business.

Table 3 - Educational Qualification and Family Members Help in Business

Chi-Square Test	Value	DF	Asymp.Sig (2-sided).	Significance	Hypothesis
Pearson chi-square	3.108	4	.540	NS	Accepted

NS-Not Significant at 5 per cent Level

It can be inferred from the above table that the Pearson Chi-Square (asypm.Sig) value is .540 and p value is greater than the level of significance $p < 0.05$. There is no significant association between educational qualification and family member help in the business. Hence, the hypothesis is accepted.

Marital status and family members help in business

Ho: There is no significant association between marital status and family member help in the business

Table 4 –Marital Status and Family Members Help in Business

Chi-Square Test	Value	DF	Asymp. Sig (2-Sided).	Significance	Hypothesis
Pearson chi-square	.934	1	.334	NS	Accepted

NS-Not Significant at 5 per cent Level

It can be inferred from the above table that the Pearson Chi-Square (asypm.Sig) value is .334 and p value is greater than the level of significance $p < 0.05$. There is no significant association between marital status and family members help in business. Hence, the hypothesis is accepted.

Nature of the family and family members help in business

Ho: There is no significant association between nature of the family and family member help in business.

Table 5–Natureof the Family and Family Members Help in Business

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Chi-Square Test	Value	DF	Asymp.Sig (2-sided).	Significance	Hypothesis
Pearson chi-square	5.711	1	.017	**	Rejected

Significant at 5per cent level

It can be inferred from the above table that the Pearson Chi-Square (asypm.Sig) value is .017 and p value is less than the level of significance $p > 0.05$. There is a significant association between nature of family and family members help in business. Hence, the hypothesis is rejected.



TYPE OF OWNERSHIP AND FAMILY MEMBERS HELP IN BUSINESS

Ho: There is no significant association between type of ownership and family members help in business.

Table 6–Type of Ownership and Family Members Help in Business

Chi-Square Test	Value	DF	Asymp.Sig (2-sided).	Significance	Hypothesis
Pearson chi-square	.012	1	.912	NS	Accepted

NS-Not Significant at 5per cent Level

It can be inferred from the above table that the Pearson Chi-Square (asymp.Sig) value is .912 and p value is greater than the level of significance $p < 0.05$. There is no significant association between type of ownership and family members help in business. Hence, the hypothesis is accepted.

Type of business setup and family members help in business

Ho: There is no significant association between type of business setup and family members help in business.

Table 7 – Type of Business Setup and Family Members Help in Business

NS-Not Significant at 5 per cent Level

It can be inferred from the above table that the Pearson Chi-Square (asymp.Sig) value is .162 and p value is greater than the level

Chi-Square Test	Value	DF	Asymp.Sig (2-sided).	Significance	Hypothesis
Pearson chi-square	3.639	2	.162	NS	Accepted

Previous business experience and family members in business

Ho: There is no significant association between previous business experiences and family members in business.

Table 8–PreviousBusiness Experience and Family Members Help in Business

Chi-Square Test	Value	DF	Asymp.Sig (2-Sided).	Significance	Hypothesis
Pearson chi-square	14.634	1	.000	**	Rejected

Significant at 5 per cent level

It can be inferred from the above table that the Pearson Chi-Square (asymp.Sig) value is .000 and p value is less than the level of significance $p > 0.05$. There is significant association between previous experience in business and family members help in business. Hence, the hypothesis is rejected.

Years of existence in business and family members help in business

Ho: There is no significant association between years of existence and help from family members in business.

Table 9 –Years of Existence in Business and Family Members Help in Business

Chi-Square Test	Value	DF	Asymp.Sig (2-Sided).	Significance	Hypothesis
Pearson chi-square	8.367	4	.079	NS	Accepted

NS-Not Significant at 5% Level

It can be inferred from the above table that the Pearson Chi-Square (asymp.Sig) value is .079 and p value is greater than the level of significance $p < 0.05$. There is significant association between previous experience in business and family members help in business. Hence, the hypothesis is rejected.

Suggestion

- Women entrepreneurs should be encouraged and supported not only by husband they have to be supported by the entire family members as they receive only minimum support from family members. This will help them to concentrate more in their business activities and take up the venture in successful manner.



- Adequate skills and training in access of modern equipment's will increase the potential of women entrepreneurs to adopt the technological changes.
- With regard to financial support, no doubt, sufficient facilities and subsidies have been extended to women entrepreneurs. They are not aware of procedures of getting loan and the procedures to obtain loan is very complicated. Therefore, awareness camp can be conducted by the financial institutions to know the procedure for obtaining loan.
- Gain knowledge on recent techniques and orientation will help the women entrepreneurs to run their enterprise in successful way.

Conclusion

Women entrepreneurs have been designated as the new engines for growth and the rising stars of the economies in developing countries to bring prosperity and welfare. Entrepreneurs are playing an important role in the economic development of underdeveloped country. Women's skills and knowledge, their talents and abilities in business and a compelling desire of wanting to do something positive are some of the reasons for the women entrepreneurs to organize industries. As, the researcher tend to study the motivational Factors that influences the women to become an entrepreneur, it is found out that 78.8% of the total respondents are sole proprietors which shows that the role of women in the society has increased and women are becoming more independent. It is also found out that parents (50% of the respondents) initiate their girl child to start their own business, which is a positive sign for the women as well as the future of the nation. The role of women is very much important and parents play an important role in any girl's decision which could help her to have a self-created business. Also, the factors like previous experience in business, family' help in business, educational qualification, marital status have a large impact on the decision of a women who wants to start a business of their own.