



## **DRAIN THE WOMEN ENTREPRENEURIAL EFFORT TO MANAGE GLOBAL CRISIS IS THE NEED OF AN HOUR – A FOCUS BASED ON INDIAN CONTEXT**

---

<sup>1</sup>Dr. S. Edmund Christopher, <sup>2</sup>Srinivasan Lakshmanan

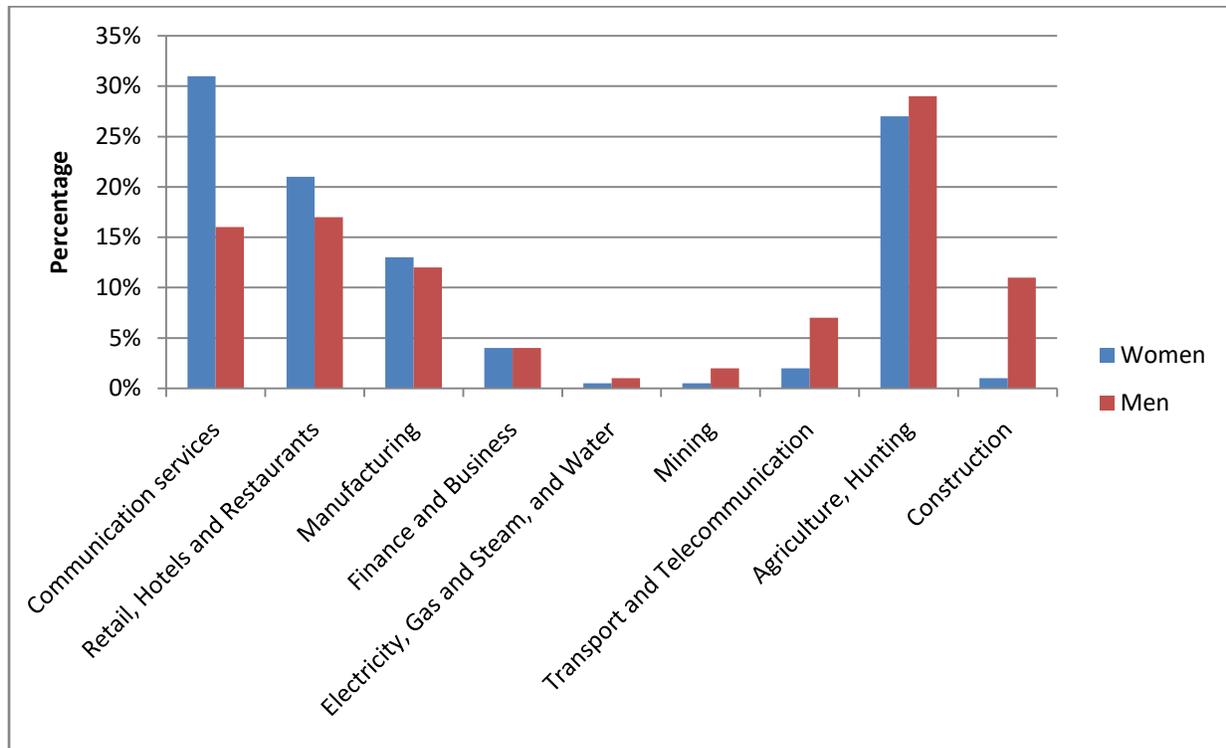
<sup>1</sup>Program Director, (GE) & Assistant Professor, ECMIT, Dubai, UAE.

<sup>2</sup>Ph.D. Research Scholar, Noorul Islam University, India.

### **Introduction**

Women are considered to be the nuclei of the nation. Women constitute half percentage in the world's human resources. In olden days women are confined to home. They are not included to take part in decision making or entering into the business world. But the scenario has been changed for the past years. Women are now actively participating in entrepreneurial activity and helps in the economic development of the nation. Women are endowed with high potentials like that of men but the opportunities existing are very less. Women in the society are viewed by education, employment, community and health. The emergence of women entrepreneurs depends upon the social, cultural and psychological factors in the society. Women entrepreneurs also increase the employment opportunities by creating more jobs. Entrepreneurship among women increases financial position and self-esteem. The promotion of women entrepreneurship possesses challenges to the government, funding agencies and non-governmental organizations. The drawbacks should be identified and eliminated to enhance the growth of women entrepreneurs.

**Figure showing the distribution of women and men work in different sectors around the world**



Source: Labor Statistics Database2015

### **Problem of the study**

Poverty and unemployment is a major problem in developing countries. Lower women participation rates as an entrepreneur is a critical factor in women entrepreneurship. Women development is closely associated with national development. Women encounter various problems in starting and running the enterprise. These include problems related to inconvenience in procuring raw material, stiff competition with other products, arrangement of finance, availing government concessions and subsidies, family ties and responsibilities, lack of business experience, mobility constraints, lack of infrastructure and other activities related to production.

According to World Bank investing more in business of women than men leads to greater development of the nation. Women have various opportunities but most of them are not aware about the detailed programs. The study aims at providing detailed information about the government schemes and identification of skills to increase the number of women entrepreneurs.

## **Scope of the study**

The study of women entrepreneurship is a wider area of interest. The present study has been undertaken to assess the socioeconomic status of women entrepreneurs in the economy. The Government agencies and financial institutions are playing a vital role in eradicating poor. The factors influencing women and problems faced by the women entrepreneurs are analyzed.

Women entrepreneurship is necessary for various reasons. Educated women do not find a suitable job so they join in the group and perform entrepreneurial activities. Nowadays women are not feeling comfortable to work in their houses and they have an innovative skill like men. Most of the women are not able to fulfill their family needs. So they have a desire to get additional income to provide support to their families. They also have a strong desire for accepting new challenges and opportunities for self-fulfillment.

## **Objectives of the study**

1. To identify the training needs of the rural women entrepreneurs.
2. To study the socio-economic profile of women entrepreneurs in self-help groups.
3. To investigate the problems faced by rural women entrepreneurs to start and run the enterprise and the role of NGO.

## **Research Design**

The study is of descriptive research in nature. Descriptive research studies are concerned with describing the characteristics of a particular individual or of a group. The self-help group members are having high entrepreneurial skills and abilities. The existing position of the women entrepreneurs and training needs are identified from the self-help group members. The present status of the women entrepreneurs is taken for the study.

## **Review of Literature**

Badhe Durgesh Ashok, (2014) in a paper entitled “Entrepreneurial development through self help groups: A case study of Hatkanangale Taluka” analyzed the entrepreneurial development in

India. The data were collected from fifty five women entrepreneurs from Hatkanangale Taluka in Kolhapur district.

Ajay Sharma et al, (2013) in the article entitled “Micro enterprise development and rural women entrepreneurship: way for economic empowerment” stressed the need of micro enterprise development through women entrepreneurship. He indicated that the women entrepreneurs face various hindrances such as marketing work, place facilities and social constraints. Women entrepreneurs were engaged in various activities like herbal marketing, food processing, farming, handicraft, ready-made garments and dairying. Several factors which initiate entrepreneurship were personal motivations, socio-cultural factors, business schemes and business environment. Independent factors include market opportunity, family background, idea, challenge, desire of status and economic independence. Micro enterprise is an effective instrument of social and economic development. Micro entrepreneurship strengthens the women empowerment and removes the gender inequalities<sup>1</sup>.

Ankur Roy et al, (2013) in the article titled “Measuring entrepreneurial orientation in small medium enterprises” focused the skill characteristics and personality traits of owner managers. The owners/owners-managers of small medium enterprises operating in Rajasthan were the target population. The objective of the study was to examine the personality traits of the entrepreneurs. He divided the dimensions of entrepreneurial orientation into four components namely risk taking, innovativeness, competitive aggressiveness and pro activeness. the entrepreneurs to compete in the global market place more effectively and to move in a dominating position quickly.

Kishor Nivrutti Jagtap, (2012) in the article titled “Rural women entrepreneurs – opportunities and challenges” explained that new business ventures lead to economic development. The objectives of the study were to explain the present status of women entrepreneurs, to make studying the various developmental schemes, to identify the problems facing and to make suitable suggestions for promoting rural women entrepreneurs. He listed that several

---

<sup>1</sup> Entrepreneurship among rural women helps to enhance their personal abilities and increase decision making status in the family and society. According to the statistics of 2010, the proportion of female main workers in India is 26.07%. Entrepreneurship is seen as a force to mobilize other resources to increase the economic background of the nation.

opportunities were exists for the women. These include integrated rural development progress, NORAD programmes, SEWA and TRYSEM<sup>2</sup>.

Angel Anila, (2012) in the article titled “Women entrepreneurship through self help groups: A case study of Tirunelveli district” insisted that entrepreneurial development among women should be considered as a way for economic empowerment of women..

Bidnur, (2012) in the article entitled “role of self help groups in women’s life with reference to Sangli\_Miraj and Kupwad Corporation area” revealed that micro-finance and micro enterprise development programmes was a powerful tool for poverty alleviation. Entrepreneurship enhances financial dependence and self esteem of women. Promotion of entrepreneurship and economic empowerment of women possess challenge to the government, funding agencies and non-governmental organizations.

Meenu Goyal et al, (2015) in the article “Women Entrepreneurship in India-problems and prospects” analyzed the concept of women entrepreneurs. A sample of 200 entrepreneurs was selected for the study. The main objectives of the study is to evaluate the factors influencing women to become entrepreneurs, to study the impact of the assistance by the government, to study the policies, programmes, institutional network and to critically examine the problems faced by the women entrepreneurs. They indicated that innovative thinking, self identity and social status, family occupation, need for additional income, support of family members, role model to others, employment generation, government policies and education and qualification are the influencing factors to become women entrepreneurs<sup>4</sup>. The Government of India has introduced several schemes for the up-liftment of women entrepreneurs. Nongovernmental organizations were playing a vital role in the disbursement of loan. The major problems faced by women entrepreneurs were absence of proper support, high production cost, lack of awareness about the financial assistance, new technology, training and family obligations. They

---

<sup>2</sup> IRDP aims to increase the income generating power of the families below the poverty line. NORAD programs help both the educated and uneducated women financially in non-traditional areas like readymade garments, electronics and computer programming. SEWA guides women in rural areas to use their resources to a maximum limit. The main objective of SEWA is to create awareness on education, income generation capacity and economic empowerment of women.

<sup>4</sup> Development of women has been a policy objective of the Government after Independence. The Five Year Plans include a number of welfare measures for women. It involves the establishment of Central Social Welfare Board, organization of Mahila Mandals and community development programs.

suggested that the untalented talents of young women would be identified to increase productivity in the industrial sector.

Shweta Singh et al, (2016) in the article entitled “A state of the art of self-help groups in India” explained the strategies of self-help groups for micro enterprise development in rural areas. The objectives were developing confidence and skills among the women members

Mangnale et al, (2012) in the article “Role of micro finances in women entrepreneurship” explained that women were nuclei of the nation. Women entrepreneurship was seen as a effective strategy to solve the problems of rural and urban poverty. Divided the entrepreneurial problems in to two type’s namely entrepreneurial and financial problems. He listed the pull factors such as urge to self-dependent, supplement family income and achievement of social status.

Mungi Ashlesha Ram,(2011) in the article titled “Entrepreneurial development of rural women through self-help groups” listed the growth of self-help groups with bank linkage.The women were empowering themselves by changing technology and higher productivity. He insisted that micro enterprise development was a major tool to eradicate poverty among women. Some advantages of rural women entrepreneurship were economic empowerment, self-confidence, increased social interaction, engaging in political activities, improvement in leadership qualities and standard of living and involvement in solving problems.

Mallika Das, (2011) in the article entitled “Women entrepreneurs from India: Problems, Motivations and Success factors examined the problems faced by women in setting and running the business. The study was limited to two southern states namely Tamil Nadu and Kerala.

## **Analysis and Interpretation**

### **Analysis of relationship between ownership structure and the type of business activities performed by women entrepreneurs**

**H<sub>0</sub>**: There is no association regarding ownership structure and type of business activities performed by women entrepreneurs.

**H<sub>1</sub>**: There is association regarding ownership structure and type of business activities performed by women entrepreneurs.

**Table showing the relationship between ownership structure and type of business activity in Kanyakumari district by Chi Square Test**

Description	Chi square Value	df	P value
Pearson Chi-Square	1.449 <sup>a</sup>	4	.836
Likelihood Ratio	2.158	4	.707
Linear-by-Linear Association	.843	1	.359

Source: Primary Data

Since P value is greater than 0.05 accept the null hypothesis at the 5% level of significance. Hence conclude that there is no association regarding ownership structure and type of business. Most of the self-help group members prefer home for their entrepreneurial activity because it will very easy to balance both the family and business. The women entrepreneurs run the business as proprietorship with the support of self-help groups. They are not interested as a family partnership because they perform small entrepreneurial activities with less legislation on their own.

**Analysis of opinion regarding the increase of income after joining the self-help groups in Kanya Kumari district (India)**

**H<sub>0</sub>:** There is significant difference in opinion regarding the increase of income after joining the self-help group

**H<sub>1</sub>:** There is no significant difference in opinion regarding the increase of income after joining the self-help group

**Table showing the opinion regarding increase in income after joining self-help groups of Kanyakumari district(India) by Chi Square Test**

Description	Observed N	Expected N	df	Chi square value	P value
Disagree	7	25.0	3	30.800	.000 **
Neutral	16	25.0			
Agree	39	25.0			
Strongly agree	38	25.0			

Source: Primary Data

Since P value is less than 0.01 the null hypothesis is rejected at the 1% level of significance. Hence conclude that there is a significant difference in opinion regarding the increase in income after joining the self-help group. The increase in income is not uniformly distributed to the self-help group members because all self-help group members is not actively participating in the entrepreneurial activities. Entrepreneurs in the self-help group acquire more income by creating new job opportunities through the group. The main reason for the difference in opinion is due to lack of business experience and lack of awareness about the schemes.

**Analysis of relationship regarding the core organizational objectives of non- governmental organizations in Kanyakumari district (India)**

**H<sub>0</sub>:** There is no significant relationship regarding the core organizational objectives of non-governmental organizations

**H<sub>1</sub>:** There is significant relationship regarding the core organizational objectives of non-governmental organizations

**Table showing the relationship regarding the core organizational objectives of non-governmental organizations by Friedman Rank Test**

Factors	Mean Rank	Chi Square Value	P Value
Socio-economic development	4.40	4.077	.850
Extending relief and referral activities	4.84		
Health empowerment activities	5.04		
Promotion and organization of SHGs	4.50		
Promotion of income generating activities	4.94		
Educational promotion and empowerment	5.10		
Literacy development	5.38		
Social education and community development	5.52		
Women and child development	5.28		

Source: Primary Data

Since P value is greater than 0.05 the null hypothesis is accepted at the 5 % level of significance. Hence there is no significant relationship regarding the core organizational objectives of non-governmental organizations. The objectives of the NGO's are very general and promote development of women's status. The non-governmental organizations focus more on social education and community development and reduce the illiteracy level of the self-help group members.

### **Findings**

There is no significant relationship regarding the core organizational objectives of non-governmental organizations. About 61% of self-help group members agree the statement. The objectives of the NGO's are very general and promote development of women's status. The non-governmental organizations focus more on social education and community development and

reduce the illiteracy level of the self-help group members. They concentrate more on income generating activities and women and child development.

About 59% of the self-group members' have basic qualification of SSLC. The members have the ability to view the attendance registers, cash book, savings ledger and loan ledger. People having qualification below SSLC are very low because most of the people are getting educated due to awareness about education. For the self-help group activities basic qualification is necessary for effective functioning. So there are less number of members having qualification with under graduate and post graduate level.

Nature of housing shows the increase in the economic status of self-help group members. 56% of the self-help group members are having the nature of housing as concrete. The members get loans from the self-help group for the construction of the house with a small rate of interest. So they can be able to repay the amount soon. So the nature of housing of the self-help group members is increased after joining in the group.

About 62% of the respondents have an annual family income upto 25000. Under 1-2 lakhs there are very numbered of self-help group members having family income. This shows that the financial status of self-help group members is very low. They cannot be able to meet the day-to-day needs of the family. Insufficient family income is the main reason to join in the self-help group. Women are engaged in entrepreneurial activity by taking loans from the group and provide a small role in the family's financial status. Most of the self-help group members are financially backward.

About 43% of the members of self-help group are for a period of 4-7 years. The self-help group provides loans, subsidies and training for the upliftment of women. So the members are in a longer period in the self-help group. After 10 years the group is disintegrated and reformed into new group. Self-help group members who are having 0-3 years are very less because they join within a short time.

## **CONCLUSION**

Entrepreneurship plays a vital role in economic development. Women's education is contributing to a great extent to the social transformation. In a future the number of women may enter into areas traditionally dominated by men. The study shows that the main reason for

joining self-help group is not being merely to get just credit it is an empowerment process. After joining the self-help group the women are economically and socially empowered.

Women entrepreneurs are now engaged in various income generating activities. The manufacturing enterprises in rural areas generally suffer due to lack of awareness among the people regarding marketing, finance and trading. Reduction in poverty is achieved by providing credit access to small entrepreneurial activities. Thus women entrepreneurs help the economy by creating sufficient job opportunities and bringing social stability and balanced regional development. Entrepreneurship encourages innovation and creativity. It develops new products or service for the market to fulfill human needs. It also stimulates investment interest in the new ventures. Businesses and enterprises operated by women contribute for economic dynamism, diversification, competition, innovation, productivity and economic empowerment of the poorest of the poor

The unexplored talents of young women should be identified and trained to increase the productivity in the industrial sector. The restrictions for the women entrepreneurs are also greatly reduced. More opportunities must be created at the global level through the collection and dissemination of information and the transfer of technology between countries. Women entrepreneurs are searching for various supporting agents to increase their economic status. Women are capable of starting growth companies that serve global markets is the nation's secret weapon for achieving sustained economic growth.

## References

Jerinabi .U, “*Micro Credit Management By Women Self Help Groups*”, Discovery Publishing House, 2006

Mridula Velagapudi, “*Role of women entrepreneurship towards more inclusive economic growth*”, Create space, 2011

Raja Gopal and Nirali Prakash in the book entitled “*Microfinance impacts and insights*” second edition, 2007.

Sangram Kashari Mohanty, “*Fundamentals of entrepreneurship*” Prentice-Hall of India Pvt.Ltd 1<sup>st</sup> edition, 2005.

Sridhar Krishna, “*Self help groups in the context of microfinance*”, IFCAI University Press, 2007

Sridhar Krishna, "Micro-enterprises: perspectives and experiences" IFCAI University Press, 2007.

Mangnale et al, "Role of microfinances in women entrepreneurship", *Golden research thought*, Vol 1, Issue 1, July 2011, pp. 1-4.

Mallika Das, "Women entrepreneurs from India: Problems, Motivation and Success factors", *Journal of small business and management*, Vol 15, No. 4, March 2011.

Massod Rana Zehra masood, "Emergence of women-owned businesses in India-insight" *Journal of Arts Science & Commerce*", Vol 1, Issue 2, March 2011.

Meenu Goyal et al, "Women entrepreneurship in India – problems and prospects", *International Journal of Multidisciplinary Research*, Vol.1 Issue 5, September 2011.

Mungi Ashlesha Ram, "Entrepreneurship development of rural women self-help groups", *Journal of Science and Management*", Vol – I, Issue – IV, May 2011.

Murali. P, "Women entrepreneurship through self-help groups", *Indian streams Research Journal*, Vol. 1, Issue VIII, August 11 p.p 1-4.

Pooja Nayya et al, 2007. Causes and Constraints Faced by Women Entrepreneus in Entrepreneurial Process Department of Family Resource Management, Kamla-Raj 2007 J. Soc. Sci., 14(2): 99-102.