

## **WOMEN ENTREPRENEURS SOCIO-ECONOMIC STATUS IN DINDIGUL DISTRICT**

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### **ABSTRACT**

This study made an attempt to investigate the socio economic status of women entrepreneurs in Dindigul District. In order to achieve the aforesaid objective data was gathered from primary sources i.e. structured questionnaire and secondary data was collected from research papers, Journals etc. Data was collected from 50 women entrepreneurs in Dindigul district and simple statistical tools are used for the data analysis. From the present study it is identified the major problems faced by women entrepreneurs in Dindigul district. Financial constraint, Inadequate Institutional support, Problems in Marketing, Social Attitude, Non-availability of good workers/employees are the five constraints faced by women entrepreneurs in Dindigul district to carry out their entrepreneurial activity in efficient and effective manner. To overcome the above mentioned limitations it is suggested that, the financial institutions should take steps to facilitate easy availability of credit to encourage the women entrepreneurs and Government should also think over to solve the problems faced by women entrepreneurs.

*Keywords: Women Entrepreneurs, MSMEs, Problems of entrepreneurs etc.*

### **INTRODUCTION**

Generally, economic development depends on the efforts of people to generate goods and services. This effort is labeled as 'entrepreneurship.' Such entrepreneurship may be classified into 'innovative' and 'imitative' entrepreneurship. Both of these entrepreneurship styles have a role to play in any economy. If innovative entrepreneurship lays the foundation for development potentials, the imitative entrepreneurship results in equitable distribution of fruits of economic development. Totally, entrepreneurship is referred to a 'fourth factor' of production and a 'catalyst of development. Basically, the emergence of women as economic realities and as an emergence force into areas that have been traditionally populated by men has taken two

roots: (i) business start-up and ownership typically referred to as entrepreneurship; and (ii) the field of management (Begley and Boyd: 1987 Carland et. al.: 1984 and Hisrich and Brush: 1986). However, the emergence of women entrepreneurs has undergone two evolutionary phases. The first phase started with women becoming a significant component of labour force and they became very effective entrepreneurs.

Women are opening business of their own in record numbers which is said to be at a rate of about five times faster than that of men. Sexton and Bowman-Upton (1991) observe the exponential increase in the number of business owned and managed by women has been the most significant development in recent years. Similarly, 26per cent of small businesses in Australia are run by women, with the highest female representation in the services industry (37per cent) and the building and construction industry, whereas 43per cent of businesses are operated by women, mainly on behalf of a tradesman spouse.

The entrepreneurial potential of women has been acknowledged as governments seek to accelerate economic growth and to attract more women towards new venturing (Singh and Belwal, 2008; Butler, 2003; Cooper 2011). According to Brush and Cooper (2012) women businesses is one of the fastest growing entrepreneurial populations in the world. They make significant contributions to innovation, employment and wealth creation in all economies (Andretsche, 1990; Headd, 2000; Reynolds, 2000; Brush and Cooper, 2012). Women have been consistently launching new enterprises at twice the rate of men, and their growth rate of employment and revenue has outpaced the economy (Heilman and Chen, 2003). Women often venture into entrepreneurship with little resources available to them and the result is that they are more likely to go into industries such as retail or personality services where the cost of entry is low, so is the growth potential. In India there has been the realization that women contribute significantly towards GDP and employment since the economic woes of 2007 and 2008. Women played a critical role and ensured the survival of families through cross border trade. However the phenomenal growth of women owned businesses have remained slow for at least three decades in many economies.

### **SCOPE OF THE STUDY**

The present study confined to know the socio economic status of women entrepreneurs in Dindigul district and data was analyzed based on information gathered

from the women enterprises. And data was collected from 50 women entrepreneurs in Dindigul. According to District Industry Centre (DIC), Dindigul registered are women enterprises.

### STATEMENT OF THE PROBLEM

Development of an economy is possible only through entrepreneurship. This development should be shared by both male and female entrepreneurs, irrespective of the differences. It is popularly held that women have been physically and psychologically inferior to their counterparts. This low status of women is further intensified through social and religious stigmas. As a result, women's role in economic development has been reduced to a perfunctory participation. However, such a perfunctory role is being replaced through a dynamic role because of the emphasis on women's emancipation movement through women empowerment, higher literacy rate, the inherent quality of technical ability and institutional arrangements encouraging women in all segments of the economy. Women in developing nations often lack the capital to start a business and they face many barriers in being granted loans and other financing. From the above, questions which strike the mind that what are the barriers faced by women entrepreneurs? In this background study selected to know the status women entrepreneurs. Hence there arises a need to address the aforesaid questions.

### OBJECTIVES OF THE STUDY

- To know the socio economic status of women entrepreneurs.
- To offer suggestions based on findings of the study.

### DATA COLLECTION

Particulars	N	%	Particulars	N	%
<b>Age</b>			<b>Type of business</b>		
Below 25yrs	12	24	Beautician	1	2
26 to 40yrs	18	36	Retailing	11	22
41 to 55yrs	14	28	Catering	6	12
Above 55yrs	6	12	Educational	13	26
<b>Marital status</b>			Livestock/ Poultry	4	8
Single	6	12	Clothing	7	14
Married	39	78	Cross boarder	1	2
Divorced	2	04	Transport	2	4
Widowed	3	06	Manufacturing	2	4
<b>Number of dependents</b>			Engineering	2	4
1 to 3members	12	24	Science	1	2

4 to 6members	29	58	<b>Legal Form of business</b>		
More than 6members	9	18	Sole Trader	38	76
<b>Level of education</b>			Partnership	6	12
School level	9	18	Cooperative	4	8
Diploma	22	44	Company	2	4
Graduate	19	38	<b>Period in business</b>		
<b>Registration Status</b>			<3years	17	34
Registered	19	38	3 to 5years	9	18
Not registered	31	62	6 to 10years	11	22
			Above 10years	13	26

*Source: Primary data*

A vast majority of the women entrepreneurs encountered some or the other-constraints/problems in carrying out their entrepreneurial activity. Financial constraints and constraints relating to availing institutional help were perceived to be the major constraints in their entrepreneurial activity.

### **SUGGESTIONS**

Financial constraints emerged as a major constraint in stifling the entrepreneurial drive. It would not be unrealistic to assume that many women have not entered into entrepreneurial activity solely because of this single factor. It is herewith suggested that financial institutions should take steps to facilitate easy availability of credit. In this connection it may be noted that this study also adds to the substantial evidence existing regarding the credit worthiness of women entrepreneurs. It would be also worthwhile to examine and experiment with the possibility of encouraging small entrepreneurs to work on a co-operative basis.

### **CONCLUSION**

Adopting a structured skill training packages can also motive the women entrepreneurship. The basic requirement in development of women entrepreneurship is to make aware the women regarding her existence, her unique identity and her contribution towards the economic development. Commercial banks and Financial Institutions should consider women entrepreneurship under priority sector for financial lending. Government should create proper and required infrastructure for women entrepreneurship activity and also Government should implement reward schemes and incentives schemes for the successful Women entrepreneurs. Along with the above recommendation, last but not least, for women entrepreneurship family support is also plays major role for their

business success. The established and successful women entrepreneurs can act as advisor, mentor, guide for the upcoming and young women entrepreneurs.

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