

FINDINGS, SUGGESTIONS AND CONCLUSION

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7.1 INTRODUCTION

Entrepreneurship amongst women has been a recent concern. The hidden entrepreneurial potentials of women have gradually been changing with the growing sensitivity to their role and economic status in the society. Women are increasingly becoming conscious of their existence, their rights in their work situation. It cannot be claimed that women have achieved equality with men, but they are now well set on the road towards this goal. In spite of the change taking place the stigma still persists on the emerging entrepreneurial role of the women. In India, men rule the roost in the entrepreneurial world. With the changing time and change in the cultural norms and the increase in literacy, women are gradually entering into the field of entrepreneurship.

7.2 FINDINGS OF THE STUDY

Traditionally, women's occupational status has always been closely associated with the home and family. She has only secondary status because she is economically depending on her father or husband. At present, the economic position stresses and strains the modern society brought forth in its wake have compelled many women to come out to augment their family income.

The main reason for starting an enterprise by women is to meet their economic need. The contemporary women's wish to supplement their family income is a welcoming trend. For an illiterate woman, it is possible to do it by engaging herself in casual labour. But, for an educated woman, she has to

either find employment in government service or to engage herself in self employment. Finding employment is not easy in a competitive world. So, self employment is the only alternative to them. This positive trend to participate in economic activity should be properly channelised.

The present study is made with the following objectives:

7. To study the profile of women entrepreneurs.
8. To examine the socio-economic background of the women entrepreneurs.
9. To evaluate the factors influencing women entrepreneurs.
10. To measure the role of development programmes in empowering women entrepreneurs.
11. To analyse the performance of women entrepreneurs and problems faced by them.
12. To make suitable suggestions for the development of women entrepreneurs based on the findings of the study.

The researcher has collected both primary data and secondary data. Primary data were collected directly from the women entrepreneurs with the help of an interview schedule. The secondary data were collected from the unpublished records of the District Industries Centre in Virudhunagar, articles in journals, books, periodicals and internet.

Virudhunagar district in Tamil Nadu is chosen for the present study because it is a newly developed district which is economically developed. Its

entire economy depends almost totally on small scale industries as press, cotton ginning and weaving, pen nibs, handlooms, edible oils and agricultural business, *etc.* Virudhunagar district has eleven taluks namely, Aruppukottai, Tiruchuli, Virudhunagar, Narikkudi, Kariapatti, Sivakasi, Srivilliputtur, Rajapalayam, Sattur, Vembakottai, and Watrap. The primary data has been collected from 345 respondents by adopting convenience sampling technique.

The data collected were suitably classified and analysed keeping in view the objectives of the study. For the purpose of analysis, statistical tools like average, percentages, Analysis of Variance (ANOVA), Garrett ranking technique, Weighted ranking technique, Chi-square test, Likert's scaling technique and Factor analysis were used

The present study is categorised under seven chapters.

Chapter I	-	Introduction and design of the study
Chapter II	-	Review of literature
Chapter III	-	An overview of women entrepreneurs
Chapter IV	-	Factors influencing women Entrepreneurs
Chapter V	-	Women empowerment through development programmes
Chapter VI	-	Performance and problems of women entrepreneurs
Chapter VII	-	Findings, suggestions and conclusion

7.2.1 Review of literature

A review relating to women entrepreneurship is essential to bring to light the various studies and research undergone in the fields of entrepreneurship and empowerment. Previous studies in relation with women entrepreneurship, factors influencing women entrepreneurs, programmes of women empowerment and empowerment of women entrepreneurship at national and international level have proved useful for the present study.

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7.2.2 An overview of women entrepreneurs

Women entrepreneurs in India represent a group of women who have broken away from the beaten track and are exploring new vistas of economic participation. They have long stories of trials and hardship. Their tasks have been full of challenges. They have had to encounter public prejudices and criticism, opposition from family and social constraints. In many cases before they could establish themselves as independent entrepreneurs, they had to struggle a lot.

7.2.2.1 Women entrepreneurs in the global economy

Entrepreneurship emerges from an individual's growing economic power. The influence of women-owned businesses is changing the shape of the global economy. Today, women in advanced market economies own more than 25 per cent of all businesses and women owned businesses in Africa, Asia, Eastern Europe and Latin America are growing rapidly.

7.2.2.2 Women entrepreneurs in India

In India, from the very beginning, women have been managers of the kitchen and have solely dominated the area of household activities. But now, they are flourishing well as leading consultants, publishers, exporters of machinery, manufacturers of electric goods, exporters of garments, interior designers and the like. Women also engage themselves in the traditional sectors of embroidery, lace, toys, doll making, weaving and the production of fancy-cum-utility activities. In the recent years, the central and state governments have initiated a number of measures to promote women entrepreneurial development.

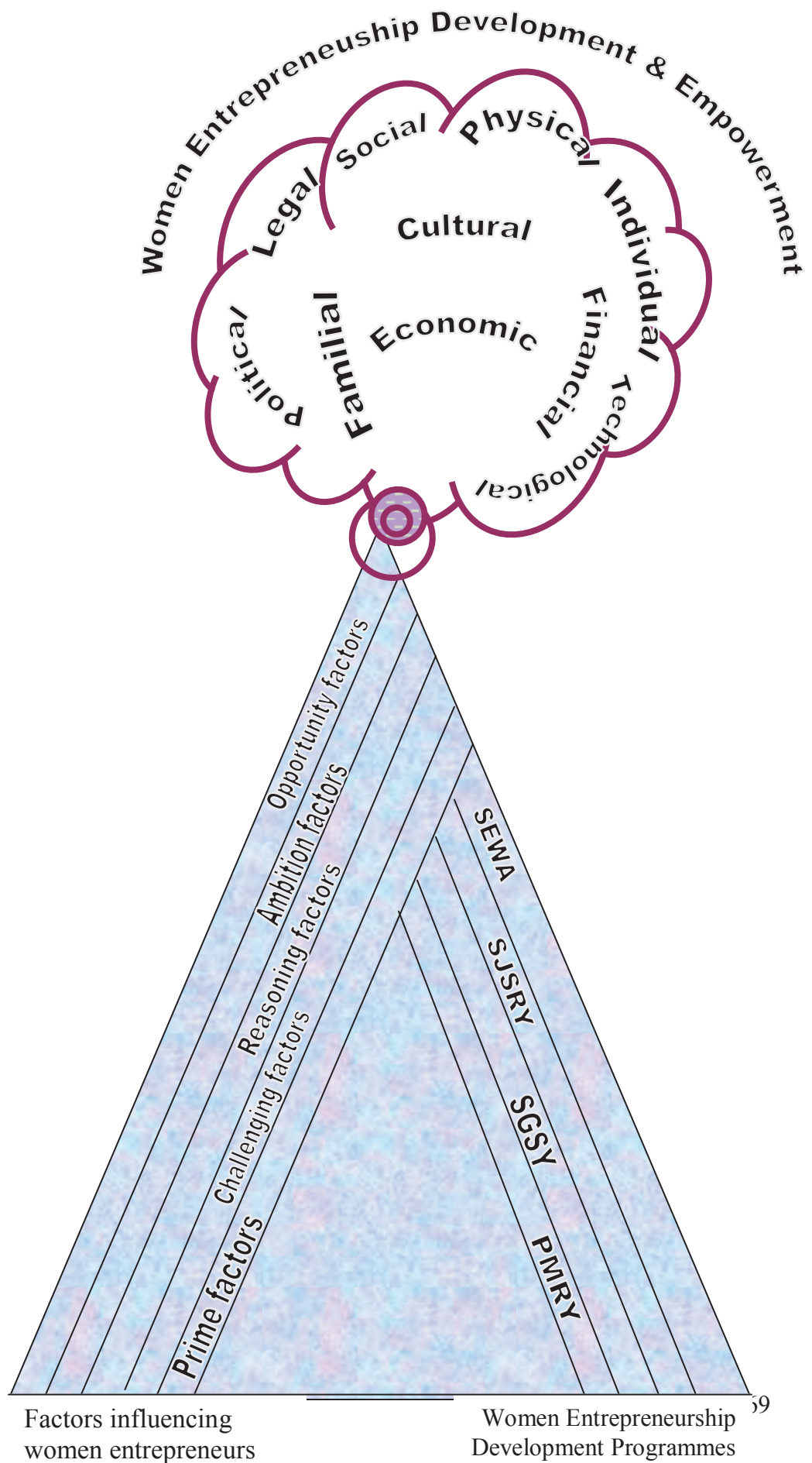
7.2.2.3 Women entrepreneurs in Tamil Nadu

In Tamil Nadu, women were engaged more in agriculture than in manufacturing or services. In the manufacturing sector, women worked as beedi workers and as manual labour for cotton textiles, fish and food processing and match industry and only a few involved in the manufacturing of electronic and electrical goods.

7.2.2.4 Women entrepreneurs in Virudhunagar district

Virudhunagar district is a centre for trade and commerce. The establishment of textile mills, cement factories and a number of industries like printing industries, fire works and match work industries, nib industries in the small and medium sectors and setting up of industrial centre has accelerated the rate of industrialisation in the district. This district encourages women to start their own businesses by providing financial assistance. The District Industries Centre made an important role for the development of women entrepreneurs. In this district, 16 percent of the industries are run and managed by women.

Figure 7.1



7.2.3 Factors influencing women entrepreneurs

7.2.3.1 Nature of business

Out of 345 women entrepreneurs, 134 women (38.84%) are engaged in manufacturing business.

7.2.3.2 Socio economic profile of women entrepreneurs

Out of 345 women entrepreneurs,

Ω 122 (35.36%) respondents belong to the age group of 35 – 45 years

Ω 163 (47.25%) have completed their education upto school level

Ω 277 (80.29%) are married

Ω 200 (57.97%) emerge from joint families

Ω 229 (66.38%) have 4 – 6 members in their family

Ω 213 (61.74%) have two earning members

Ω 260 (75.36%) have two dependants

Ω 220 (63.77%) are running their units in urban areas

Ω 110 (31.88%) have 4 -6 years of experience

Ω 114 (33.04%) earn a monthly income of ₹ 2000 – ₹ 4000

7.2.3.3 Relationship between socio economic profile of the respondents and nature of business

- ϕ There is a significant relationship among the age groups of the respondents.
- ϕ There is a significant relationship among educational qualifications of the respondents.
- ϕ There is a significant relationship among the marital status of the respondents.
- ϕ There is no significant relationship among nature of the family of the respondents.
- ϕ There is a significant relationship between family size of the respondents.
- ϕ There is a significant relationship among number of earning members in the family of the respondents.
- ϕ There is no significant relationship among location of the units of the respondents.
- ϕ There is no significant relationship among monthly income of the respondents.
- ϕ There is no significant relationship among nature of the business of the respondents.

7.2.3.4 Factors influencing women entrepreneurs

Five factors *viz.*,

- ✧ Opportunity factors (Government support),
- ✧ Ambition factors (Social status),
- ✧ Reasoning factors (Heavy demand),
- ✧ Challenging factors (Innovation) and
- ✧ Prime factors (family support) are the extracted factors which influence the women entrepreneurs.

7.2.4 Women empowerment through development programmes

7.2.4.1 Women empowerment

Empowerment is a process of awareness and capacity building, leading to greater participation, decision making power and transformative action. The empowerment of women is also considered as an active process enabling women to realise their full identity and power in all dimensions of life.

7.2.4.2 Dimensions of women empowerment

The dimensions of women empowerment are as follows:

- ⊙ Economic empowerment
- ⊙ Financial empowerment
- ⊙ Individual empowerment
- ⊙ Physical empowerment
- ⊙ Familial empowerment
- ⊙ Social empowerment
- ⊙ Cultural empowerment
- ⊙ Legal empowerment
- ⊙ Political empowerment and
- ⊙ Technological empowerment

7.2.4.3 Role of governmental agencies

There are various development programmes introduced by the government and various financial institutions. They are given below:

- ➔ Rural Employment Generation Programmes (REGP)
- ➔ Support to Training and Employment Programme for Women (STEP)
- ➔ Rashtriya Mahila Kosh (RMK)
- ➔ Mahila Vilyam Nidhi (MVN)
- ➔ Development of Children and Women in Rural Area (DCWRA)
- ➔ Jawahar Rozgar Yojana (JRY)
- ➔ Training for Rural Youth and Self Employment (TRYSEM)

- ➔ Indra Mahila Yojana (IMY)
- ➔ Integrated Child Development Service scheme (ICDS)
- ➔ Integrated Rural Development Programme (IRDP)
- ➔ District Rural Industrial Project (DRIP)
- ➔ Socio Economic Programme (SEP)
- ➔ Integrated Rural Development Programme (IRDP)
- ➔ Prime Minister's Rozgar Yojana (PMRY)
- ➔ Swarnajeyanti Gram Swarozgar Yojana (SGSY)
- ➔ Swarna Jeyanti Shari Rozgar Yojana (SJSRY)
- ➔ National Resource Centre for Women (NRCW)
- ➔ Women's India Trust (WIT)
- ➔ Women Development Corporation (WDC)
- ➔ Development of Women and Children in Urban Area (DWCUA)
- ➔ Association of Women Entrepreneurs of Karnataka (AWAKE)
- ➔ Association of Women Entrepreneurs of Small Scale Industries (AWESSI)
- ➔ The Integrated Women Development Institute
- ➔ The Tamil Nadu Corporation for Development of Women Limited
- ➔ Jawahar Gram Samridhi Yojana (JGSY)
- ➔ Women Entrepreneurship Promotional Association (WEPA)
- ➔ Marketing Organization Of Women Entrepreneurs (MOOWES)
- ➔ Self Employment for Educated Unemployed Youth (SEEUY)

- ➔ Self Employed Women's Association (SEWA)
- ➔ Entrepreneurial Development Programme (EDP)
- ➔ Supply of Improved Tool kits to Rural Artisans (SITRA) and
- ➔ Million Wells Scheme (MWS)

The study concentrates on the four development programmes which are of paramount importance - Prime Minister's Rozgar Yojana (PMRY), Swarnajeyanti Gram Swarozgar Yojana (SGSY), Swarna Jeyanti Shari Rozgar Yojana (SJSRY) and Self Employed Women's Association (SEWA). Hence, an attempt has been made to study the impact of these development programmes on women entrepreneurship.

7.2.4.3.1 Empowerment through PMRY scheme

The beneficiaries of PMRY scheme have got all empowerment except technological empowerment.

7.2.4.3.2 Empowerment through SGSY scheme

The beneficiaries of SGSY scheme have been empowered economically, financially, individually, familially and socially oriented.

7.2.4.3.3 Empowerment through SJSRY scheme

The beneficiaries of SJSRY scheme have achieved economic empowerment, financial empowerment, physical empowerment, family empowerment, social empowerment, cultural empowerment and legal empowerment.

7.2.4.3.4 Empowerment through SEWA scheme

The beneficiaries of SEWA scheme are empowered economically, individually, physically, culturally, legally and technologically.

7.2.5 Performance and problems of women entrepreneurs

7.2.5.1 Performance of women entrepreneurs

The entrepreneurial performance of a business can be evaluated based either on the financial performance or on the potential performance of an enterprise.

Reasons for starting the business

- ❖ Out of 345 women entrepreneurs, 73 (21.16%) have continued their hereditary business.

Entrepreneurial experience of women entrepreneurs

- Nearly fifty per cent of the respondents, 136 (47.82%) have less than 5 years of experience.

Finance

- ✓ More than sixty per cent of the respondents 221 (64.06%) have started their business by borrowing the capital.
- ✓ Out of 221 women entrepreneurs who have borrowed money for capital, 166 (75.11%) have borrowed from banks.
- ✓ Out of 166 women entrepreneurs who have borrowed money from banks, 73 (43.98%) have borrowed more than ₹ 30,000.
- ✓ Out of 166 respondents who borrowed money from banks, 83 (50%) take more than 4 years for repayment.
- ✓ Most of the women entrepreneurs need the working capital for purchase of materials.

Raw materials

- ✚ Out of 345 respondents, 198 (57.39%) purchase the materials from Government trade fair.
- ✚ Above forty per cent of the respondents, 144 (41.74%) purchase materials directly from suppliers.

Man power

- Out of 345 respondents, 154 (44.64%) have employed 5 – 10 employees.
- Most of the respondents 287 (83.19%) feel that training programmes are necessary to improve the performance of employees.
- With regard to period of payment of wages, 131 (37.97%) pay the wages on monthly basis.

Machinery

- ☞ Out of 345 respondents, 152 (44.06%) use the machinery on rental basis.
- ☞ Most of the women entrepreneurs, 304 (88.12%) have bought the machineries from local markets

Location of the business

- ✦ Out of 345 respondents, 135 (39.13%) have established their business in urban areas.
- ✦ Most of the women entrepreneurs give importance to the infrastructural facilities while selecting the location of the business (51.42) as it has received the first rank.

Ownership of building

- ⌘ Out of 345 respondents, 179 (51.88) have their own building.

Resource utilisation

- ✱ Out of 345 respondents, 254 (73.62%) utilise the resources fully.
- ✱ Out of 345 respondents, 91 respondents use the resources at an optimum level, 31 (34.07%) feel that non availability of material is the reason for optimum utilisation of resources.

Plan for expansion of business

- ⌘ Out of 345 respondents, 224 (64.93%) wish to expand their business.
- ⌘ Out of 224 women entrepreneurs who have plans to expand their business, 50 (22.32%) want to use modern technology.
- ⌘ Most of the respondents have opined that lack of money (20.88) is the foremost reason for not expanding the business.

Marketing

- ⌘ Out of 345 respondents, 262 (75.94%) have advertised their products.
- ⌘ Out of 262 respondents who advertise, 175 (66.89%) use banners for their advertisement.

Channels of distribution

- ⚙ Out of 345 respondents, 236 (68.41%) sell their products directly to the consumers.
- ⚙ Majority of the respondents, 338 (98%) deliver the products promptly to their customers.
- ⚙ With regard to the area of distribution, 150 (43.48%) distribute their products within the taluk.

Storage facilities

- ⚙ Out of 345 respondents, 140 (40.58%) respondents have sufficient space to store their products.
- ⚙ Nearly seventy five per cent of the respondents, 258 (74.78%) store their goods within their concern.

7.2.6.2 Problems of women entrepreneurs

In a nutshell, the women entrepreneurs face problems and constraints during the course of setting up and management of their enterprise. The problems faced by the sample respondents have been categorised into seven main heads, *i.e.*, problems pertaining to finance, production, personnel, marketing, government assistance, occupational mobility and socio-personal problems.

7.2.6.2.1 Finance problem and remedial measure

- ★ Tight repayment schedule is a financial problem.
- ★ Adequate and timely finance by banks and relaxation of repayment schedule are the remedial measures to solve the financial problem.

7.2.6.2.2 Production problem and remedial measure

- ★ Inadequate working area is a major production problem.
- ★ Training programmes to adopt recent technology and allotment of work sheds are the remedial measures to solve the production problems.

7.2.6.2.3 Personnel problem and remedial measure

- ★ Negative attitude of labor force is a personnel problem.
- ★ Consideration of employee's genuine needs and employing more number of women workers are the remedial measures to solve the personnel problems.

7.2.6.2.4 Marketing problem and remedial measure

- ★ Inadequate publicity is a marketing problem.

- ★ Improving the quality of the product/ service and acquiring skills to win customer's loyalty are the remedial measures to solve the marketing problem.

7.2.6.2.5 Government assistance problem and remedial measure

- ★ Complicated paper formalities are the problem regarding government assistance.
- ★ Simplification of procedures and creating awareness about government schemes are the remedial measures to solve the problem regarding lack of government assistance.

7.2.6.2.6 Occupational mobility problem and remedial measure

- ★ Lack of resources is a major occupational mobility problem.
- ★ Personality development and acquiring more entrepreneurial skills are the remedial measures to solve the occupational mobility problems.

7.2.6.2.7 Socio-personal problem and remedial measure

- ★ Male dominance is the prominent socio personal problem.
- ★ Meticulous planning for dual duties and co-operation from parents-in-law are the remedial measures to solve the socio-personal problems.

7.3 SUGGESTIONS

On the basis of the findings of the study, the following suggestions are made:

Suggestions to the Government

- ◆ The government has to allocate more funds in the ensuring Five Year plans to improve the financial performance of women entrepreneurs.
- ◆ More trade fairs and exhibitions are to be conducted to create a demand for the goods manufactured by women entrepreneurs.
- ◆ In order to eliminate the middlemen, the government has to take steps to procure the products directly from the women entrepreneurs.
- ◆ The government has to liberalise the licensing procedures for smooth entry of women entrepreneurs in the area of business.

Suggestions to the designers of development programmes

- ✕ The development programmes have to be designed to empower the women technologically and politically.
- ✕ They have to provide training programmes to educate the women entrepreneurs about modern technologies.
- ✕ They have to educate the women entrepreneurs who wish to expand their business at the global level about import and export procedures.

Suggestions to the family members of the women entrepreneurs

- ➔ The family members of the women entrepreneurs have to co-operate with them to carry on their business.
- ➔ They have to encourage the women entrepreneurs to expand their business.

Suggestions to the society

- ☞ The society has to take steps to remove the disparity of gender bias to develop women entrepreneurship.
- ☞ It has to remove the cultural barriers which are considered to be the slavery chains of women entrepreneurs.

Suggestions to the women entrepreneurs

- ☞ Women entrepreneurs must have a desire to empower themselves by using the available opportunities.
- ☞ They have to come forward to utilise the facilities offered by banks, Government and development programmes.

7.4 CONCLUSION

Independence of women has brought down the problem of equality by guaranteeing their equal rights of participation in the political process and by providing equal opportunities in education and employment. The object of the

laws was to wider women's participation in all areas of activity in economic, social and political life. But, unfortunately, the government sponsored development activities have not benefited only a small group of women namely the urban middle classes. The majority of women have not benefited from development. So, in order to improve the status and position of women at home and in the larger society, it is necessary to achieve economic independence for women. In fact, economic independence may be a necessary condition but not a sufficient condition for their emancipation. Hence, the government has to analyse the current status and potential role of women in the process of industrialisation with a view to bring positive change which would result in sharing responsibilities and benefits by all. There is no doubt that effective and adequate legislation for social facilities, health provision, maternity and social security benefits would enhance the process of women's involvement in the development process of the country.

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