

WOMEN ENTREPRENEURS –AN ANALYSIS ON PERCEPTUALLY WEAK AREAS AND THE LEVEL OF IMPROVEMENT IN THE DIFFERENT DISTRICTS

Dr. D. Rajasekar

Associate Professor

AMET Business School, AMET University.

ABSTRACT

A study has been carried out to understand the perceptually weak areas and level of improvement towards the state of Tamilnadu. Besides, an attempt has been made to identify the basic problems faced by them in dealing with family and society. Chi – square test has been used for analysis of the economic performance of the entrepreneurs. The parameters of the study include the amount of financial leverage taken, rate of growth, their market share and the various sources of finance. Similarly, the financial support provided by the banks & other financial agencies has also been analysed in order to get an idea about their financing needs and fulfillment of the same.

Keywords: *Entrepreneurship, women entrepreneurs, Economic development, Service sector.*

INTRODUCTION

Entrepreneurship has long been recognized as the key to economic growth. The role of entrepreneurs, especially the scale entrepreneurs who successfully exploit the industrial and commercial opportunities on a small scale cannot be under estimated. Small scale enterprises help in enhancing economic growth because they have better chance to carry out innovations, new means of production, new markets, new initials, new forms of organizations that lead to increased productivity. It is important to differentiate entrepreneurs on the basis of gender if women entrepreneurship is to be promoted (John, 2004).

REVIEW OF LITERATURE

Women entrepreneurship has made some amazing progress in India. In urban zones, an ever increasing number of women are effectively running day mind focuses, situation administrations, magnificence parlors and mold boutiques. Indeed, even in provincial zones, self improvement gatherings are engaging women to begin their own particular miniaturized scale business. Financially and something else. Business enterprise enables ladies to join watching over their family with getting the cash required for everyday survival. This pattern has additionally been

noticeable in a few Asian nations including Indonesia and Singapore. In the feeling of Watson (2003) there are a significant number of potential deliberate contrasts amongst male and female proprietors that may clarify why female-possessed organizations appear to under than male claimed organizations. The unmistakable variables are time of female possessed business, family responsibilities, lesser access to capital, diverse training levels, related knowledge of business and state of mind towards hazard. As per Jesselyn (2004) creating nations ought to likewise tap the capability of ladies business people. Women are by and large more genuine business visionaries in creating nations, despite the fact that their organizations are little. They reimburse advances more dependably than men, and utilize their income for the advantage of families and for reinvestment.

The accessible writing on women enterprise does not give adequate bits of knowledge and top to bottom investigation of the different features of women in business and issues confronted by them. This exploration paper is wanted to investigate and examine in detail the obscure features of women business people in the condition of Tamilnadu. The paper goes for discovering the open doors, development and issues of women business visionaries and their exhibitions, deterrents and the future situation for women in business in this piece of the nation.

OBJECTIVES OF THE STUDY

- ❖ To study the perceptually weak areas for women entrepreneurs in different districts.
- ❖ To study the level of improvement towards various factors among the women.

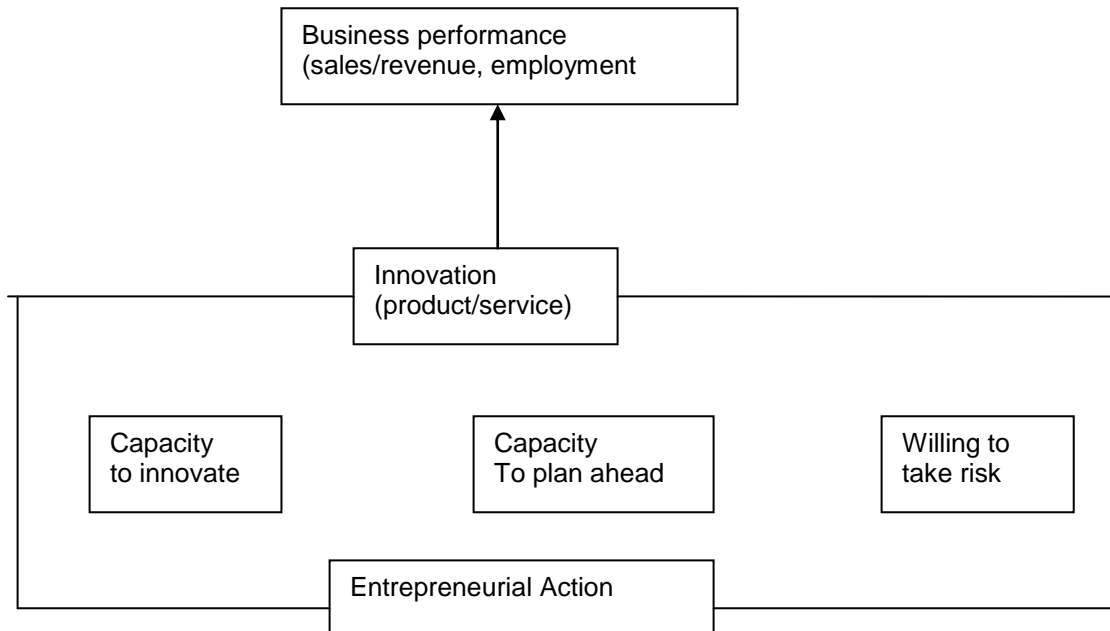
RESEARCH METHODOLOGY

In this study, a convenience sample of 225 women entrepreneurs was used to collect primary data. The population consisted of women entrepreneurs from the state of Tamilnadu . Total area of the study comprised of 4 districts namely Thiruvallur, Kanchipuram, Villupuram, and Vellor.

Data : Primary and Secondary Data

Statistical Tools: Chi-square and Percentage method

FIGURE 1: ENTREPRENEURIAL ACTION, INNOVATION AND BUSINESS PERFORMANCE



DATA ANALYSIS AND INTERPRETATION

Table I: shows the perceptually weak areas for women entrepreneurs in different districts. The hypothesis to be tested is: Ho, There is no significant difference in the perceptually weak areas across different districts.

TABLE 1: PERCEPTION REGARDING PERCEPTUALLY WEAK AREAS

	STATE	Total
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		Thiruvallur	Kanchipuram	Villupuram	Vellore	
Perceptually weak areas	Planning	20	31	10	5	66
	Organizing	18	22	7	7	54
	Controlling	37	22	33	13	105
Total		75	75	50	25	225
Chi-Square Test						
		Calculated Value		Degrees of Freedom		Tabulated
Pearson Chi-Square		18.33		6		12.592

TABLE 2: LEVEL OF IMPROVEMENT TOWARDS VARIOUS FACTORS

SNO	DESCRIPTION	NO. OF. RESPONDENTS					IN PERCENTAGE				
		poor	average	good	very good	excellent	poor	average	good	very good	excellent
1	Communication skills	0	27	3	0	0	0	90	10	0	0
2	Team building	0	10	20	0	0	0	33	67	0	0
3	Personality	0	2	26	2	0	0	7	86	7	0
4	Negotiation skills	0	19	9	2	0	0	63	30	7	0
5	Technical skills	0	5	22	3	0	0	16	74	10	0
	TOTAL	30					100				

Source of primary data

INFERENCE

From the above table it is inferred that 27 of the respondents say that there is a average Communication skill, 3 of the respondents say that there is a good Communication skill, 0 of the respondents say that there is a excellent Communication, Communication skill is poor and not very good.

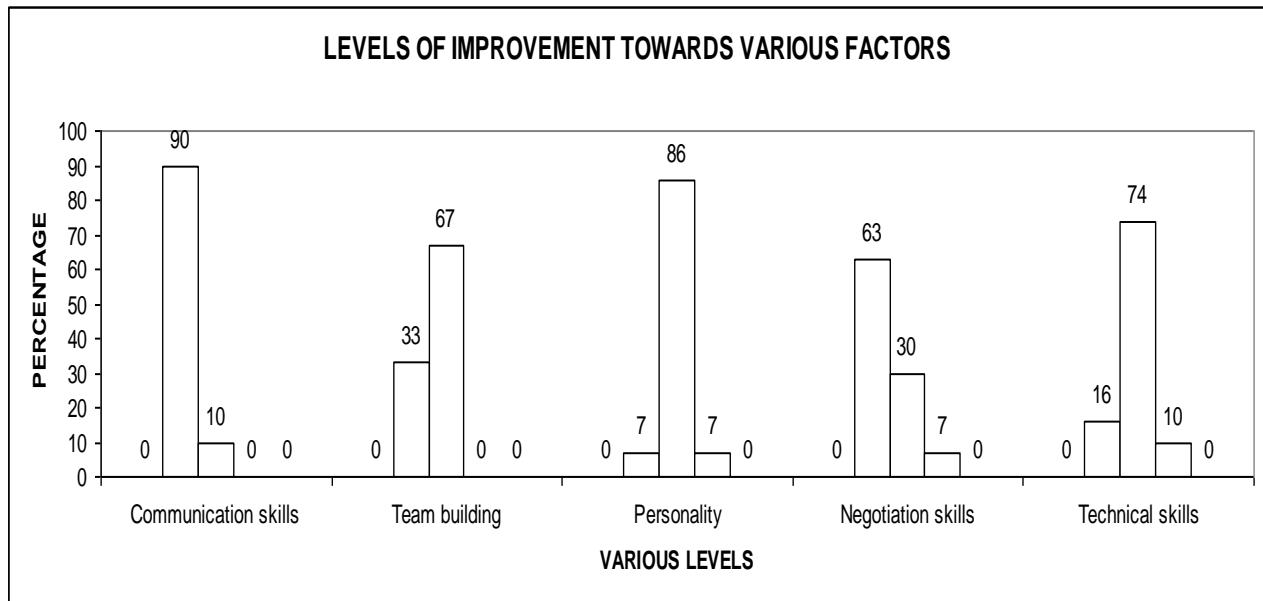
20 of the respondents say that there is a good team building, 10 of the respondents say that there is a average team building, 0 of the respondents say that there is a excellent, poor and not very good team building.

26 of the respondents say that there is a good Personality, 2 of the respondents say that there is a average and very good Personality, 0 of the respondents say that there is a excellent and poor.

19 of the respondents say that there is a average negotiation skills, 9 of the respondents say that there is a good negotiation skills, 2 of the respondents say that there is a very good negotiation skills, 0 of the respondents say that excellent and poor.

22 of the respondents say that there is a good technical skills, 5 of the respondents say that there is a average technical skills, 3 of the respondents say that there is a very good negotiation skills, 0 of the respondents say that excellent and poor.

FIGURE 2: LEVEL OF IMPROVEMENT TOWARDS VARIOUS FACTORS



RECOMMENDATIONS FROM THE REPORT

There is probably women business enterprise ought to be energized in Mauritius, considerably more so as it speaks to an imperative potential instrument for "reusing" laid-off specialists in the work advertise, with regards to the serious rebuilding procedure being experienced by the Mauritian economy. In this regard, preparing is significant in empowering independent work and micro enterprise advancement as suitable profession alternatives, and advancing business enterprise and in addition in solidifying and fortifying the endeavor wanders. In any case, all together that preparation for ladies business visionaries can be successful, various issues should be tended to. These proposals, construct to a great extent with respect to the discoveries emerging from this report, can be abridged as takes after: 1. Enterprise preparing projects ought to be sexual orientation delicate. This suggests dissecting and surveying women' issues, and afterward incorporating them and their worries into the outline, execution and assessment of preparing projects. 2. Not all business visionaries are the same, and not all women are the same. There are a wide range of classifications of women business visionaries. A focused on entrepreneurial instruction structure ought to include recognizing the two gatherings of Mauritian business people alluded to in this report, is, the "Move Group" and "Potential Group", and as needs be creating diverse, altered projects for each of these huge classes. 3. Preparing programs need to address some particular issues highlighted by the study. In this way, they ought to go for expanding mindfulness about the institutional bolster accessible, and highlighting the requirement for better situating of items and administrations in the market. The present "reliance on free courses" disorder ought to be countered by charging an expense for members, maybe little in the first place, however pointing towards cost recuperation and business maintainability over the long haul. 4. Businesses' alliances can assume a critical part in advancing enterprise by women and men, and this stretches out past preparing. They can utilize their broad systems to create business tutoring programs, encourage bunching, set up talk discussions, help in doing plausibility considers, and give viable linkages to fund and different assets. In a word, they can give direction and support to potential and existing women business people.

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