

A STUDY ON WOMEN ENTREPRENEURSHIP WITH SPECIAL REFERENCE TO ERODE DISTRICT OF TAMILNADU

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ABSTRACT

Entrepreneurs maybe well-defined as the individual or a cluster of people who recruit a commercial enterprise. An entrepreneur tools their information and revolution ideas, separate opinions based toward the inside into the corporate. An entrepreneur has choice assembly for every condition. Entrepreneurs keep on observing their occupational. Entrepreneurs have taken around hazard of an initiative for turnover and Chances for socio-economic development.

Keywords : *Entrepreneurs, Business, Innovation, Enterprise.*

Introduction

A consumerist is somebody or set of persons. Start a business. He / she make innovative corporate at the rate of danger for the income and openings for socio economic development. Entrepreneurs description their information and revolution thoughts used the business includes the action of starting, establishing, handling and arrogant hazards of adventures.

Concept of women entrepreneurs

Women entrepreneurs may be clear as the female or collection of womanhood who start, establish and run business inventiveness. An intellect towards individuality policy making on their lifespan and profession is the motivational influence behind this need. Burdened with household round responsibilities and domestic family responsibilities are women wish to become liberty.

Women entrepreneurs in India

The part is controlled within the four battlements of the household happenings. In the male dominated philosophy preference in contrast to the just is still existence gifted in diverse systems. According to this need of considerate and the continuing behavior of women as inferior people preserve them in a pervasive series of insufficiency ("The female poverty trap", 2001). The lessons display that absolute females do not include the consciousness of measurement and basic bookkeeping.

Importance of entrepreneurs

- Innovation ideas / generating ideas.
- Select product / services.

- Analyze market survey for particular product / services.
- Frame firm or business organization.
- Determine the objective.
- Achieving short term and long-term goals.
- Utilization of resources.
- Effective and efficiency organizing the business.
- Take decision making for critical situation.

Entrepreneurial Function

An entrepreneur has to perform various functions and discharge diversified responsibilities for attaining industrial development and socio economic development. The major functions of an entrepreneur or innovating, risk taking, planning, organization and management. The entrepreneur has to fulfill these functions for attaining the developed competence while organization the venture.

- Innovation
- Planning
- Risk taking
- Management

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Review of Literature

S. Rajanarayanan (2004) in his article entitled, "Support System for the Success of Women Entrepreneurs" has lectured that administration and nonadministration intervention shave under way considering encourage self-employment midfemales. Additionally, he highlights that specific training programmers are being ready for woman hood to allow them to found their separate projects.

Poonam Sinha (2003) in her article on "Women Entrepreneurship in the Northern East India: Inspiration, Social Provision and Limitations" has inspected the influence of drive and social provision of female business persons. Conferring to her study, the for emostin spiring in fluence to twit chan creativity was to make change by similarly men and women business persons.

P.Vasanthakumari (2008) in her article titled, "Women Empowerment through Micro Initiatives Development" has examined the roleo palm to pinitatives in authorizing women in Kerala. The initiator taking saexperimental of 328 palmtop business persons. The study showing that these inventive helped in authorizetownfemalereasonably, usually and self-sufficiently.

A. Sankaran (2009) in his article titled, "Trends and Problems of Rural Women Entrepreneurs in India" has examined the leanings and difficulties of rural women businesspersons in India. The learningornate the abstractfeatures of leaningsand troubles of municipal women businesspersons in India.

Research Gap

This study is a systematic research based on survey method. It is intermingling of both to descriptive and the analytical method of study. A structured questionnaire was arranged for finding out the women entrepreneurs in Erode district. The questionnaire contains Business, faced problems while running their business, amount of capital invested, total number of workers employed, reason for choice the present line of activity in business, mode of marketing used in business of women entrepreneurs.

Statement of the problem

Entrepreneurship is unique. The important influences of development in the absence of private enterprise. Impresarios are in performed foremost part in the monetary growth of undersized country. The government has realized significance of women entrepreneurship. Thus, study aims at responsibility of the entrepreneurial growth among women highlights there motivational forces and association between socio-economic conditions of women entrepreneurs, motivational aspect and their accessible entrepreneurial individuality.

Aims of the study

- To study the growth development of businesspersons in general and exacting of study area.
- To observe the socio-economic grade of female business persons.
- To find out the stage of observation towards motivational factors among the women entrepreneurs.
- To recognize the success intensity of the women business persons in their business.
- To scrutinize the fulfillment level of the women entrepreneurs in their business.

Scope of the study

The opportunity of the study encompasses the trouble challenged by women entrepreneurs who are occupied in starting a new project. The study is restricted only to the female businesspersons of Erode district in Tamil Nadu.

Limitations of the study

- The study is created on primary data and therefore it carries all the restrictions of not being compared and confirmed.
- They study assumes that therein sequence on the information given by women entrepreneurs as real.

Tools of Analysis

The statistical tools have been used to evaluate the data. Stratified Random Sampling is second hand for this study. It depends arranged objectives focused



and the nature of information processed. SPSS used for statistical analysis and statistical tool.



Data Analysis and Interpretation

Respondent's capital investment

Investment is the major criteria to start a business. The researcher categorized four types of investments less than 50,000, 50,000-1,00,000, 1, 00,000-5,00,000 and above 5,00,000.

S. No	Capital	Frequency	Percentage	Cumulative Percentage
1	less than 50000	10	10	10
2	50000 to 100000	17	17	27
3	100000 to 500000	43	43	70
4	above 500000	30	30	100
Total		100	100	

Source : Primary data

Interpretation

From the above table it is found that the sample unit comprises 43% of women entrepreneurs are invested in capital 100000 to 500000, followed by 30% of the women entrepreneurs are invested in capital above 500000, 17% are invested in capital 50000 to 100000 and 10% of the women entrepreneurs are invested in capital less than 50000.

Respondent's ownership of the unit

S. No	Ownership	Frequency	Percentage	Cumulative Percentage
1	You own	19	19	14
2	Rental	81	81	81
Total		100	100	

Source : primary data

Interpretation

It is observed from the above table that 81% of the respondents contribute in the ownership of the unit have own, and 19% of women entrepreneurs contribute in the ownership of the unit have rental.

Cross tab analysis Business type and level of satisfaction.

S.No	Business Type	Level of satisfaction			Total
		Low	Medium	High	
1	Wholesale	4 (30.7)	6 (46.1)	3 (23.09)	13
2	Retail	16 (37.2)	12 (27.9)	15 (34.8)	43
3	Both	9 (20.4)	18 (40.9)	17 (38.6)	44
Total		29	36	35	100

Interpretation

From the above table that the percentage of high level of satisfaction towards entrepreneurship was highest (38.6%) among the respondents who had both wholesale and retail business and the same was lowest (23.09%) among the respondent who had whole sale business. The percentage of medium level of satisfaction towards Entrepreneurship was the highest (40.9%) among the respondent who had both wholesale and retail business and the same was lowest (27.9%) among the respondent who had retail business. on the other hand the percentage of low level of satisfaction towards Entrepreneurship was the highest (37.2%) among the respondent who had retail business and the same was the lowest (20.4%) among the respondent who had both wholesale and retail business.

Suggestion

There is the figure of solution procedures to conquer the troubles. Most of the women business persons of the estimation that for if require of exercise they are not clever to endure in the bazaar. Hence the Management must accomplish numerous training programmers with regards. Finance the main troubles of the women entrepreneurs. Hence the government can offer the subsidy for loans to give confidence and be a focus for more women Entrepreneurs.

Conclusion

The main financial element should be in conditions of women inflowing different field of entrepreneurship. While there are numerous issues causal there to the surfacing of female business persons, and to maintain the no organize exertion after all element would the technique for womanhood affecting into the business accomplishment. The women entrepreneurs also necessitates sustain from their family and society.