

**STUDY ON WOMEN ENTREPRENEURSHIP IN MICRO ENTERPRISES – WITH
SPECIAL REFERENCE TO KANYAKUMARI DISTRICT**

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ABSTRACT

Traditionally our society is male dominated and women were not treated as equal partners and they were confined to four walls of the house. In modern world, women have stepped out the house to participate in all sort of activities. Women entrepreneur is a person who accepts challenging role to meet her personal needs and become economically independent. When a woman or a group of women embark on initiating, organising and managing their enterprise, they are termed as women entrepreneur. Creative activity of initiating and operating a business venture leading to economic empowerment and social betterment of women in the society can be termed as women entrepreneurship.

KEY WORDS

women entrepreneurship, challenging role, economically independent, women empowerment, women entrepreneur

INTRODUCTION

“When woman moves forward, the family moves, the village moves and the nation moves.” rightly said by Pandit Jawaharlal Nehru.

The increasing presence of women as entrepreneurs has led to significant business and economic growth in the country. Women-owned business enterprises are playing a prominent role in society by generating employment opportunities in the country, bringing in demographic shifts and inspiring the next generation of women founders. When a women or a group of women embark on initiating, organising and managing their enterprise, they are termed as women entrepreneur. Creative activity of initiating and operating a business venture leading to economic empowerment and social betterment of women in the society can be termed as women entrepreneurship. The type of micro enterprises run by women are book binding, clothing business, tailoring, fancy items, selling snacks, vegetable vending, tea stall, coconut vending, tiffin stall, flour grinding, rice muddy, flour business, petty shop, grocery shop, agarbathi and candle making, lime stone, metal business, making paper cones sheep rearing, detergent powder making, phenoyl making, liquid blue preparation, wire bag making etc

STATEMENT OF THE PROBLEM

Traditionally our society is male dominated and women were not treated as equal partners and they were confined to four walls of the house. In modern world women have stepped out the house to participate in all sort of activities. Women entrepreneur is a person who accepts challenging role to meet her personal needs and become economically independent. A strong desire to do something positive is an inbuilt quality of entrepreneurial women, who is capable of contributing values in both family and social life. Hence the present study focuses on the motivating factors and problems of women entrepreneurs in micro enterprises with special reference to Kanyakumari district.

METHODOLOGY

The present study is empirical nature, based on the primary data and secondary data. Primary data were collected from 172 sample respondents with the help of questionnaire. Secondary data was collected from the reports, journals, books, magazines and websites.

OBJECTIVES OF THE STUDY

1. To study the motivating factors of women entrepreneurs in micro enterprises in Kanyakumari district.
2. To study the problems faced by women entrepreneurs in micro enterprises in Kanyakumari district.

REVIEW OF LITERATURE

Dr. Rashmi in her article entitled, 'Women Entrepreneur in Micro, Small and Medium Enterprises in India – An Overview' concluded that, women in modern times have achieved a lot but in reality they have to still travel a long way. Their path is full of roadblocks. Though women of India are not at par with her counterpart in Western world but she is struggling hard to mark her presence in men's world.

Dr.V.Muthu Raj in his article entitled 'A study on small scale entrepreneurs in kanyakumari district' interprets that the entrepreneurs are considered 'change agents' in the process of industrial and economic development of an economy. The small scale sector promotes the economic development of the country. The major problems small entrepreneurs in kanyakumari district suffer from include the problem of poor socio economic conditions, lack of motivation, lack of training, poor communication, problems of raw material, finance, marketing, under utilization of capacity and competition with other enterprises etc.

Dr.K.Rajaiah in his article entitled, 'Women entrepreneurship in micro small and medium enterprises India' concludes that, the women entrepreneurship in India is still emerging. Entrepreneurship is significantly correlated to economic development of any economy by accelerating growth and prosperity, and. In the last few decades woman as entrepreneur are emerging both in developed and developing economies. It is evident that women entrepreneurs contribute immensely to improved poverty levels, increased per capita income and employment creation.

ANALYSIS AND INTERPRETATION

MOTIVATING FACTORS

Motivation is the process that initiates, guides, and maintains goal-oriented behaviours. The different motivational factors of the respondents are classified and presented in the following table.

S. N.	FACTORS	HS	S	N	DS	HD S	TOTAL SCORE	MEAN SCORE	RANK
1.	Education/Competency/ Experience	25 (5)	27 (4)	45 (3)	23 (2)	15 (1)	399	3.19	II
2.	Social Independence	70 (5)	50 (4)	19 (3)	3 (2)	-	554	4.39	VII
3.	Recognition	13 (5)	68 (4)	37 (3)	9 (2)	-	459	3.67	VI
4.	Economic Independence	8 (5)	50 (4)	39 (3)	30 (2)	8 (1)	397	3.16	I
5.	Capacity Building	17 (5)	43 (4)	45 (3)	20 (2)	8 (1)	413	3.30	III
6.	Government's Subsidy Schemes	31 (5)	27 (4)	47 (3)	19 (2)	6 (1)	431	3.45	V
7.	Self-employment	31 (5)	33 (4)	36 (3)	19 (2)	12 (1)	425	3.40	IV

Source: Primary data

From the above table it is clear that the economic independence is the prime motivating factor to become an entrepreneur as it is ranked first followed by Education/Competency/ Experience, Capacity Building, Self employment, Government’s Subsidy Schemes, Recognition and Social Independence.

PROBLEMS FACED BY WOMEN ENTREPRENEUR

The following table analyses various problems faced by women entrepreneurs in Kanyakumari district.

S. N.	FACTORS	HS	S	N	DS	HDS	TOTAL SCORE	MEAN SCORE	RANK
1.	Fewer Women friendly sectors & Lack of Education	24 (6)	34 (5)	15 (4)	19 (3)	29 (2)	490	3.85	V
2.	Lack of Social and Institutional Support	8 (6)	18 (6)	25 (3)	27 (2)	24 (1)	381	3.05	I
3.	Poor Funding Prospects	24 (6)	19 (5)	21 (4)	19 (3)	12 (2)	431	3.44	IV
4.	Pressure to Stick to Traditional Gender Roles	14 (6)	20 (4)	30 (4)	20 (3)	31 (2)	421	3.36	III
5.	Lack of Entrepreneurial Environment	45 (6)	15 (4)	14 (5)	12 (3)	13 (3)	499	3.97	VI
6.	Balancing family & Business life	11 (6)	22 (5)	21 (4)	32 (3)	21 (2)	411	3.27	II

Source: Primary data

The above table shows that lack of social and institutional support is the first problem faced by women entrepreneurs in micro enterprises followed by balancing family & business life, pressure to stick to traditional gender roles, poor funding prospects, fewer women friendly sectors & lack of education and lack of entrepreneurial environment.

CONCLUSION

Women entrepreneurship has been a matter of recent concern. In India, men generally take the lead in the entrepreneurial world. With the change of time as well as cultural norms and increase in literacy, women are increasingly entering the field of entrepreneurship. There has been a significant growth in female self-employment with women starting new ventures at a faster pace. The journey has begun, and it has been an inspiring one, especially with the rise of women in micro-entrepreneurship.

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