



## ROLE OF WOMEN ENTREPRENEURSHIP IN VIRUDHUNAGAR DISTRICT TAMILNADU, INDIA

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### **ABSTRACT**

*The women Entrepreneurship serves as a catalyst of economic development of the country. It is one of the largest sections for capital accumulation. In fact financial growth is the result of the efforts taken by the entrepreneurs. Equally entrepreneurs can order the economic increase by their actions and decisions. Now many have begun to realize that for achieving the goal of economic development, it is needed to promote entrepreneurship both qualitatively and quantitatively in the country. Only active and enthusiastic entrepreneurs completely explore the potentialities of the country's available resources and labour, knowledge and capital.*

**KEY WORDS:** *women, Entrepreneurship, development, Role*

### **1. INTRODUCTION:**

The Economic growth and development of a country is determined by natural human and financial resources. The economic development of a nation is largely sparked off by its enterprising spirit. The spirit of entrepreneurship emerges from the interplay of behavior and activity of a special segment of the population known as entrepreneurs. A country may be rich in material resources and capital. But if entrepreneurship is lacking, the utilization of resources would not be as expected. The entrepreneur is a part of industrial society and as such, he should be considered as an asset. The entrepreneur is responsible not only for earning his or her livelihood but also for creating avenues of employment for others and contributing to the gross national product.

#### **1.1 ENTREPRENEUR:**

Entrepreneurs are a highly respected group in the developed world. They are the key to economic development. History is full of instances of individual entrepreneurs whose creativity has led to the industrialization of many nations. It conjures up visions of active,



purposeful men and women accomplishing a wide variety of significant deeds. An entrepreneur is an important 'change agent' in every society. He bridges the gap between plan and execution.

### **1.2 ENTREPRENEURSHIP:**

Entrepreneurship is neither a science nor an art. It is a practice. But, as in all practices, like medicine or engineering for instance, knowledge in entrepreneurship is a means to an end. It is not a 'flash of genius' but purposeful tasks that can be organized into systematic work. Etymologically, the term entrepreneur is derived from the French word entrepreneur who means to undertake. The Encyclopedia Britannica defines entrepreneur as "an individual who bears the risk of operating a business in the face of uncertainty about future conditions".

### **1.3 ROLE OF WOMEN IN ECONOMIC DEVELOPMENT:**

In the traditional society, woman's role is naturally limited to the family. Since she is the bearer of children, she is fully occupied with her duties as a mother and home maker. This is no small feat, since the traditional household may be described as both a production and a consumption unit. The man's responsibility is to provide the household with the raw materials, which are then converted by the woman into consumable products or objects, under precarious housing conditions and by means of rudimentary methods and tools. Many factors like urbanization, technical progress, woman's education, etc., have profoundly changed these traditional conditions, even in a developing country like India. Slowly starting with the metropolitan areas and going back, the woman's role at home has become lighter due to technical progress. The production side of women's work at home is gradually decreasing, leading to a reduction of woman's role at home. Contemporary India is still predominantly a traditional society based on the norms of patriarchy. The extent and the form of female participation and what it means for her position within the family and society are closely determined by her location in the matrix of the family status hierarchy and the strata of economic

However, due to the growth of industrialization, urbanization, education and democratic system in the country, the tradition-bound Indian society is now undergoing a change and women are now seeking gainful employment in several fields in increasing numbers



## **2. REVIEW OF LITERATURE:**

<sup>1</sup> K. Sundaravalli in her study entitled, “A Study of Women Entrepreneurs in Tiruchirappali Region”, has evaluated the effectiveness of government and voluntary agencies in the service of women entrepreneurs. She also studies the environment conducive for women entrepreneurs in small-scale industries. <sup>2</sup> Medha Dubhashi Vinze in her study “Women Entrepreneurship in India” highlights the socio-economic background of women entrepreneurs in Delhi and the organization involved in promoting women entrepreneurs. <sup>3</sup> Paramjit Kaur Dhillon’s article entitled “Women Entrepreneurs: Problems and Prospects” illuminates the motivational aspects of women entrepreneurs as achievers. She has made a comprehensive analysis of variables like, motives for starting enterprise, difficulties, autonomous orientation and dispositional aspect relating to risks and prospective planning and management. <sup>4</sup> M. Meera Bai in her study, “Women Entrepreneurs in the European Union”, has opined that, less than 30 per cent of women in the European Union are working as independent operators in their own business. She has concluded that it is an eye opener for such countries like India to help women come up to start business enterprises like the women in the European countries to enhance their socio-economic status. <sup>5</sup> K.S. Uma Devi in her study, “Women Entrepreneurs in Karnataka” has examined the assumption that entrepreneurs are born and not made. In her study, she has found that personal motivation, organizational support and socioeconomic factors are involved in the development of women entrepreneurs. Further she has explored that it is the hard work and commitment, which have brought success to women entrepreneurs. <sup>6</sup> Natarajan’s thesis entitled “A Study of Women Entrepreneurs in Tamil Nadu”, undertakes an appraisal of the achievement of women entrepreneurs on the variables leading to their success. <sup>7</sup> S. Rajanarayanan has made a study on “Support System for the Success of Women Entrepreneurs”. In his study he opines that government and nongovernment agencies have started giving greater attention to promote self employment among women. Further he emphasizes that special training programmes are being organized for women to enable them to start their own ventures.

## **3. OBJECTIVES OF THE STUDY:**

- ✓ To understand the profile of the women entrepreneurs in virudhunagar district



- ✓ To study the various constraints and problems encountered by the women entrepreneurs.

#### 4. RESEARCH METHODOLOGY:

This section describes the methodology adopted in the present study, which includes the choice of the study area, the sampling technique adopted, the collection of data, the period of study and the tools of analysis. In order to evaluate the performance of women entrepreneurs in virudhunagar district 200 entrepreneurs selected by adopting stratified random sampling method. The entrepreneurs registered in District Industries Centre (DIC) as on March 2018.

#### 5. DATA ANALYSIS AND INTERPRETATION:

Table 1

AGE WISE CLASSIFICATION OF THE RESPONDENTS

S.NO	AGE	NUMBER OF THE RESPONDENTS	PERCENTAGE
1	Less than 30	50	20.30
2	30 - 40	45	17.00
3	40 -50	91	50.00
4	50 above	14	10.20
	<b>TOTAL</b>	<b>200</b>	<b>100</b>

(Source: Primary data)

It is the understood from above Table- 1 that the dominant age groups among the respondents are 40, 50 and less than 30 constitute 50.00 and 20.30 per cent respectively. The respondents who are 50 and above constitute 10.20 per cent the respondents who are less than 30 years constitute 20.30 per cent.

Table 2

EDUCATIONAL WISE CLASSIFICATION OF THE RESPONDENTS

S.NO	Levels of education	Number of Respondents	Percentage
1	School Level	50	20.00
2	College Level	120	70.00
3	Technical	30	10.00
	<b>TOTAL</b>	<b>200</b>	<b>100.00</b>

(Source: Primary data)



**Table 3**

**PROBLEMS FACED BY THE WOMEN ENTREPRENEURS**

S. NO	PROBLEMS	MEAN SCORE	RANK
1	Arrangement of Finance	0.74	1
2	Installation of proper plant and machinery	0.31	2
3	Local Environment	0.39	7
4	Labour problems	0.41	3
5	Location of site	0.34	6
6	Town Planning approval	0.55	8
7	Industrial provided by the DIC	0.61	4
8	Power supply	0.63	5
9	Recruitment of personnel	0.49	10
10	Inadequate infrastructure	0.44	9

(Source: Primary data)

**6. CONCLUSION:**

Success of women entrepreneurs and satisfactory progress can be achieved only by honest, sincere and dedicated efforts by all. And joint efforts of both men and women entrepreneurs can change developing India into a fully developed Country. The greatest revolution in a country is the one that affects the status and living conditions of its women. Promotion of women entrepreneurship ensures economic independence. Social emancipation of women gains social status. It promotes leadership qualities among women and swells the family income. Promotion of women entrepreneurship trains the future generation of women and it will also solve tomorrow's unemployment problem. And women entrepreneurs' inspire of their trails and hardships are a satisfied and confident lot in society and a model to other women.

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