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WOMEN EMPOWERMENT THROUGH ENTREPRENEURSHIP IN TAMILNADU – A STUDY WITH SPECIAL REFERENCE TO RURAL WOMEN ENTREPRENEURS

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ABSTRACT

Entrepreneurship is one area where Women Entrepreneurs can actually define a unique identity for themselves. Rural Women Entrepreneurs are recognized as a significant source of untapped economic growth. Women must now be empowered socially, economically and technologically in order to be able to stand in society. Entrepreneurship is the critical driver of any economy's innovation and growth in the current scenario. Fostering entrepreneurship is therefore the important part of many governments around the world's economic growth strategies. The research paper aims to reveal the role of government and challenges in empowering rural women entrepreneurs and their benefits. The research work is empirical in nature and primary data are collected using random sampling techniques through a structured questionnaire. The study outcome will help the business community and empower rural women entrepreneurs.

INTRODUCTION

**When you empower a Man, you empower an individual
When you empower a Woman, you empower a nation¹**

- *TebeleloMazileSeretse*

In India, Women provide the powerful economically empowering place for Women community and for the nation through Entrepreneurship. Empowering Women in the society will provide a boost the economy for the growth and development. The word Empowerment means to bestow power to women where it leads to fulfilling Women desire, make them aware through education, access to the resource and obtain opportunities available, active control, their decision making position for the problems in the society and improve their economic status and rights. By entrepreneurial spirit, women are becoming more empowered personally and economically.

Entrepreneurs of rural women are recognized as a significant source of untapped economic growth. However, women still need to be emboldened socially, economically and technologically to be able to survive in society. If properly applied, rural entrepreneurship for Women might allow a woman to be ultra - educated to gain grooming in business and trade information techniques, product improvement, and business development.

In India, Rural Women who operate their own business are far less likely to be oriented by profit, while they seek their profit to reinvest them for education, social improvement and they provide a more flexible working arrangement and family friendly to employees. In addition, Women invest in local community projects as this willingness help to encourage more significant and sustainable growth.

Entrepreneurship is the key driver of innovation and growth in the current scenario. Fostering entrepreneurship is therefore the important part of many governments around the world's economic growth strategies. Entrepreneurs are believed to be the National assets to be raised, inspired and described as widely as possible. In addition to creating fortunes from Entrepreneurial ventures, they can also change the way we think and operate and create employment and circumstances for a thriving society. The implementation of programs and policies that adopt the concept of rural women empowerment through entrepreneurs can benefit all nations, businesses and communities.

The ambition among individuals tends to lead and pay greater attention to a country's economic structural transformation. There are no gender prejudices between men and women throughout this move. In India, the government is taking numerous plans to encourage women entrepreneurs' engagement and thereby make a provider for the nation's development and advancement. Since then the 5-Year Plans are focused on women's welfare, emphasizing female empowerment in particular through women's entrepreneurship programmes. This study aims to assess the number of growth plans and programmes for empowering rural women in India.

Tamil Nadu has provided the country with valuable human assets. Many successful Women hail from this state. Apparently, there are only two types of Entrepreneurs

in Tamil Nadu those that perceive the opportunity and engage in business because they like to, and those that have no other choice but to start a business. Due to limitations, only a few Tamil Women are able to "undertake risks" and "create wealth". Women want to be recognized, prove themselves and most importantly, want to play a part in society's improvement. India's success becomes accessible only when Indians accept the importance of Women in Entrepreneurship and also Indian Women are found international trading from India. Thus, the study aims at Empowering Rural Women through Entrepreneurship. However, Women Entrepreneurs are struggling and facing many challenges in starting and managing a business. This research paper intends to study personal, financial, marketing, production problems of Women Entrepreneurs. Hence these challenges need to be addressed to enhance their business worth and also for the growth of society.

REVIEW OF LITERATURE

Pharm, and Sritharan, (2013) Challenges affecting rural women entrepreneurs was analyzed and it has been observed that most women entrepreneurs were categorized with lacking in effective leadership. Their leadership skills were not as strong as they needed to be a successful businessman. Many female entrepreneurs were faced with financial difficulties. Financial deficit was second category. The third level was the lack of organized planning and functioning, which was accompanied by medical problems, policy unconsciousness, representatives' failure to repay loans, group leaders misuse their income, various problems and lack of understanding.

Parveen, (2013) Rural female entrepreneurs have been researched through workshop trainings and workshops organised by different NGOs have been conducted for rural women to provide financial assistance, entrepreneurial training and professional development. The study shows a stronger business capability and skill for well-trained rural women entrepreneurs. This allows them quick access to multiple markets and profitable start-ups. For untrained rural women, they face several problems in their business administration.

Vinay Pal Singh and Hari Om Gupta, (2018) on Women's entrepreneurialism in sparsely populated rural India is a pound in economic development highlighted the current status of female entrepreneurs and their valuable contributions to India's sustainable rural economic growth and suggested strategies for empowering rural women.

TshipamaLaeticia, (2016) on ethnographic research in female startup entrepreneurs who often buy stuff in Thailand to start selling in Congo. Even this study aimed directly to collect and analyze challenges faced only by young entrepreneurs and therefore the resources then they also need to definitely recommend strategies and tactics to empower people among successful entrepreneurs. Now in actually providing new business opportunities, again the family unit actually plays out a more central role.

OBJECTIVES OF THE STUDY

1. To Identify Rural Women Entrepreneurs problems and prospects in Tamil Nadu.
2. To understand the role of central and state government in the development of entrepreneurship
3. To suggest remedial action to overcome issues and empower women in society.

RESEARCH METHODOLOGY

The method of sampling used was convenient sampling. The sample size considered of 70 Entrepreneurs in Kanchipuram district and Thiruvallur districts. The primary data will be collected as a mode of data collection using digital survey and telephone survey. Separate sets of structured questionnaires prepared for rural women entrepreneurs to conduct surveys. Additional information is gathered from numerous books, newspapers, periodicals as well as business websites

STUDY LIMITATION

1. This study focuses mainly on Kanchipuram and the district of Tiruvallur only.
2. The study is based solely on data obtained from District Industries Center which include 70 rural MSME respondents only.

DATA ANALYSIS AND INTREPRETATION

For study purpose, convenience statistics were used for computing using SPSS in analyzing the data obtained from samples and the analysis is computed. The statistical tools used for analysis Factor analysisand Chi square test and Anova.

Table 1 Problem of Rural Women Entrepreneurs

Table 1 Kaiser-Meyer-Olkinand Bartlett's Test of Sphericity								
Sampling Adequacy measure of Kaiser-Meyer-Olkin.					.747			
Bartlett's Test of Sphericity	Approximate Chi-Square value			433.597				
	Difference			105				
	Signi.			.000				
Total variance explained in below								
Component	Values of Initial Eigen			Value of Rotation sums of squared Loadings				
	Total value	Variance % value	Cumulative value	Total value	Variance % value	Cumulative value		
1	4.132	27.549	27.549	2.533	18.886	18.886		
2	2.058	13.721	41.270	2.456	16.377	35.263		
3	1.389	11.261	52.531	1.900	12.669	47.932		
4	1.125	7.502	60.033	1.815	12.101	60.033		
Principal component analysis: Extraction Method								
List of Rotated component matrix				Comp 1	Comp2	Comp3	Comp4	Communalities
Lack of social contact				.722				.717
Lack of credit facilities from banks				.679				.712
Difficult and lengthy funding procedure for obtaining loans				.676				.677
Inadequate technology				.670				.662
Lack of technical knowhow involved				.476				.613

Lack of marketing strategy		.781			.587
Inadequate infrastructure		.695			.574
Lack of power		.647			.566
lack of channels of distribution		.544			.550
Male dominance			.798		.537
Over burdened with responsibility			.769		.517
Sufficient rebate and tax benefits are available to Women Entrepreneurs				.695	.505
Are you aware of all the state govt scheme available to Entrepreneurs				.689	.499
Does State Government gives adequate follow up and support				.593	.474
Does central Government gives adequate follow up and support				.468	.427

Source: computed data

In order to determine the problems of Rural Women Entrepreneurs, An exploratory factor analysis has been carried out on fifteen parameters included in the survey from Table 1. In the above tables, the main component analysis with varimax is presented the study encompasses only Kaiser-Meyer-Olkin Barlett evaluation tables, Total Variance values described, Component Matrix value and Rotated Component Matrix value, Communities tables. The statistical analysis in this table is shown below.

Kaiser-Meyer-Olkin statistics show relatively compact correlations. Barlett test also means that the variables have a relationship. Kaiser-Meyer-Olkin sampling adequacy measure is 0.747, which at 5 percent is statistically significant. It can therefore be concluded that the sample size is sufficient for the factors to be derived.

The variables community ranges from .427 to .717 indicating large quantities of variance as extracted by factor solution. For the problems faced by Rural Women Entrepreneurs, the main component analysis is performed to verify whether the variables can be reduced to a few significant variables. All 4 extracted factors that are those with an own value of more than 1 account for the variance in the matrix of the item variance-covariance. It can be noted that with the percentage value of 18.886, 35.263, 47.932, and 60.033, the variables are reduced to predominant factors. From the rotated matrix table created as the first factor that can be appropriately named with grouping as "complex factors" with grouping of five variables. The second factor can be called "marketing factors" when grouping four variables. The third factor consists of two variables that can be called "personal factors." The fourth factor consists of four variables that can be called "supporting factors." This reveals that four predominant factors result in factor analysis. In other words, based on the inter-relationship between themselves, 15 variables are grouped into four factors. It can therefore be concluded that complex, marketing factors, supporting and personal factors are the four major factors that pose a major challenge to Rural Women Entrepreneurs from the outside force and government internal support.

Table 2: Showing the one way Anova between experience in business and benefits associated to rural women entrepreneurs in empowering economy. Anova test has been executed to test the assumption.

H₀– There is no significant difference between experience in business and its benefits associated to rural women entrepreneurs in empowering economy.

Source: Computed Data

Benefits Of Rural Women Entrepreneurs	F value	P value
Developing risk taking ability	9.993	.002
Improved standard of living	8.552	.033
Increase in asset	7.851	.001
Improvement in leadership qualities	7.322	.026
Establishing own creative idea	6.347	.006
Equal status in society	5.726	.000
Increase in profit	4.809	.001
Increase in public image	3.757	.002
Business wisdom	3.471	.030
Expansion of the unit	3.234	0.022

It is inferred from the table above that the p-values are less than the level of the table value (0.05). Therefore, it rejects null hypothesis and accepts alternative hypothesis. Now it can be concluded that in empowering economy rural women entrepreneurs are associated with significant differences between business experience and benefits.

Table 3: Showing association between respondent age and major issue for Rural Women Entrepreneurs is a lack of awareness of all the schemes that government has introduced to Women Entrepreneurs

H₀ – There is no significant association between age of Women Entrepreneurs and lacking in awareness of schemes available. Chi square test as been executed to test the hypothesis.

Chi-Square Test table

	Value	difference	As. Signfi. (2-sided)
Pearson Chi Square value	25.717 ^a	16	.003
Likelihood Ratio value	32.923	16	.008
Linear-by-Linear Association	3.911	1	.048
Number of Valid Cases	234		

Source: Computed Data

It is

inferred from the table above that the p-values .003 are less than the level of the table value (0.05). Therefore, it rejects null hypothesis and accepts alternative hypothesis. Now it can be concluded that in empowering rural women entrepreneurs are associated with significant differences inbetweenage and lacking in awareness.

Table 4: Showing male dominance to show association between respondent marital status and being major problem for Rural Women Entrepreneurs.

H₀ – There is no significant association existinbetween marital status of rural entrepreneurs and male dominance. Chi square test as been executed to test the hypothesis.

Chi-Square Test table

	Value	diff	Asy. Sig. (2-sided)
Pearson Chi-Square value	22.940 ^a	18	.115
Likelihood Ratio value	28.773	15	.057
Linear-by-Linear Association value	1.850	1	.174
Number of Valid Cases	234		

Source: Computed Data

It is inferred from the table above that the p-values .115 is higher than the level of the table value (0.05). Therefore, it rejects alternative hypothesis and accepts null hypothesis. Now it can be concluded that in empowering rural women entrepreneurs are associated with no significant differences inbetweenmarital status and male dominance.

FINDINGS

In this study the researcher has examined some variables that are being challenges and some variables that influence the entrepreneurs to take advantage and to get benefited from them. So it can be concluded that rural women entrepreneurs are facing challenging in empowering the economy. Lack of social contact, Lack of credit facilities from banks, Difficult and lengthy funding procedure for obtaining loans, Inadequate technology, Lack of technical knowhow involved, Lack of marketing strategy, Inadequate infrastructure, Lack of power, lack of channels of distribution, Male dominance, Over burdened with responsibility, Sufficient rebate and tax benefits are available to Women Entrepreneurs, awareness of all the state govt scheme available to Entrepreneurs, adequate follow up and support given by Central and State. There is a significant difference between business experience and benefits associated with to rural women entrepreneurs in empowering economy. It can be concluded that in empowering rural women entrepreneurs are associated with significant differences inbetweenage and lacking in awareness. In empowering rural women entrepreneurs are associated with no significant differences inbetweenmarital status and male dominance.

SUGGESTION

The key drivers of economic growth are generally seen as education and entrepreneurship. Investing in rural women has been shown to stimulate economic growth and in turn, to make families and communities stronger, wealthier and better educated, regarded. The study confirmed that the Rural women entrepreneurship education and development programs in Tamil Nadu have contributed to business growth and improving the life style of rural women. Researcher contribute to rural entrepreneurship in particular and stress the need for women entrepreneurs to increase networking. Social attitude toward entrepreneurship for women must be modified, stringent social expectations, attitudes and values often serve as barriers to the implementation of entrepreneurial schemes for rural women. The Women Entrepreneurs should receive special incentives and subsidies granted by the government, which can only be achieved through adequate monitoring and support systems. The government should therefore appoint a separate body to monitor entrepreneurs from rural women.

- Government and other support institutions should provide financial and non-financial support to build a strong economy and enrich the performance of rural women entrepreneurs.
- No collateral security should be imposed on rural women entrepreneurs by banks for working capital loans.
- Women's businesses should join forces to form a cooperative society to identify investment opportunities and ensure that their business operates effectively.
- In order to draw attention and awareness among women about the distinct areas of government site business, the organization of regular awareness initiatives and programs should be held out on a massive scale to empower them.
- Women should embark on an outsourcing strategy to acquire business knowledge and take potential resources from government schemes.

CONCLUSION

Rural women's entrepreneurship inevitably enhances the wealth of the nation in overall, and the family in particular, that it will encourage and empower the economic situation by providing more job opportunities and enhancing living standards. Women want members of the family, society and government support and encouragement, their counterparts with the right help of support and training from a number of groups to participate the main groups. A strategy must be created by the govt and the follow-up scheme implemented actually reaches the entrepreneurs. Indian Women Entrepreneurs may operate mostly on empowering women through training and capacity building programs. The rising focus on quality education of women, academic institutions are going to join this determination, so that more female entrepreneurs would be seen in the long term. It is quite real that it is impossible to construct rural entrepreneurial spirit without proper training. Therefore, in order to improve their entrepreneurial skills and give their enterprise a path of progress, it is essential to include government support to rural women.

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