

## **A STUDY ON WOMEN ENTREPRENEURSHIP IN TAMILNADU**

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### **ABSTRACT**

Women entrepreneurship helps in improving the performance and growth of the nation as a whole and is helpful for raising the standards of the family in particular. Today's woman is ready to take up challenges in various fields which were once considered as taboo for the females, and at the same time has proved her mettle that she is second to none in contributing to the economy of the nation.

**Key words:** role, problems, women entrepreneurs

### **INTRODUCTION**

Women in India have been traditionally suppressed. In addition, women who belonged to the economically and socially weaker sections of the society have been all the more suppressed. Till recent years, women's participation in the decision-making process, especially in the rural areas, had remained very marginal. But, women's participation within the economic activity is extremely important for their own personal advancement and for the development of their status within the society. So, women should join the labour force of the country in an equal footing with men and obtain fully integrated into the financial system as an entire. Tertiary Sector involves a variety of areas where in service provision is involved. They range from simple Housewife to the highest seat of the country at various levels.

### **LITERATURE SURVEY**

**Dr.M.Sumathy and Mr.Nagendren(2016)** have expressed in their article that, the women of today certainly play an crucial role within the event of the society. By sharing time, appreciation, knowledge, and ideas, friendship, kindness and knowledge women manages the busy world today. Their success is particularly due to of their ability to relax optimistically, listen deeply, feel empathetically, respond carefully, synchronize co-operatively, and act authentically and knowledge generously. After all that is the essence of women empowerment.

**Surinder Pal Singh (2017)** identifies the reasons & influencing factors behind entry of women in entrepreneurship. He explained the characteristics of their businesses in Indian

context and also obstacles & challenges. He suggested the remedial measures like promoting micro enterprises, unlocking institutional frame work, Projecting and pulling to grow and support the winners etc.

#### **METHODOLOGY:**

The study is an empirical investigation based on secondary data. The secondary data will be collected from government reports, published books, articles and websites. The District Industrial Centre of Tirunelveli district has been offering a detailed note on different aspects of women entrepreneurs from the annual report of the DIC.

#### **Objectives:**

- To study the existence of women entrepreneurs in tertiary sector in the study area
- To Research the issues faced by Women entrepreneurs
- To review the role of Government for the development of women entrepreneurship

#### **WOMEN WORKFORCE PARTICIPATION IN ECONOMY:**

Women in the 20th century have taken a long stride in our country with respect to their freedom and autonomy in many avenues, supported by government by providing liberal & equal opportunities and facilities in the field of education, employability as labour force, conducive and healthy participation in democratic political system and their socio-economic development. The Government in India has played a key role by implementing such policies which emphasized mainly on eliminating the handicaps which women often faced, to strengthen their bargaining capacity, to educate them and to enhance awareness among them about their legitimate rights, to broaden their avenues of employability, to provide them a very conducive working environment with fair wages, to ensure their participation in social and political system of the country, to polish their untapped skills and personality; and to ensure them respect and social acceptability in every sphere. The ultimate goal of the government has been to create a really strong.

An illustration of Female labour force participation Table: 1.1 is an attempt to understand the status of women as a working force in TamilNadu and Tirunelveli District.

**Table 1.1**  
**WORK PARTICIPATION RATE**

<b>Work Participation Rate (WPR)</b>				
<b>TamilNadu and All-India</b>				
<b>Category</b>	<b>TamilNadu</b>		<b>Tirunelveli</b>	
	<b>2001</b>	<b>2011</b>	<b>2001</b>	<b>2011</b>
<b>WPR-By Demographic Segment (%)</b>				
Rural	50.3	50.7	51.54	39.38
Urban	37.5	40.2	23.72	18.46
<b>Overall</b>	<b>44.7</b>	<b>45.6</b>	<b>39.1</b>	<b>39.8</b>
<b>By Sex (%)</b>				
<b>Males</b>	57.6	59.3	55.3	57.61
<b>Females</b>	<b>31.5</b>	<b>31.8</b>	<b>39.1</b>	<b>36.00</b>

**Source: Directorate of Census Operation, (2011) Tamilnadu.**

The Work Participation Rate (WPR) i.e., the proportion of workers to total population in Tamil Nadu edged up from 44.7 percent in 2001 to 45.6 percent in 2011. The ratio at the tirunelveli district level during the corresponding period was lower at 39.1 percent and 39.8 percent respectively. The work participation rate in rural areas was higher than that of urban areas. However, with reference to the pace of increase, it had been greater in urban than in rural

areas. The work participation rate in rural Tamil Nadu marginally increased from 50.3 percent in 2001 to a share of 50.7 percent in 2011, whereas it rose from 37.5 percent to 40.2 percent in urban respectively.

### **PROBLEMS FACED BY WOMEN ENTREPRENEURS**

Women entrepreneurs face numerous problems in aspects of finance, marketing, health, family, and other problems. The traditional role of women as caretakers of youngsters restricts the time they will can invest in income generation. Norms (societal, Religious or other) also determine the mobility of women and with whom they'll interact. This places women entrepreneurs at an obstacle because interaction within social networks is crucial for the success of entrepreneurial ventures. Social networks enable entrepreneurs to create up their market and expand their businesses and open new doors for gaining access to funding.

### **ROLE OF GOVERNMENT FOR THE DEVELOPMENT OF WOMEN ENTREPRENEURSHIP:**

From the beginning of the Five -Year Plan, Government of India has giving emphasis on the scope of entrepreneurship, and related developments. The financial sector has a great importance in the overall entrepreneurship development of a country.

#### **Schemes and financial assistance for Women Entrepreneurship:**

With a view that women entrepreneurs should come forward in the industrial field to become self-sufficient, governmental and financial institutions announced various schemes to provide financial assistance.

#### **Annapurna Scheme:**

Under this scheme, loans are provided for those women entrepreneurs, who are fixing food catering industry (in order to sell packed snacks, meals, etc.) by the SBI of Mysore. Under this scheme, to fulfil the working capital needs of the business-like buying goods, kitchen tools, utensils and equipment, the granted loan amount can be used.

#### **Stree Shakti Package:**

This scheme is obtainable by most of the SBI branches. It is meant for the women, who have 50 percent share in the ownership of a firm or a business and has taken part in the state-agencies-run Entrepreneurship Development Programs (EDPs). This scheme offers 0.50 percent interest rate in case of a loan, which is more than Rs. 2 lakhs.

#### **Bharatiya Mahila Bank Business Loan:**

Under this loan, financial assistance (MICRO loans, and SME loans) is provided to women entrepreneurs, who are looking forward to start new enterprises in the fields of the retail sector, against the property.

#### **Udyogini scheme:**

The Punjab and Sind Bank have offered this scheme to give women entrepreneurs financial assistance of Rs.1 lakh. It is meant for those women entrepreneurs who are involved in ssthe retail, small business enterprises, and agriculture.

#### **Cent Kalyani Scheme:**

This scheme is provided by the Central Bank of India to basically help those women who are in the starting phase of a new enterprise or expanding with modification as an existing enterprise.

#### **Mahila Udyami Nidhi Scheme:**

The Punjab National Bank has launched this scheme with the objective of assisting the women entrepreneurs involved in small-scale industries, through granting them soft loans, which have to be repaid over a period of 10 years. Under this scheme, there are various plans for the purchase of auto rickshaws, two-wheelers, cars, and the starting up of day care centres, and beauty parlours.

**Orient Mahila Vikas Yojana Scheme:**

The Oriental Bank of Commerce has designed this scheme for those women, who hold a majority of share (51% share) capital individually or jointly during a proprietary concern.

**MUDRA Yojana Scheme for women:**

This scheme has been launched by the Govt. of India for both the groups of women and individual women, who want to start small new enterprises and businesses like tailoring units, beauty parlors, tuition centers, etc. as well as a group of women wanting to start a venture together. The loan doesn't require any collateral security.

**Mahila Udyami Nidhi (MUN):**

This scheme is operated through the State Financial Corporation and State Industrial Development Corporation for providing equity type assistance to the women entrepreneurs for setting up the new industrial projects in the small sector.

**Mahila Vikas Nidhi:**

Under this, women wanting to start their businesses in the field like spinning, weaving, block printing, handlooms, handicrafts, bamboo products, knitting, embroidery products, etc. can avail a loan for it.

**Suggestions:**

On the basis of the problems faced by women entrepreneurs, there is a provision of a number of solution measures to overcome the aforesaid problems. Such solutions or remedies are often well understood as under:

- ✓ There should be an endless plan to inspire, encourage, motivate and cooperate women entrepreneurs.
- ✓ Attempts should be there to reinforce the standards of education of girls generally also making effective provisions for his or her training, practical experience and personality development programmes, to improve their over-all personality standards.
- ✓ Attempts to cause for them proper training institutes for enhancing their level of work-knowledge, skills, risk-taking abilities, enhancing their capabilities.
- ✓ Attempts to bring about a society attitude change, generation of awareness and consciousness on the policy of self-development of women entrepreneurs.
- ✓ Attempts by various NGO's and government organizations to spread information about policies, plans and methods on the event of women in the field of industry, trade and commerce.
- ✓ Establishing various policies to supply easy finance schemes for economically strengthening the position of women.

**CONCLUSION:**

Women entrepreneurship helps in improving the performance and growth of the nation as a whole and is helpful for raising the standards of the family in particular. The present digital era has opened many avenues and provided umpteen entrepreneurial opportunities to the women. They are flourishing as designers, interior decorators, exporters, publishers, garment manufacturers and further they are exploring new arenas of economic participation. Independence has brought promise of equality of opportunity in all the spheres to the Indian women. The laws guarantee for their equal rights of involvement in political process and equal opportunities for employment. But unfortunately, the government schemes and programmes have not benefited all. Women entrepreneurs have the capabilities to contribute largely to the wealth of the society in an efficient manner once they fully perceive the importance and significance of entrepreneurship. Therefore, the forthcoming days are definitely meaningful and decisive to the Indian women entrepreneurs.

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