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ENTREPRENEURSHIP AMONG WOMEN WITH SPECIAL REFERENCE TO VALAPPAD PANCHAYATH, THRISSUR DISTRICT

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ABSTRACT

Women play a prominent role for the development of economy. Women entrepreneurship is the process where women organize all the factors of production, undertake risks, and provide employment to others. The definition of women has never been differentiated on the basis of sex and hence could be extended to women entrepreneurs without any restriction. The objective of this paper is to examine the entrepreneurship skill among women. The study is designed as descriptive one based on primary and secondary data. The profile of the respondents of the study are examined using the variables like educational status, monthly family income, motivating factors, difficulties to run the business, availability of training programme and access to financial assistance. The result of the study reveals that limited number of women is there in the field of entrepreneurship. Women are educated and their income earning capacity has increased by taking entrepreneurship as their carrier. The major reason for starting the venture is the desire for self-employment and to have a stable income. The study also reveals the fact that the standard of living and role in the family of women have improved. The primary motivation to women to become a successful entrepreneur is not only the financial assistance and government schemes but the reason that there should be psychological support from family members. Thus entrepreneurship helps to reduce the problem of unemployment and also provide an opportunity for talented women entrepreneurs.

KEYWORDS: Entrepreneurship, Women Entrepreneur

1. INTRODUCTION

Everybody is entrepreneurial in some respect of his or her life. Someone is entrepreneurial in terms of self-development. Some people are entrepreneurial in terms of risk taking; some others are entrepreneurial in terms of creativity. Still some other people are entrepreneurial in terms of self-decision making. When this entrepreneurial trait is utilized by a person in running his or her business, he or she can rightly be called an entrepreneur.

An entrepreneur is one who recognizes and seizes opportunities; convert this value through time, effort, money or skills, assumes the risk to implement these ideas; and realizes the reward from these efforts. Entrepreneur is a person who organizes and manages a business undertaking and assumes the risk involved in it for the sake of the profit. He thinks reasons and acts to convert idea in to a venture and to create value.

A women entrepreneur is one who starts business and manage it independently and tactfully, take all the risk, face the challenges boldly with an iron will to succeed. Women entrepreneurship is an economic activity of those women who think of a business enterprise, initiate it, organize and combine the factors of production, operate the enterprises and undertake risks and handle economic uncertainty involved in running a business enterprise. Women perform an important role in building the real backbone of a nation's economy.

The growth of proportion of women entrepreneurs in developing countries has drawn the attention of both the academic and the development sector. Donors, international public institutions, national and local governments, NGOs, private companies, charities, knowledge institutes and business associations have initiated programs or policies to promote and develop women's entrepreneurship. They initiate programs for capacity building of entrepreneurial skills, strengthening women's networks, provide finance and training, or design policies that enable more and stronger start-ups and business growth. Maintenance of proper quantitative balance among various economic activities is one of the principal functions of the economic system, which should operate to give equal freedom of choice to men and women. It is against this background, the present study makes an attempt to examine the entrepreneurial skill among women.

The rest of the paper is structured as follows. Section 2 provides a brief review of literature relevant to the study. Section 3 shows the objectives. Section 4 describes research design and methodology. While the Section 5 presents the empirical results and discussion, the Section 6 concludes the study.

2. REVIEW OF LITERATURE

In recent years, the general attention to women and entrepreneurship in developing countries has increased to a great extent and the focus on this untapped source of growth seems to be in this indispensable now a days for development practitioners and policy makers. Therefore there is a vast literature on women entrepreneurship at national and international level. Some of the studies relevant to the present study are reviewed here.

Saskia Vosenberg (2013) on the study of women entrepreneurship promotion in developing countries: what explains the gender gap in entrepreneurship and how it closes it? Based on feminist perspective this paper argue that current women entrepreneurship promotion policies undoubtedly benefit individual women but when the gender bias in the context in which entrepreneurship embedded, is left intact efforts may remain in vain and without any significant macro-economic or social impact.

Dr.Chandrashekhar(2012),in his study titled "Rural development through women entrepreneurship a case study of shimoga district" states that, in the industrial and agricultural sectors, threshold of new generation entrepreneurship has been welcomed for they carry out radical and tremendous changes in the area of production and distribution. In the academic scenario, special importance is been given for the entrepreneurship lessons as a part of curriculum plan.

Lesla Mitchell (2011) in her study, "overcoming the gender gap: women entrepreneurs have economic drivers"explores the intersection of two issues that often are thought of separately the need for sustained economic recovery in the United States, and the status of women's entrepreneurship. Despite recent gains, women's still lag behind men on key measures of startup activity, and their firms tend not to grow or prosper nearly as much. Research has shown that start ups, especially high growth startups, are the keys to job creation and leadership in new industries.

A study was conducted was by Hemantkumar. P.Bulsara and Dr.Vaidehi pandurengan (2007) titled "Developing women Entrepreneurship: A challenges". They find that the major challenge most of the developing countries and specially India is facing now is jobless economic growth. Problem of maximum utilization of productive human resources, which is not possible if women are not provide with right opportunity to build up her states in the society

Greene et al. (2003), evaluate the research & publication contribution in the area of women entrepreneurship. The study categorized various journal & resources of research on the basis of certain

parameters concerned with women entrepreneurship like gender discrimination, personal attributes, financing challenges, business unit, context and feminist perspectives

Gurendra Nath Bhardwaj et al. analyzed women entrepreneurship in India, opportunities and challenges. Purpose of this empirical study is intended to find out various motivating and demotivating internal and external factors of women entrepreneurship. It will also suggest the way of eliminating and reducing hurdles of the women entrepreneurship development in Indian context.

3. OBJECTIVES OF THE STUDY

The objectives of the study are:

- ❖ To know the entrepreneurship skill among women
- ❖ To analyze the monthly income after starting the business
- ❖ To study the motivating factors for starting the business
- ❖ To identify the barriers faced by women to start a business

4. RESEARCH DESIGN AND METHODOLOGY

The Study is designed as descriptive one mainly based on primary and secondary data. The descriptive research explains the state of affairs as it exists at present.

4.1. Sources Data

Primary Data

The primary data was collected by using structured interview schedule from 50 selected women entrepreneurs of Valappad Panchayath of Thrissur District.

Secondary Data

Secondary data relating to the study have been collected from the websites, books, journals and periodicals.

4.2 Tools for Data Analysis

The study uses simple mathematical tools like ratios and percentages for analysing the data.

5. EMPIRICAL RESULTS AND DISCUSSIONS

In this study an attempt is made to examine the entrepreneurship skill among women, with special reference to Valapad panchayath. This study is a descriptive one mainly based on primary data collected through structured questionnaire from 50 respondents. The profile of the respondents of the study are examined using the variables like educational status, monthly family income, motivating factors, difficulties to run the business, availability of training programme and access to financial assistance.

Female entrepreneurship is an important source of economic growth in creating new jobs and being genetically different. But the number of women entrepreneurs is very low in Valapad panchayath. Lack of awareness about subsidies given by the government to the women is an important factor which discourages the women in starting the business.

5.1 Classification of respondents on the basis of educational qualification

Table No.1 Educational Qualification of respondents

Qualification	No. of respondents	Percentage
Primary school	8	16
SSLC	19	38
Plus two	8	16
Degree	9	18
Other	6	12
Total	50	100

Educational qualification determines the skill and capability of women for starting new ventures. Entrepreneurs need to identify the objectives and barriers of their business. Women who are technically educated feel that education helped them to choose their line for business. Educational

qualifications of respondents are satisfied. Table reviews that 38% of the respondents qualified SSLC, 18% qualified in Degree, 16% qualified in Plus Two and other 16% have primary level education. Only 12% have qualified in other courses.

5.2 Classification of respondents on the basis of financial status after starting business

Table No.2 Monthly family income after starting business

Income level	No. of respondents	Percentage
Below 3000	2	4
3000-6000	10	20
6000-9000	20	40
9000-12000	15	30
Above 12000	3	6
Total	50	100

Monthly family income of respondent after starting the business shows an improvement. Only 4% are included in the category of below Rs.3000. 20% respondents is belonging to the category of 3000-

6000, 40% respondents included in the category of 6000-9000. 30% respondents belong to the category of 9000-12000. Other 6% are included in the category of above Rs.12000.

5.3 Classification of respondents on the basis of motivating factors for starting business

Table No.3 Motivating Factors for starting business

Particulars	No. of respondents	Percentage
For earning	27	54
Self-employment	10	20
Motivation from others	5	10
To apply own ability and skill	6	12
Others	2	4
Total	50	100

Motivation is an important factor for starting the business. It gives an energy and courage to women to start their own venture. Table reviews that 54% respondents have started business for earnings, 20% for self-employment, 10% respondents started entrepreneurship due to motivation from others. 12%

of the respondents have started business to apply their own ability and skill into productive resources. Only 4% of the respondents were motivated by other reasons.

5.4 Classification of respondents on the basis of difficulties faced while starting business

Table No.4 Difficulties faced while starting business

Difficulties	No. of respondents	Percentage
Financial	17	34
Psychological	15	30
Political	1	2
Others	3	6
No difficulties	14	28
Total	50	100

Considering the factors which discouraged women in starting the business, without surprise about 34% of the respondents were discouraged because of lack of sufficient finance for running the business. 2% of the respondents faced political problem in starting the

business. 30% respondents have psychological difficulties like mental stress and family problems. 6% of the respondents faced other problems and 28% have no difficulties while running the business.

5.5 Classification of respondents on the basis of facilitates for training

Table No.5 Facility of training

Training available or not	No. of respondents	Percentage
Available	12	24
Not available	38	76
Total	50	100

Most of the women entrepreneurs felt that proper training and direction in becoming an entrepreneur would make it easier for them to start and sustain in the business. Training programs will help the entrepreneurs to enhance their skill and to improve

their knowledge. But unfortunately the table reviews that only 24% of the respondents had adequate training. 76% haven't got any training to run the business.

5.5 Classification of respondents on the basis of availability of financial assistance

Table No.5 Availability of Financial Assistance

Availability of assistance	No. of respondents	Percentage
From government	5	10
Other source	7	14
No assistance	38	76
Total	50	100

Finance is a problem although to start as well to sustain in the business. Because of economic compulsion women start small and remain small. Most of the respondents reveal that they face financial barriers. The study shows that majority of the people do not get any assistance. Only 10% entrepreneurs get assistance from government. It is because of lack of awareness about the schemes and facilities provided by the government and other non-government agencies. 14% of the respondents get assistance from other sources like from friends and relatives and 76% haven't got any sort of financial assistance.

6. CONCLUSION

This study examined the entrepreneurship skill among women. 50 respondents were selected for the study. The profile of the respondents of the study are examined using the variables like educational status, monthly family income, motivating factors, difficulties to run the business, availability of training programme and access to financial assistance.

The results of the study reveal the following:

- Majority of the respondents are having an educational qualification of SSLC and above.
- After starting the business the monthly family income and savings habit of entrepreneurs have increased. The standard of living has raised and the

role of women in the family have also improved.

- Majority of the respondents opined that the main reason for starting business is for self-earning and self-employment.
- Majority of the respondents expressed their happiness in getting an opportunity to apply their own ability, skill and creativity.
- The major difficulties faced by the women is lack of proper assistance and training in entrepreneurship.
- Majority of the respondents expressed the view that lack of financial assistance is the main problem faced by them. This may be due to lack of awareness about the various schemes and assistance provided by the government and non-government agencies.

The following factors can contribute to strengthen women entrepreneurship:

- Entrepreneurs should concentrate on their own performance for increasing profitability.
- Proper training is needed to follow up and to strengthen the members.
- Provide more motivation and supervision in the work by government to increase the efficiency of women entrepreneurs.

- Provide proper directions and guidelines to educate the women entrepreneurs.
- Conduct group activities for increasing co-operation with all members.
- Conduct general awareness programs.
- Provide financial assistance to entrepreneurs.

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