

A SURVEY ON THE ENTREPRENEURIAL ASPIRATION AMONG THE WOMEN FROM RURAL AREAS IN TIRUNELVELI DISTRICT

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Abstract

In Indian culture women were restricted to get socialization. They were treated as secondary to men. Now the condition has changed. Nowadays women are motivated to do job and earn income. But this contrast situation is in still are unable to seen in many Indian villages But women want to break their tradition of dependency. Government, NGOs, School, colleges and voluntary association are here to give skills training to them through various schemes and plans. But the impact made by these programmes is doubtful. In this context a research was made by the researcher to study the socio economic conditions, the motivating factors of rural women entrepreneurship, the effectiveness of training and skill oriented programme and the attitude of women in rural areas of Tirunelveli district. Through interview schedule 75 respondents were met personally and relevant data were collected. After analyzing the data it is

found that the training programmes are difficult easy to execute. Recognition and appreciation in the family is the prime factor for the progress of their business. Raw material is the major problem for rural entrepreneurs. Researcher suggested to the organizers that training should be arranged for the villagers on their convenient time and it will be very Managerial skills can be imparted to them by college faculty themselves. Meaningful training can be given to them by the experienced field experts.

Keywords: Managerial Skill, Raw material, monopoly

INTRODUCTION

India is a developing country. Being a male dominate society, women are restricted to get socialization. Till 20th century's beginning women were treated as secondary to men. But now the situation has changed. Urbanization spread out all over the country. In an urban economy, single hand earning will not lift a family.

So women are motivated to do job and earn income. But this contrast situation is in still are unable to seen in many Indian villages. Because Indian villagers are believing rural and agriculture works are enough to run a family. At the same time, technological advancements, and mobile phone penetration gives huge information about new jobs and routs for earnings. Women want to break their tradition of dependency. Most of the women want to stand on their own income. They want to get exposure in various fields. Government, NGOs, School, colleges and voluntary association are here to give skills training to them through various schemes and plans. Through these programme women are encouraged to do business like tailoring business beauty parlor shops, computer training center, cosmetic & grocery shop, tuition center, stationary shop, mobile repair shop, vegetable shop etc. At the same time it is must to assess the level of interest before giving any training and skill orientation. If there is no interest in learning among village women, all the efforts made by the Government and other association will become waste. In this context the research has been made to assess the level of entrepreneurial aspiration among the women in Tirunelveli district.

OBJECTIVES OF THE STUDY

- To study the socio economic conditions and demographic profile of the respondents
- To find out the factors motivating the rural women to do entrepreneurship.
- To study the effectiveness of the various training and awareness programmes of entrepreneurship offered by various institutions
- To know the attitude of the village women towards the entrepreneurial training programme.

SCOPE OF THE STUDY

The present study is geographically limited to remote villages from Tirunelveli district. It covers people who are above twenty. The purpose of the study is to examine the entrepreneurial aspirations of women from training and skills oriented programme conducted by Government and other organisations and its impact on the villagers. The scope of the study is to identify entrepreneurial aspiration of women in entrepreneurship side.

RESEARCH METHODOLOGY

The systematic method of collecting data and analysing the same in a logical and sequential order is necessary for the validity of any research. In this study, the researcher has used both primary and secondary data.

SAMPLING TECHNIQUE

The samples of 75 respondents

are selected and data collected from them through Interview Schedule. Simple random sampling method was adopted to select the respondents.

HYPOTHESIS

- There is no relationship between educational qualification and the level of self confidence

GEOGRAPHICAL AREA

Tirunelveli district is one of the 38 districts of Tamil Nadu state in India. It is the largest district in terms of area with Tirunelveli as its headquarters. The district was formed on 1 September 1790 by the British East India Company (on behalf of the British government), and comprised the present Tirunelveli and Thoothukudi, Tenkasi and parts of Virudhunagar and Ramanathapuram district. As of 2011, the undivided district (along with Tenkasi) had a population of 3,077,233.

LIMITATIONS OF THE STUDY

- Due to the time restriction, the researcher has limited analysis part also.
- Some of the respondents were not ready to respond believing that the data might be might be used for some other purposes.

ANALYSIS AND INTERPRETATION

Age of the Respondents

Gender	Total number of respondents	Percentage
21-30 Years	28	37.4
31-40 Years	30	40
41-50 Years	10	13.4
Above 50	7	9.2
Total	75	100

Source: Primary data

Out of 75 respondents, 30 (40 %) respondents belong to the age group of 31-40 years. Twenty eight (37.4%) respondents belong to the age group of 21-30 years. Ten (13.4 percent) respondents are in the age group of 41-50. Seven respondents (9.2%) are belonging to the category of above 50.

Educational Qualification of the Respondents

Educational qualification	Total no. of Respondents	Percentage
Illiterate	26	34.6
Middle School	18	24
High School	18	24
Higher Secondary	13	17.4
Total	75	100

Source: Primary data

Out of 75 respondents' majority (34.6 %) of the respondents are Illiterate, 24 percentage of the respondents have completed Middle School, eighteen respondents (24%) have completed High

School and remaining thirteen respondents (17.4 %) have completed Higher Secondary.

Family Size of the Respondents

Family Size	Total no. of Respondents	Percentage
2-3	12	16
4-5	48	64
Above 5	15	20
Total	75	100

Source: Primary data

From the above table it is clear that out of 75 respondents, majority (64 %) of the respondents are having 4-5 members in their family. Next to it 15 respondents (20%) are having family members above five. Twelve respondents (5.12%) are having their family size of 2-3 members.

Monthly Income of the Respondents

Family Income (per month in Rs)	Total number of the respondents	Percentage
Less than 5,000	5	6.6
5,001 - 10,000	23	30.6
10,001 - 15,000	42	56
15,001 - 25,000	4	5.4
More than 25,000	1	1.4
TOTAL	75	100

Source: Primary data

Out of 75 respondents from the study area majority (56%) of the

respondents earning is Rs. 10,001 to Rs. 15,000 per month. Twenty three (30.6 %) respondents are earning is Rs. 5,001 to Rs. 10,000 per month. Only five respondents (6.6%) are earning less than Rs. 5,000 per month. Four respondents (5.4 %) are earning is Rs. 15,001 to Rs. 25,000 per month. Only one respondent is earning more than Rs. 25,000 per month.

Monthly savings of the Respondents

Family Income (per month)	Total no. of the respondents	Percentage
No Savings habit	22	29.3
Rs. 500 to Rs. 1,000	49	65.3
Rs. 1,001 – Rs. 1,500	4	5.4
TOTAL	75	100

Source: Primary data

From the above table 5.8, it is clear that out of 75 respondents from the study area, majority (65.3 percent) of the respondents saving is Rs. 500 to Rs. 1,000 per month. Twenty two (29.3%) respondents have no Saving Habit. Four respondents' (5.4 %) saving is Rs. 1,001 – Rs. 1,500. per month.

Trained by Training and Skill

Development Programme

Attending the training programme	Total no. of the respondents	Percentage
Yes	15	20
No	60	80
TOTAL	75	100

Source: Primary data

Among 75 respondents 60 respondents (80%) attended the training programme. Remaining fifteen respondents (20%) have not attended training and motivational programmes.

Reasons for not Attending the Training Programme

Attending the training programme	No. of the respondents	Percentage
Not aware about such programmes	3	20
Believed that such programmes are not useful	7	46.6
Not compulsory	5	33.4
TOTAL	15	100

Source: Primary data

Seven respondents (46.6 Percentage) believed that such programmes are not useful and they didn't attend the training programme. Five respondents (33.4%) opined that since it is not compulsory they did not attend the training programme. Three respondents stated that (20%) they didn't informed about such programmes and lacked in awareness the training programme.

Opinion towards Awareness and Training Programme

Attending the training programme	No. of the respondents	Percentage
Monopoly	12	16
Boring	19	25.4

Easy to execute	8	10.6
Difficult to executive	36	48
TOTAL	75	100

Source: Primary data

Among the 75 respondent, thirty six respondents (48%) opined that the training programmes are difficult to execute. Nineteen respondents (25.4%) stated that such programmes training programme are boring. Twelve respondents (16%) stated those training programmes are Monopoly. Only eight respondents give positive opinion. They stated that training is easy to follow.

Rank given by the Respondents on their Personal Life Problems

Reasons	Garret Mean Score	Rank
Poverty	51.02	I
No interest in dependent work	49.04	II
Generate more income	33.58	III
Personal skills	19.16	IV

Source: computed data

It is clear from the Table 5.14 that, as the Garrett mean score is high in case of poverty (51.02) it is considered to be the most important factor of the respondents to push them towards doing entrepreneurship. It is followed by No interest in dependent work (49.04), Generate more income (33.58) and personal skills (19.16).

POTENTIAL FACTORS CONTRIBUTING TO THE PROPOSED BUSINESS

Factors	Average	Rank
Cooperation from family members at time of start	2.66	V
Recognition an appreciation in the family	2.92	I
Self confidence	2.67	IV
Availability of raw material	2.20	IX
Availability of specified skill to work on specific project	2.39	VIII
Good market facility	2.78	II
Good demand for the product/service in that area	2.46	VI
Good experience	2.77	III
Adequate guidance	2.39	VI
Less competition	2.56	VI

Source: Primary data

Hindrances in Starting Own Venture through Government Assistance

Factors	Average	Rank
Govt. assistance are target oriented and not reaching the needy entrepreneurs	2.34	V
Lengthy and complicated procedures cause delay in getting the assistance	2.17	VI
Personal and political influence prevails is a high level in getting assistance	2.71	I
Lack of awareness prevails regarding various Govt. schemes	2.40	III

and assistance		
Wrong attitude of Govt. and bank officials about efficiency of women entrepreneurs	2.38	IV
Support agencies have insignificant role to play in the extending enterprise	2.58	II
Officials of Support agencies show gender bias in extending assistance under general schemes	2.24	VII

Source: Primary data

PROBLEMS FACED BY ENTREPRENEURS

Factors	Average	Rank
Raw material	3.35	I
Subsidy from government	2.18	VII
Technology	2.37	V
Training facilities	2.53	III
High competition	2.20	VI
Loan facilities	2.52	IV
Marketing strategies	2.65	II

Source: Primary data

CLASSIFICATION OF RESPONDENTS BASED ON THEIR EDUCATIONAL QUALIFICATION AND SOCIAL RECOGNITION

Edu cati onal Qua lifica tio n	Level of self confidence						Tota l					
	SA	A	N	DA	SD A							
Illit erat e	6	8	5	6	6	8	3	4	2	1	2	9
Mid dle Sch ool	5	6	4	5	3	4	2	6	1	3	5	0
												1

High School	4	5 3 4	6	8	2	2 6 7	3	4	1	1 3 5	1 6	2 1 3 5
Higher Secondary	6	8	7	9 3 4	5	6 6 7	2	2 6 6	2	2 6 5	2 2	2 9 3 2
Total	2 1	2 8	2 2	2 9 3 4	1 6	2 1 3 2	1 0	1 3 3 2		6	7 5	1 0 0

Source: Primary data

TABLE OF EXPECTED VALUES

Educational Qualification	Level of self confidence				
	SA	A	N	DA	SDA
Illiterate	4.6 2	4.8 4	3.5 2	2.2	1.32
Middle School	3.1 5	3.3	2.4	1.5	0.9
High Secondary	3.3 6	3.5 2	2.5 6	1.6	0.96
Higher Secondary	4.6 2	4.8 4	3.5 2	2.2	1.32

Calculated value = 9.954

Degree of Freedom = (Column - 1) ×

(Row - 1) = (5 - 1) × (4 - 1)

= 12

Significance level = 0.05

X² Tabular = 21.03

X² Calculated = 9.954

X² Tabular value is (21.03) > X²

Calculated value (9.954)

Therefore we accept null hypothesis and reject alternative hypothesis. There is no relationship between educational qualification and the level of self-confidence.

FINDINGS

- Majority (40%) of the respondents belong to the age group of 31-40 years. Followed by 37.4 percent of the respondents belong to the age group of 21-30 years.
- Most (34.6%) of the respondents are Illiterate. Only 24 percent of the respondents have completed their middle school education and same amount of the respondents have completed their high school education.
- Majority (64%) of the respondents are having 4-5 members in their family. Next to it 20 percent of the respondents are having family members.
- Majority (56%) of the respondents are earning Rs. 10,001 to Rs. 15,000 per month. Only 30.6 per cent of the respondents are earning Rs. 5,001 to Rs. 10,000 per month.
- Majority (65.3 percent) of the respondents saving is Rs. 500 to Rs. 1,000 per month.
- (80%) of the respondents have not attended any training programme
- Majority (48%) of the respondents opined that the training programmes are difficult to follow. 25.4 percentage of the respondents stated that such programmes are boring.
- Most of the villagers are interested in doing entrepreneurship in order to

overcome their poverty. They are interested in doing entrepreneurship since want have to stand in their own.

- Recognition and appreciation in the family is the prime factor for the progress of their business. Availability of good market facility plays the second major role which contributes the progress of the villagers' business. At the same time since villagers are having Good experience in rural market activities, they are thinking it will give progress to their business.
- Personal and political influence prevails is a high level in getting assistance is ranked first by most of the respondents as a problems in getting financial assistance for their business. Support agencies have insignificant role to play in the extending enterprise is ranked second by most of the respondents as stumbling block for getting financial assistance for their business.
- Raw material is the major problem for rural entrepreneurs. Lack of awareness and training on marketing strategies are second and third problems to budding rural entrepreneur. They ranked high competition 4th rank as major problems to them.
- There is no relationship between educational qualification and the level of self confidence.

SUGGESTIONS

- ❖ Training programme providers can go for new tie-ups with locally existing establishments for promoting local area. It will increase the familiarity and interest.
- ❖ Training programme should be given on manufacturing or trading of agricultural products.
- ❖ Proper loan facility and finance help should be arranged to the villagers. Most of them are depending on bank loan for their own business. It is lengthy process and creates uneasiness. They should be oriented towards appropriate schemes designed by Government exclusively for rural people.
- ❖ Training should be arranged for the villagers on their convenient time.
- ❖ During training programme demonstration and field visit should be arranged. It will make the villagers more interested towards training programme.

CONCLUSION

Rural people have more than enough amount of awareness about entrepreneurship. They are ready to start their own business. But the lack of awareness about managerial skills and

modern day competition types stop them from initiate. When they are given enough self-confidence by proper training through real field expert and dedicated trainees villagers are always eager to start. Managerial skills can be imparted to them by college faculty themselves. Meaningful training can be given to them by the experienced field experts. When training providers achieved in doing these two things the result will be maximum and it will make Tirunelveli as a hub of rural entrepreneurs.

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