



A STUDY ON PROSPECTS OF WOMEN ENTREPRENEURS IN CUDDALORE DISTRICT

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ABSTRACT

KEYWORDS:

Women, entrepreneurs, houses, business, unorganized sector

Women owned businesses are highly increasing in the economies of almost all countries. The hidden entrepreneurial potentials of women have gradually been changing with the growing sensitivity to the role and economic status in the society. This paper deals with prospects of women entrepreneurs in Cuddalore district. It outlines the various indicators on prospects of women entrepreneurs and such indicators are quantified and analyzed. This paper concludes with some interesting findings.

INTRODUCTION

Women constitute around half of the total world population and also in India. They are, therefore, regarded as the better half of the society. In traditional societies, they were confined to the four walls of houses performing household activities. In modern societies, they have come out of the four walls to participate in all sorts of activities. The global evidences indicate that women have been performing exceedingly well in different spheres of activities like academics, politics, administration, social work and so on. Now, they have started plunging into industry also and running their enterprises successfully. Most of the women have advocated changing the reflection into reality. They seize opportunities based on their knowledge from previous employment, depending on their educational qualifications or examples learnt from non heritable business. They possess clear visionary and set goals which they can carry forward confidently.

In general women entrepreneurs are positive in their power. They are prepared to learn from others, explore for help from experts that adds value to her goals. Her eminent vitality levels prompt her to contribute vastly towards demonstrating and asserting a booming business. The women entrepreneurs devise a realistic affordable forecasting and provides a price efficient superior service to her customers. The women appreciate collaboration and dedication. They are exquisite on exerting connections and they communicate apparently and expeditiously. The women entrepreneurs are good at balancing different facets of life. Their multitasking ability blended with support from spouse and relatives empowers her to bring together the business priorities with domestic obligations proficiently and expeditiously.

As per the views of Rao (2005), from the past many years the social status of the women is increasing, so they have better access to education than they used to have in the past period. Thus, it helps the women to establish their own business as they are aware about their rights and are confident enough to manage their own place in the male-dominated society. Also, women are supported by their family and they can take decisions on their own. In addition to this, it has been observed that the employment level of women in unorganized sector has subsequently increased.

The strength of the women entrepreneurs lies in the loyalty and devotion toward their undertaking, support from family members and the planned approach used by them to run their business systematically. Also, it has been observed that the willingness of women to work hard is one of the most important entrepreneurial qualities possessed by them.

It could be observed that, Indian government is helping the female section of the society by providing them with equal opportunity to work. The Indian constitution has made a law to prohibit the discrimination based on gender and also formulated law for equal remuneration for both men and women. Also, government of India has developed a National Policy for empowerment of women (2001) and is taking crucial steps to raise the literacy level among female section of the society.

METHODS AND MATERIALS

This study aims at analyzing the prospects of women entrepreneurs' development in Cuddalore district. This study is conducted in Cuddalore district. This district has 13 blocks and out of them 6 blocks are selected for the purpose of present study. From each block 50 women entrepreneurs are selected as sample under simple random sampling method.

The relevant primary data are collected from the women entrepreneur respondents by employing a well structured interview schedule. The collected data are classified and tabulated with the help of computer programming. To study the inter block variation and inter group variation with respect to respondents' prospects of running enterprise the ANOVA two way model is applied. The general data interpretation is done with the help of mean score analysis.

PROSPECTS OF WOMEN ENTREPRENEURS

This section deals with respondents' rating on prospects of women entrepreneurs. It can be assessed with

the help of 20 factors on a 5 point rating scale. These include earning money independently, self achievement, availability of marketing fund for women, confidence in the product services offered, something creative to be implemented, micro credit through self help groups, profit earning capacity, NGO's credit scheme, innovative ideas, credit guaranteed fund scheme for micro and small enterprises, opportunity seeking, under the trade related entrepreneurship assistance and development, not want to work for other, ability and desire to take risk, preferred to be self business, social status, entrepreneurial training access, assistance from women development corporation, the rationale credit fund for women and availability of financial schemes by banks.

Table 1 Block Wise Respondents' Rating on Prospects of Women Entrepreneurs

Variables	Cuddalore	Panruti	Bhuvanagiri	Keerapalayam	Parangipettai	Kumaratchi	Mean
Preferred to be self business	2.98	2.75	2.63	2.49	2.37	2.14	2.56
Innovative ideas	3.71	3.48	3.36	3.22	3.10	2.87	3.29
Something creative to be implemented	4.10	3.87	3.75	3.61	3.49	3.26	3.68
Availability of financial schemes by banks	2.12	2.09	1.97	1.83	1.71	1.68	1.90
Under the trade related entrepreneurship assistance and development	3.36	3.13	3.01	2.87	2.75	2.52	2.94
Credit guaranteed fund scheme for micro and small enterprises	3.60	3.37	3.25	3.11	2.99	2.76	3.18
The rationale credit fund for women	2.34	2.21	2.09	1.95	1.83	1.70	2.02
Availability of marketing fund for women	4.21	4.08	3.96	3.82	3.70	3.57	3.89
Micro credit through self help groups	4.02	3.79	3.67	3.53	3.41	3.18	3.60
Assistance from women development corporation	2.50	2.37	2.25	2.11	1.99	1.86	2.18
NGO's credit scheme	3.84	3.61	3.49	3.35	3.23	3.00	3.42
Earning money independently	4.22	4.19	4.17	4.13	4.01	3.88	4.10
Not want to work for other	3.21	2.98	2.86	2.72	2.60	2.37	2.79
Social status	2.84	2.61	2.49	2.35	2.23	2.00	2.42
Confidence in the product services offered	4.17	3.94	3.82	3.68	3.56	3.33	3.75
Self achievement	4.25	4.20	4.15	4.06	3.89	3.71	4.03
Ability and desire to take risk	3.09	2.86	2.74	2.60	2.48	2.25	2.67
Profit earning capacity	3.95	3.72	3.60	3.46	3.34	3.11	3.53
Entrepreneurial training access	2.60	2.47	2.35	2.21	2.09	1.96	2.28
Opportunity seeking	3.48	3.25	3.13	2.99	2.87	2.64	3.06
Average	3.43	3.25	3.14	3.00	2.88	2.69	3.06

Source: Computed from primary data

ANOVA

Source of Variation	SS	df	MS	F	F crit
Variation due to prospects of women entrepreneurs	54.09486	19	2.847098	967.9964	1.69707
Variation due to blocks	6.997317	5	1.399463	475.8092	2.310225
Error	0.279417	95	0.002941		
Total	61.3716	119			

Data presented in table 1 indicate the block wise respondents' rating on prospects of women entrepreneurs. It could be noted that out of the 20 prospects of women entrepreneurs, the respondents rate the earning money independently is the first level prospect and it is evident from their secured a mean score of 4.10 on a 5 point rating scale. Self achievement is rated at second level prospect of women entrepreneurs and it is estimated from the respondents' secured a mean score of 4.03 on a 5 point rating scale. The respondents rate the availability of marketing fund for women is the third level prospect of women entrepreneurs.

It is evident from their secured a mean score of 3.89 on a 5 point rating scale. The respondents rank the fourth level prospect of women entrepreneurs by citing the fact that the confidence in the product services offered and it is observed from the respondents' secured a mean score of 3.75 on a 5 point rating scale. Something creative to be implemented is rated at fifth level prospect of women entrepreneurs and it could be known from the respondents' secured a mean score of 3.68 on a 5 point rating scale.

The respondents' rate the micro credit through self help groups is the sixth level prospect of women entrepreneurs

and it is revealed from their secured a mean score of 3.60 on a 5 point rating scale. Profit earning capacity is rated at seventh level prospect and it observed from the respondents' secured a mean score of 3.53 on a 5 point rating scale. The respondents' rate the prospect of NGO's credit scheme is their eighth level ranking. It is evident from their secured a mean score of 3.42 on a 5 point rating scale. The respondents rank the ninth level prospect of women entrepreneurs by citing the fact of Innovative ideas as per their secured a mean score of 3.29 on a 5 point rating scale. Credit guaranteed fund scheme for micro and small enterprises is rated at tenth level prospect of women entrepreneurs and it is evident from the respondents' secured a mean score of 3.18 on a 5 point rating scale. The respondents rate the opportunity seeking is the eleventh level prospect of women entrepreneurs and it could be known from their secured a mean score of 3.06 on a 5 point rating scale. Under the trade related entrepreneurship assistance and development is rated at twelfth level prospect of women entrepreneurs and it is reflected from the respondents' secured a mean score of 2.94 on a 5 point rating scale. The respondents rank the thirteenth level prospect of women entrepreneurs by citing the fact that not want to work for other. It is evident from their secured a mean score of 2.79 on a 5 point rating scale. The respondents rank the fourteenth level prospect of women entrepreneurs by citing the fact that ability and desire to take risk and it is clear from their secured a mean score of 2.67 on a 5 point rating scale. Preferred to be self business is rated at fifteenth level prospect of women entrepreneurs as per the respondents' secured a mean score of 2.56 on a 5 point rating scale.

The respondents' point out the social status is the sixteenth level rated prospect of women entrepreneurs and it could be known from their secured a mean score of 2.42 on a 5 point rating scale. Entrepreneurial training access in business administration is rated at seventeenth level prospect of women entrepreneurs and it is reflected from the respondents' secured a mean score of 2.28 on a 5 point rating scale. The respondents' cite the assistance from women development corporation as their rated eighteenth level prospect of women entrepreneurs and it is revealed from their secured a mean score of 2.18 on a 5 point rating scale. The respondents' rate the rationale credit fund for women is the nineteenth level rated prospect of women entrepreneurs and it could be known from their secured a mean score of 2.02 on a 5 point rating scale. Availability of financial schemes by banks is rated at twentieth level prospect of women entrepreneurs and it is reflected from the respondents' secured a mean score of 1.90 on a 5 point rating scale.

The respondents' of Cuddalore block rank the first position in their overall rated prospects of women entrepreneurs as per their secured a mean score of 3.35 on a 5 point rating scale. The respondents' of Panruti block record the second position in their overall rated prospects of women entrepreneurs as per their secured a mean score of 3.22 on a 5 point rating scale. The respondents' of Bhuvanagiri block hold the third position in their overall rated prospects of women entrepreneurs as per their secured a mean score of 3.11 on a 5 point rating scale. The respondents' of Keerapalayam block register the fourth position in their overall rated prospects of women entrepreneurs as per their secured a mean score of 2.96 on a 5 point rating scale. The Parangipettai block respondents' occupy the fifth position in their overall rated prospects of women entrepreneurs as per their secured a mean score of 2.84 on a 5 point rating scale. The Kumaratchi block respondents' turn down to the last position in their overall rated prospects of women entrepreneurs as per their secured a mean score of 2.70 on a 5 point rating scale.

The anova two way model is applied for further discussion. The computed anova value 967.99 is greater than its tabulated value at 5 percent level significance. Hence, the variation among the prospects of women entrepreneurs is statistically identified as significant. In another point, the computed anova value 475.80 is greater than its tabulated value at 5 percent level significance. Hence, the variation among the blocks is statistically identified as significant as per the respondents rated prospects of women entrepreneurs.

Table 2 shows data on the caste wise respondents' rating on prospects of women entrepreneurs. The forward caste respondents rank the first position in their overall rated prospects of women entrepreneurs as per their secured a mean score of 3.36 on a 5 point rating scale. The backward caste respondents record the second position in their overall rated prospects of women entrepreneurs as per their secured a mean score of 3.18 on a 5 point rating scale. The most backward caste respondents hold the third position in their overall rated prospects of women entrepreneurs as per their secured a mean score of 2.96 on a 5 point rating scale. The scheduled caste respondents turn down to the last position in their overall rated prospects of women entrepreneurs as per their secured a mean score of 2.75 on a 5 point rating scale.

Table 2 Caste Wise Respondents' Rating on Prospects of Women Entrepreneurs

Variables	Forward Caste	Backward Caste	Most Backward Caste	Scheduled Caste	Mean
Preferred to be self business	2.90	2.68	2.44	2.22	2.56
Innovative ideas	3.63	3.41	3.17	2.95	3.29
Something creative to be implemented	4.02	3.80	3.56	3.34	3.68
Availability of financial schemes by banks	2.10	2.02	1.78	1.70	1.90
Under the trade related entrepreneurship assistance and development	3.28	3.06	2.82	2.60	2.94
Credit guaranteed fund scheme for micro and small enterprises	3.52	3.30	3.06	2.84	3.18
The rationale credit fund for women	2.26	2.14	1.90	1.78	2.02
Availability of marketing fund for women	4.13	4.01	3.87	3.55	3.89
Micro credit through self help groups	3.94	3.72	3.48	3.26	3.60
Assistance from women development corporation	2.52	2.30	2.06	1.84	2.18
NGO's credit scheme	3.76	3.54	3.30	3.08	3.42
Earning money independently	4.24	4.22	4.08	3.86	4.10
Not want to work for other	3.13	2.91	2.67	2.45	2.79
Social status	2.76	2.54	2.30	2.08	2.42
Confidence in the product services offered	4.09	3.87	3.63	3.41	3.75
Self achievement	4.17	4.15	4.01	3.79	4.03
Ability and desire to take risk	3.01	2.79	2.55	2.33	2.67
Profit earning capacity	3.87	3.65	3.41	3.19	3.53
Entrepreneurial training access	2.52	2.40	2.16	2.04	2.28
Opportunity seeking	3.40	3.18	2.94	2.72	3.06
Average	3.36	3.18	2.96	2.75	3.06

Source: Computed from primary data

ANOVA

Source of Variation	SS	df	MS	F	F crit
Variation due to prospects of women entrepreneurs	35.95958	19	1.892609	654.4452	1.771972
Variation due to caste status	4.24396	3	1.414653	489.1728	2.766438
Error	0.16484	57	0.002892		
Total	40.36838	79			

The anova two way model is applied for further discussion. The computed anova value 654.44 is greater than its tabulated value at 5 percent level significance. Hence, the variation among the prospects of women entrepreneurs is statistically identified as significant. In another point, the

computed anova value 489.17 is greater than its tabulated value at 5 percent level significance. Hence, the variation among the caste groups is statistically identified as significant as per the respondents rated prospects of women entrepreneurs.

Table 3 Education Wise Respondents' Rating on Prospects of Women Entrepreneurs

Variables	Primary	Upper Primary	Secondary	Higher Secondary	Under Graduate	Mean
Preferred to be self business	1.96	2.30	2.49	2.88	3.17	2.56
Innovative ideas	2.69	3.03	3.22	3.61	3.90	3.29
Something creative to be implemented	3.18	3.42	3.61	4.00	4.19	3.68
Availability of financial schemes by banks	1.65	1.69	1.83	2.12	2.21	1.90
Under the trade related entrepreneurship assistance and development	2.34	2.68	2.87	3.26	3.55	2.94
Credit guaranteed fund scheme for micro and small enterprises	2.58	2.92	3.11	3.50	3.79	3.18

The rationale credit fund for women	1.42	1.76	1.95	2.34	2.63	2.02
Availability of marketing fund for women	3.49	3.78	4.02	4.06	4.10	3.89
Micro credit through self help groups	3.10	3.34	3.53	3.92	4.11	3.60
Assistance from women development corporation	1.78	1.92	2.11	2.50	2.59	2.18
NGO's credit scheme	2.82	3.16	3.35	3.74	4.03	3.42
Earning money independently	3.94	4.04	4.13	4.18	4.21	4.10
Not want to work for other	2.19	2.53	2.72	3.11	3.40	2.79
Social status	1.82	2.16	2.35	2.74	3.03	2.42
Confidence in the product services offered	3.25	3.49	3.78	4.07	4.16	3.75
Self achievement	3.63	3.97	4.16	4.15	4.24	4.03
Ability and desire to take risk	2.07	2.41	2.60	2.99	3.28	2.67
Profit earning capacity	2.93	3.27	3.46	3.85	4.14	3.53
Entrepreneurial training access	1.78	2.02	2.21	2.60	2.79	2.28
Opportunity seeking	2.46	2.80	2.99	3.38	3.67	3.06
Average	2.55	2.83	3.02	3.35	3.56	3.06

Source: Computed from primary data

ANOVA

Source of Variation	SS	df	MS	F	F crit
Variation due to prospects of women entrepreneurs	44.94948	19	2.365762	163.946	1.725029
Variation due to educational status	12.83291	4	3.208228	222.3284	2.492049
Error	1.09669	76	0.01443		
Total	58.87908	99			

Table 3 shows data on the education wise respondents' rating on prospects of women entrepreneurs. The under graduate degree level educated respondents rank the first position in their overall rated prospects of women entrepreneurs as per their secured a mean score of 3.56 on a 5 point rating scale. The higher secondary level educated respondents' record the second position in their overall rated prospects of women entrepreneurs as per their secured a mean score of 3.35 on a 5 point rating scale. The secondary level educated respondents hold the third position in their overall rated prospects of women entrepreneurs as per their secured a mean score of 3.02 on a 5 point rating scale. The upper primary level educated respondents' record the fourth position in their overall rated prospects of women

entrepreneurs as per their secured a mean score of 2.83 on a 5 point rating scale. The primary level educated respondents turn down to the last position in their overall rated prospects of women entrepreneurs as per their secured a mean score of 2.55 on a 5 point rating scale.

The anova two way model is applied for further discussion. The computed anova value 163.94 is greater than its tabulated value at 5 percent level significance. Hence, the variation among the prospects of women entrepreneurs is statistically identified as significant. In another point, the computed anova value 222.32 is greater than its tabulated value at 5 percent level significance. Hence, the variation among the educational status is statistically identified as significant as per the respondents rated prospects of women entrepreneurs.

Table 4 Family Size Wise Respondents' Rating on Prospects of Women Entrepreneurs

Variables	Small	Medium	Large	Mean
Preferred to be self business	3.14	2.36	2.18	2.56
Innovative ideas	3.87	3.09	2.91	3.29
Something creative to be implemented	4.06	3.58	3.40	3.68
Availability of financial schemes by banks	2.18	1.80	1.72	1.90
Under the trade related entrepreneurship assistance and development	3.52	2.74	2.56	2.94
Credit guaranteed fund scheme for micro and small enterprises	3.76	2.98	2.80	3.18
The rationale credit fund for women	2.50	1.82	1.74	2.02
Availability of marketing fund for women	4.17	3.84	3.67	3.89
Micro credit through self help groups	4.18	3.40	3.22	3.60
Assistance from women development corporation	2.66	1.98	1.90	2.18
NGO's credit scheme	4.00	3.22	3.04	3.42
Earning money independently	4.18	4.15	3.97	4.10
Not want to work for other	3.37	2.59	2.41	2.79
Social status	3.00	2.22	2.04	2.42
Confidence in the product services offered	4.13	3.65	3.47	3.75
Self achievement	4.11	4.09	3.83	4.03
Ability and desire to take risk	3.25	2.47	2.29	2.67
Profit earning capacity	4.11	3.33	3.15	3.53
Entrepreneurial training access	2.76	2.18	1.90	2.28
Opportunity seeking	3.64	2.86	2.68	3.06
Average	3.53	2.92	2.74	3.06

Source: Computed from primary data

ANOVA

<i>Source of Variation</i>	<i>SS</i>	<i>df</i>	<i>MS</i>	<i>F</i>	<i>F crit</i>
Variation due to prospects of women entrepreneurs	26.87153	19	1.414291	67.99275	1.867332
Variation due to family size	6.811043	2	3.405522	163.7222	3.244818
Error	0.790423	38	0.020801		
Total	34.47299	59			

Table 4 shows data on the family size wise respondents' rating on prospects of women entrepreneurs. The small family size group respondents rank the first position in their overall rated prospects of women entrepreneurs as per their secured a mean score of 3.53 on a 5 point rating scale. The medium family size group respondents record the second position in their overall rated prospects of women entrepreneurs as per their secured a mean score of 2.92 on a 5 point rating scale. The large family size group respondents turn down to the last position in their overall rated prospects of women entrepreneurs as per their secured a mean score of 2.74 on a 5 point rating scale.

The anova two way model is applied for further discussion. The computed anova value 67.99 is greater than its tabulated value at 5 percent level significance. Hence, the variation among the prospects of women entrepreneurs is statistically identified as significant. In another point, the computed anova value 163.72 is greater than its tabulated value at 5 percent level significance. Hence, the variation among the family size groups is statistically identified as significant as per the respondents rated prospects of women entrepreneurs.

CONCLUSION

It could be seen clearly from the above discussion that the respondents' rate the high level prospects of women entrepreneurs by citing the indicators that Earning money independently, self achievement, availability of marketing fund for women, confidence in the product services offered, something creative to be implemented, micro credit through self help groups and profit earning capacity as per their secured a mean score above 3.50 on a 5 point rating scale. The respondents' rank the moderate level prospects of women entrepreneurs by stating the facts that NGO's credit scheme, innovative ideas, credit guaranteed fund scheme for micro and small enterprises, opportunity seeking, under the trade related entrepreneurship assistance and development, not want to work for other, ability and desire to take risk and preferred to be self business as per their secured a mean score in the range of 2.50 to 3.50 on a 5 point rating scale. The respondents' rate the low level prospects of women entrepreneurs by indicating the facts that social status, entrepreneurial training access, assistance from women development corporation, the rationale credit fund for women and availability of financial schemes by banks as per their secured a mean score below 2.50 on a 5 point rating scale. It could be observed that the respondents belong to the Kumaratchi block rank the first position in their overall rated prospects of women entrepreneurs, respondents of Parangipettai block the second, respondents of Keerapalayam block the third, respondents of Bhuvanagiri block the fourth, respondents of Panruti block the fifth and respondents of Cuddalore block the last.

It is observed from the result of caste wise analysis that the forward caste respondents rank the first position in

their overall rated prospects of women entrepreneurs, backward caste respondents the second, most backward caste respondents the third and scheduled caste respondents the last. It is observed from the result of education wise analysis that the under graduate degree level educated respondents rank the first position in their overall rated prospects of women entrepreneurs, higher secondary level educated respondents the second, secondary level educated respondents the third, upper primary level educated respondents the fourth and primary level educated respondents the last. It is observed from the result of family size wise analysis that the small family size group respondents rank the first position in their overall rated prospects of women entrepreneurs, medium family size group respondents the second and large family size group respondents the last.

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