

A Study on Demographic Profile And The Business of Women Entrepreneurs in Tiruchirappalli District

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Abstract - Women Entrepreneur plays a very key role among the development of the women and her family, women and her society, women and her nation. With the support and motivation rendered by the government and non-governmental organisation, women entrepreneurs take a leading role in their Business. In this particular study the author focus much on the demographic profile of women entrepreneurs in particularly Trichirappalli District. This study clearly shows their demographic profile and the business location of the women entrepreneur.

Keywords: Business Location, Demographic Profile, Development, Government, Motivation, Women Entrepreneur,

I. INTRODUCTION

Entrepreneur is a French word coined by the economist (Jean Baptiste Say) and is translated as "adventurer." Say studied Smith's book and, while agreeing his points and found that the ignorance of enterprising businessmen was a serious flaw. Say pointed out in his own writings that, it was entrepreneurs who sought out inefficient uses of resources, capital and moved them into more productive, higher yield areas. In simple words, Entrepreneurs seek opportunities for profit and, by doing so; create new markets and fresh opportunities.

The role of women in economic activities varies from economy to economy. This can arise only when women are recognised as agents of socio-economic growth with the independence of decision-making and also when the rights of women and children are recognised, respected and upheld. To sustain economic development and social justice, socioeconomic status of women should be improved along with that of men. Socioeconomic autonomy gives women the right influence of the course of their lives.

Women in the present day have been recognized as an indivisible part of the global struggle for a stable economy. Same is the case in India where women have recently become the sign of change. Reasons that induce women's entry in trade vary but in spite of all of their differences in socioeconomic backdrops, they have confirmed their valuable presence again and again. They have taken probability in businesses and managed to make them paid off.

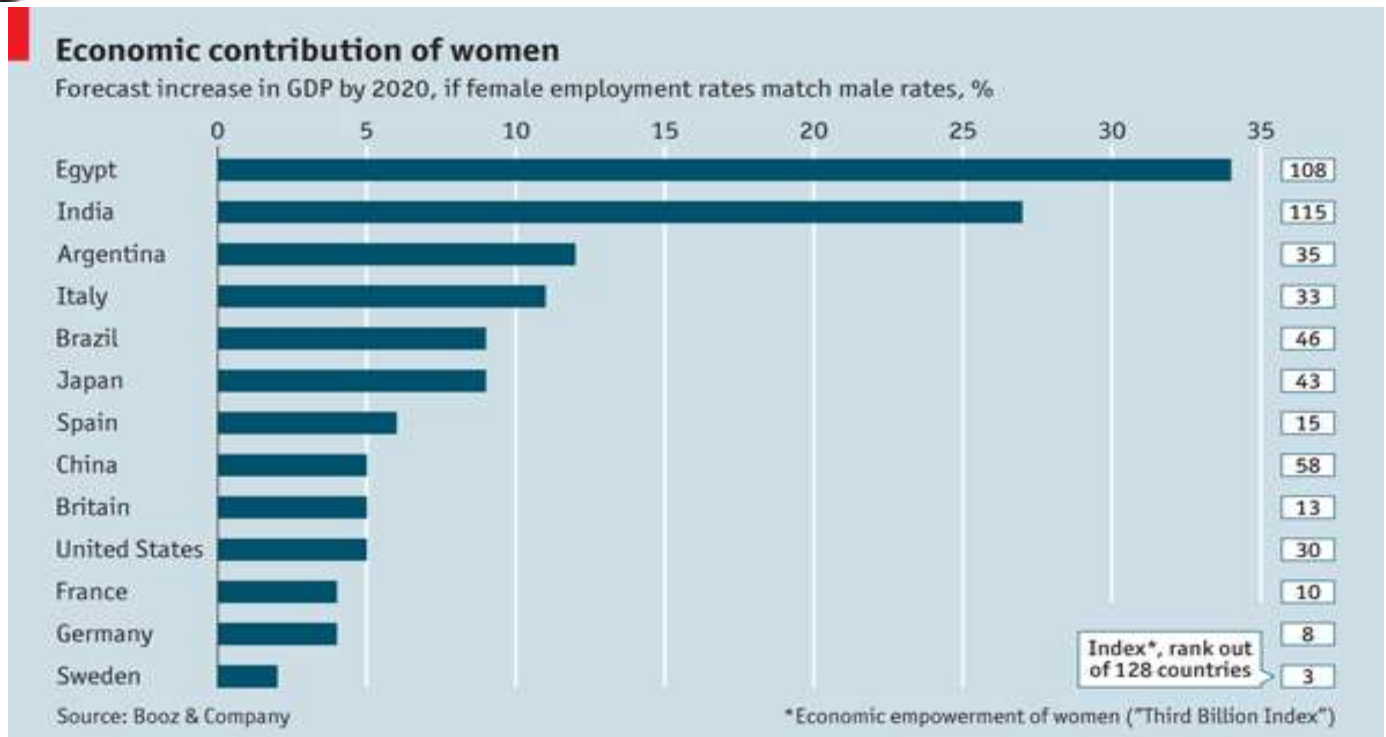
Status of women in India

In developing nations, the small saving funds of rural/village areas contribute more in establishing the tiny and micro enterprises in India. In the lag of rural

empowerment, entrepreneurship has been given much priority to the development of an economy and the empowerment as well. The Empowerment of women plays a vital role of Government and other non-governmental organizations. The women are endowed with untold power that can make them to succeed in Entrepreneurship. Women entrepreneurship is inherent and also a natural in process. Entrepreneurship is considered as one of the most pivotal factors contributing to the societal development of an economy. There are some proofs to believe that countries which have proportionately higher percentage of development of entrepreneurs in their population will develop much faster as compared to countries, which have lesser percentage of them in the society. In India, only 34 percent of women are participating in economic activities women constitute around 48 percent. As per the Human Development Report (2007), India ranks 96th on the gender related development index of 137 nations. The gender empowerment measures estimates the extent of Participation of women in the country's economic and political activities, ranked India as 110th of the 166 nations.

Contribution of women

In the next decade nearly 1 billion women are likely to enter the global labour force. But their economic potential is largely unrealised. According to a report by Booz & Company, a consultancy, if female employment rates matched those of men, GDP would increase by 5% in America and 9% in Japan by 2020. The impact would be even larger for developing countries, most of the world's women who lack adequate education and support (social and political). Increasing female employment would increase GDP significantly in countries like India and Egypt, where female labour-participation rates are below 30%. These countries rank low in Booz's index of women's economic empowerment.



Source: Booz and Company

Economic Empowerment

Hence the recognition of women is the key to improve their position in the family and the society as well. The Plan has to focus on intensify women's entry and to have control over resources. Amongst others, this would be the inevitable part of not only increasing their presence in the work environment but, more importantly, improving the quality of work in women and ensuring their mobility of growth on the economic ladder. The 66th round of NSSO (2009-10) provides deep understanding on the present trends of employment and education of women. One, it reveals that the female Work Participation Rate (WPR) declined from 28.7 percent in 2004-05 to 22.8 percent in 2009-10. Secondly, it shows that women continue to concentrate more on agricultural sector. It is also highlighted in the survey that huge majority of new jobs between 2004-05 and 2009-10 were in the field of construction as casual employment. Another significant character is that growing number of young female and their educational retention are also considered as the contributing factors for the decline in Work Participation Rate. It shows that the percentage of school goes among girls' lies in the age group between 5 and 14 has increased from 79.6% in 2004-2005 to 87.7% in 2009-2010. Similarly, the number of girls involved in the educational system in between 15 and 19 years of age group has increased.

II. REVIEW OF LITERATURE

Sohini Mitter (2018) examined that, *Women entrepreneurs in India either lack social acceptance or struggle for funds and government support for their business ventures.*

Anandan (2018) observed that, "There are enough investors in India who believe that men and women are equal. Now we need many more women entrepreneurs,". He believes women are more focused on building teams and companies, while men tend to engage in PR and fund raising. Besides, women keep their heads down in their businesses and anecdotally failure rate among women ventures is lower than among start ups founded by men.

Daga (2018) won in the Face book-Woman Ahead category. "Families often don't want women to be career-oriented. If you don't let women build a career, they will not build something for the long-term."

M.Venkaiah Naidu (2018) said that, Empowerment of women is central to achieving the objective of inclusive, equitable and sustainable development and it is not only a national goal but also a global agenda. He was addressing the gathering after inaugurating the International Conference on 'Empowering Women: Fostering Entrepreneurship, Innovation and Sustainability'. He also said that, it is beyond doubt that given the right opportunities and proper environment, women have excelled in different spheres of life. He also stressed on the need to create suitable conditions to facilitate and encourage women to have full, active and unhindered participation in social, economic, political and public life so that their potential is realized fully for the benefit of the society.

Anuradha Mittal (2019) who worked at technology companies including IBM and Cisco before turning an angel investor believes the change in mindset (among investors and community at large) has come about as the

ecosystem has evolved. "Yes, there are disruptions for women due to the '3M' — marriage, maternity and motherhood. But at the same time there are professionally run crèches, women-friendly workplaces and changing attitudes that are contributing to a shift,"

Smiriti Irani (January 2019), Minister stated that, the female entrepreneurs about the latent entrepreneurial talent of Indian women and that is where the key lies for exponential growth".

III. DATA ANALYSIS AND INTERPRETATION

In this chapter, the researcher has taken seven hundred woman entrepreneurs as the respondents taking Age group, Educational Qualification, Communal type, Marital status and location of business in to consideration for the calculation of Percentage Analysis.

TABLE SHOWING RESPONDENTS' AGE

Table- 1

| S. No | Age | No of Respondents | Percentage |
|--------------|----------------|-------------------|--------------|
| 1. | Below 25 years | 21 | 3.0 |
| 2. | 25 - 35 years | 173 | 24.7 |
| 3. | 35 - 45 years | 354 | 50.6 |
| 4. | Above 45 years | 152 | 21.7 |
| Total | | 700 | 100.0 |

Source: Primary Data

Interpretation:

It is found from the above table that more than half (i.e.) 50.6 per cent of the respondents were in the age group of 35 – 45 years, 24.7 per cent of the respondents were in the age group of 25 – 35 years, 21.7 per cent of the respondents were more than 45 years old and 3.0 per cent of the respondents were less than 25 years old.

Chart- 1 CHART SHOWING RESPONDENTS' AGE

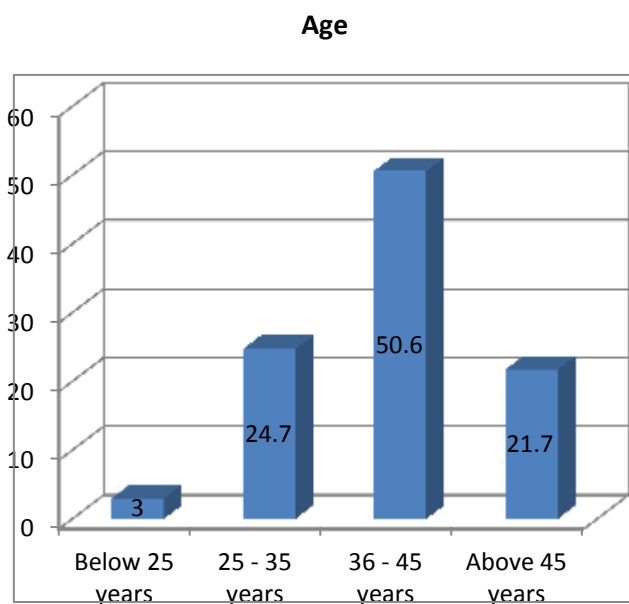


TABLE SHOWING RESPONDENTS' EDUCATIONAL QUALIFICATION

Table-1.1

| S. No | Educational qualification | No of Respondents | Percentage |
|--------------|---------------------------|-------------------|--------------|
| 1. | No Formal Education | 220 | 31.4 |
| 2. | 12th Std | 280 | 40.0 |
| 3. | 10th Std | 23 | 3.3 |
| 4. | 8th Std | 16 | 2.3 |
| 5. | Others | 161 | 23.0 |
| Total | | 700 | 100.0 |

Source: Primary Data

Interpretation:

It is evident from the above table that out of 700 respondents, nearly half (i.e.) 40.0 per cent of the respondents were at higher secondary level, 31.4 per cent of the respondents had no formal education, 23.0 per cent of the respondents were qualified in other groups (i.e.) diploma and Under Graduates, 3.3 per cent of the respondents were qualified at high school level and 2.3 per cent of the respondents were qualified at secondary level.

CHART SHOWING RESPONDENTS' EDUCATIONAL QUALIFICATION

Chart-1.1

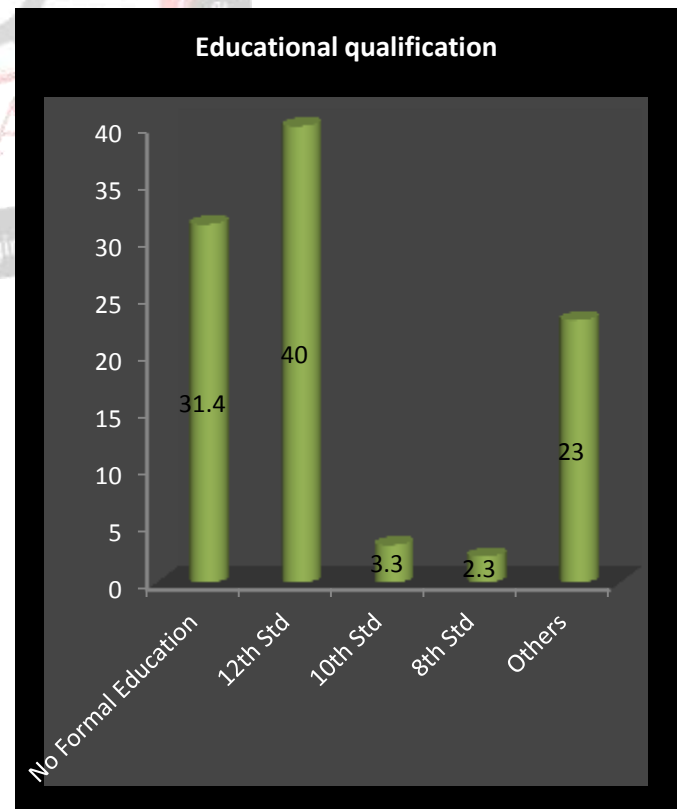


TABLE SHOWING RESPONDENTS' MARITAL STATUS

Table-1.2

| S. No | Marital status | No of Respondents | Percentage |
|--------------|----------------|-------------------|--------------|
| 1. | Married | 597 | 85.3 |
| 2. | Single | 53 | 7.6 |
| 3. | Widowed | 50 | 7.1 |
| Total | | 700 | 100.0 |

Source: Primary Data

Interpretation:

It is known from the above table that high majority (i.e.) 85.3 per cent of the respondents were married, 7.6 per cent of the respondents were single and 7.1 per cent of the respondents were widowed.

CHART SHOWING RESPONDENTS' MARITAL STATUS

Chart-1.2

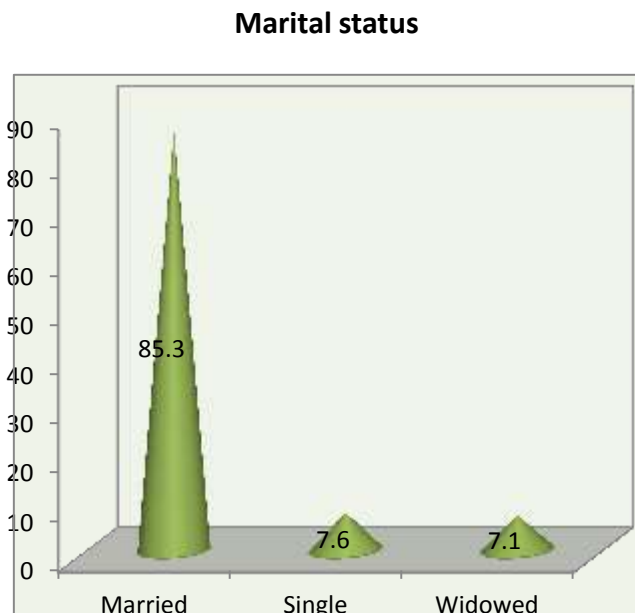


TABLE SHOWING RESPONDENTS' COMMUNITY

Table-1.3

| S. No | Community | No of Respondents | Percentage |
|--------------|-----------|-------------------|--------------|
| 1. | OC | 125 | 17.9 |
| 2. | BC | 401 | 57.3 |
| 3. | MBC | 117 | 16.7 |
| 4. | SC/ST | 57 | 8.1 |
| Total | | 700 | 100.0 |

Source: Primary Data

Interpretation:

Regarding community wise classification of the respondents, it is found that out of 700 respondents, 401 respondents (57.3 per cent) belong to Backward class, 125

respondents (17.9 per cent) belong to Open Category, 117 respondents (16.7 per cent) belong to Most Backward class and 57 respondents (8.1 per cent) belong to Schedule caste/Schedule Tribe.

CHART SHOWING RESPONDENTS' COMMUNITY

Chart-1.3

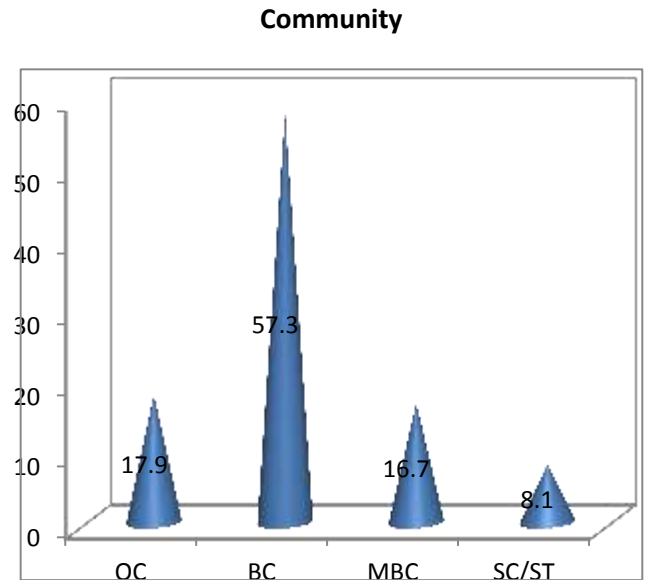


TABLE SHOWING LOCATION OF BUSINESS

Table-1.4

| S. No. | Location of Business | No of Respondents | Percentage |
|--------------|----------------------|-------------------|--------------|
| 1. | Urban | 486 | 69.4 |
| 2. | Semi- Urban | 166 | 23.7 |
| 3. | Rural | 48 | 6.9 |
| Total | | 700 | 100.0 |

Source: Primary Data

Interpretation:

To mention the location of the Business center, majority (i.e.) 69.4 per cent of the respondents were doing their business in urban area, 23.7 per cent of the respondents were doing their business in semi-urban area and 6.9 per cent of the respondents were doing their business in rural area.

IV. CONCLUSION

In the Present Study it is revealed that, most of the respondents were in the age group of 35-45 years with 12thstd as their major educational Qualification, in which most of them were married in urban areas and as a Back ward community people.

Entrepreneurship among women, no doubt improves the wealth of the Trichirappalli District and of the family in particular. Now-a-days Women are more willing to take up

activities that were once considered the preserve of men and have proved that they are second to no one with respect to contribution to the growth of the economy. As Government encouragement and support is very important to women entrepreneurs meanwhile family support is also very essential for development of such entrepreneurs. Women entrepreneurship must be moulded properly with entrepreneurial traits and skills to meet the changes in trends, challenges global markets and also be competent enough to sustain and strive for excellence in the entrepreneurial arena.

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