

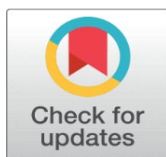
# A STUDY ON DEVELOPMENT OF WOMEN ENTREPRENEURS IN TIRUNELVELI DISTRICT

Sangeetha U <sup>1</sup>, Dr. P. Santhanam <sup>2</sup>, Dr. R. Ezhil Jasmine

<sup>1</sup> PhD. Research Scholar (Reg. No. 21221171012003), Department of Commerce, Rani Anna Government College for Women, Gandhi Nagar, Tirunelveli District, Affiliated to Manonmaniam Sundaranar University, Abishekapetti, Tirunelveli, Tamil Nadu

<sup>2</sup> Assistant Professor (Supervisor), Department of Commerce, Manonmaniam Sundaranar University College, Govindaperi, Tirunelveli District, Affiliated to Manonmaniam Sundaranar University, Abishekapetti, Tirunelveli, Tamil Nadu, India

<sup>3</sup> Associate Professor (Co-Supervisor), Department of Commerce, Rani Anna Government College for Women, Gandhi Nagar, Tirunelveli District, Affiliated to Manonmaniam Sundaranar University, Abishekapetti, Tirunelveli, Tamil Nadu, India



## DOI

[10.29121/shodhkosh.v5.i1.2024.3315](https://doi.org/10.29121/shodhkosh.v5.i1.2024.3315)

**Funding:** This research received no specific grant from any funding agency in the public, commercial, or not-for-profit sectors.

**Copyright:** © 2024 The Author(s). This work is licensed under a [Creative Commons Attribution 4.0 International License](#).

With the license CC-BY, authors retain the copyright, allowing anyone to download, reuse, re-print, modify, distribute, and/or copy their contribution. The work must be properly attributed to its author.



## ABSTRACT

Entrepreneurship plays an imperative role for the growth of our economy. It emerges from an individual's creative spirit into long-term business ownership, employment creation, capital formation and economic security. Entrepreneurial skills are essential for industrialization and for alleviation of mass unemployment and poverty. As technology speeds up lives, women are an emerging economic force, which cannot be neglected by the policy makers. The world's modern democratic economy depends on the participation of both sexes. Entrepreneurship is an economic activity which is undertaken by an individual or group of individuals. It can be defined as the making of a "new combination" of already existing materials and forces; that entrepreneurship throws up as innovations, as opposed to inventions and that no one is entrepreneur for ever, only when he or she is actually doing the innovative activity.

**Keywords:** Education, Sustainable Development, Women Empowerment, National Sample Survey Organization

## 1. INTRODUCTION

Women entrepreneurs play an important role in all countries, especially in developing countries like India. The fifth round of National Sample Survey Organization (NSSO) in defined "women entrepreneur as "an owned and controlled by women having a minimum financial investment of 51% of the capital and giving at least 51% of the employment generated in the enterprise to women". However, this definition is subject to criticism mainly on the condition of employing more than 50% women workers employed in the enterprises and owned and run by women. In a nutshell, women entrepreneurs are those women who think of a business enterprise, initiate it, organize and combine the factors of production, operate the enterprise and undertake risks and handle economic uncertainty included in running a business enterprise.

The basic objective of women entrepreneurs is the creation of employment opportunities. With the development of women entrepreneurs, there can be dispersal of industries in the country. Women entrepreneurs facilitate a more equitable distribution of the national income and they ensure the achievement of technical improvements. Since the

labourers do not have any disturbance in their local and social habits and customs, women entrepreneurs lead to progressive improvement in productivity.

## 2. PROBLEM STATEMENT

Considering the pivotal role of the women entrepreneurs in the national economy, the Government has been continuously trying to improve the availability of critical inputs to this sector and create an appropriate industrial environment. The easy financial assistance and incentives and subsidies have influenced many entrepreneurs to start small enterprise. This resulted in the growth of the women entrepreneurs. Many of new enterprises have been started after the advent of the broad gauge lines. However many units were not able to function due to a number of reasons. Hence it is of interest to study whether the growth in the number of units has led to the growth in the individual units as well. In the present context there is need for studying the extent of the growth of the enterprise and the factors responsible for it and hence this study has been undertaken in Tirunelveli.

### 2.2. OBJECTIVES OF THE STUDY

- To understand the socio-economic background of women entrepreneurs
- To identify the Important factors contributing the success of women entrepreneurs
- To analyses between the Marital Status and Dimensions behind Sustainable Development of entrepreneurs and Its Impact on Women Empowerment.

#### HYPOTHESES

The following null hypotheses are framed and tested.

**Null Hypothesis:** There is no significant difference between Marital Status and Dimensions behind Sustainable Development of entrepreneurs and Its Impact on Women Empowerment.

**Null Hypothesis:** There is no significant difference between Age, Education Level in Women entrepreneurs and Dimensions behind Sustainable Development

## 3. METHODOLOGY

A structured questionnaire was used to investigate the experiences of women entrepreneurs. This study was conducted utilizing a descriptive research technique. Women entrepreneurs in Tirunelveli District, which is located in the state of Tamil Nadu, are included in the overall population that is being evaluated for the research. Using a well-structured questionnaire that was produced and distributed, a simple random sampling approach is used in order to gather data for a sample size of 60 women entrepreneurs.

### 1) PILOT STUDY

For the purpose of determining whether or not the measuring scales for Dimensions behind Sustainable Development through women entrepreneurs were internally consistent, Cronbach's Alpha coefficients were computed. A sample of 25 women entrepreneurs were distributed with a questionnaire. Cronbach's Alpha values that was high, such as 0.892 indicating that the assessment instruments had a high degree of reliability.

**The table below presents the reliability statistics for a set of items measuring dimensions behind sustainable development**

**Table:1. Reliability Statistics**

| Items                                     | Cronbach's Alpha | N of Items |
|-------------------------------------------|------------------|------------|
| Dimensions behind Sustainable Development | 0.892            | 16         |

**Source:** Statistically Analyzed Data

The Cronbach's Alpha for the 16 items measuring the dimensions behind sustainable development is 0.892. Cronbach's Alpha is a measure of internal consistency, indicating how closely related a set of items are as a group. It is commonly used to assess the reliability or consistency of a questionnaire or test.

A Cronbach's Alpha value of 0.892 suggests a high level of internal consistency among the items. This means that the items are well-correlated and likely measure the same underlying construct, in this case, the dimensions behind sustainable development. Generally, a Cronbach's Alpha value above 0.7 is considered acceptable, above 0.8 is good, and above 0.9 is excellent. Therefore, a value of 0.892 indicates that the items are reliable and can be confidently used in further analyses to understand the various dimensions contributing to sustainable development.

### DATA ANALYSIS

A complete investigation into the elements that influence Dimensions behind Sustainable Development among women entrepreneurs was what was required for the analysis of the data for this research. In order to understand the dynamics that are present among the entrepreneurs, statistical methodologies were used.

A glimpse of the demographic features of women entrepreneurs was supplied by descriptive data. These characteristics included the age distribution, Marital Status, Educational background, Products and services offered by women entrepreneur and location attributable to women entrepreneurs. This set of facts served as the basis for gaining a grasp of the demographics of the population under investigation.

**The table below summarizes the demographic characteristics of 60 women entrepreneurs who participated in the survey**

**Table 2 Demographic Background of Women entrepreneurs**

| Demographic Characteristics                         |                       | n<br>(Total = 60) | % of n |
|-----------------------------------------------------|-----------------------|-------------------|--------|
| Age                                                 | Under 25 Years        | 2                 | 3.3    |
|                                                     | 25-35 Years           | 4                 | 6.7    |
|                                                     | 35-45 Years           | 11                | 18.3   |
|                                                     | 45-55 Years           | 26                | 43.3   |
|                                                     | 55-65 Years           | 14                | 23.3   |
|                                                     | 65 Years and above    | 3                 | 5.0    |
| Marital Status                                      | Married               | 37                | 61.7   |
|                                                     | Unmarried             | 23                | 38.3   |
| Educational Qualification                           | Upto HSC              | 8                 | 13.3   |
|                                                     | Bachelor's Degree     | 40                | 66.7   |
|                                                     | Master's Degree       | 12                | 20.0   |
| Products and services offered by women entrepreneur | Service based         | 13                | 21.7   |
|                                                     | Trading based         | 17                | 28.3   |
|                                                     | Food & Agro based     | 19                | 31.7   |
|                                                     | Paper & Leather based | 9                 | 15.0   |
|                                                     | Miscellaneous         | 2                 | 3.3    |
| Geographic Location                                 | Urban                 | 26                | 43.33  |

|  |       |    |       |
|--|-------|----|-------|
|  | Rural | 34 | 56.67 |
|--|-------|----|-------|

**Source:** Primary data

**n** Number of respondents

The majority of the respondents fall within the 45-55 years age range (43.3%), indicating that a significant portion of women entrepreneurs are in mid to late career stages. The most of the respondents were married. A substantial majority of the respondents (66.7%) hold a Bachelor's Degree,

The distribution of Products and services offered by women entrepreneur shows a with the highest percentage (31.7%). The majority of the women entrepreneurs (61.7%) are based in urban areas, which may reflect the higher concentration of entrepreneurs and related job opportunities in urban settings compared to rural areas.

The table below presents the inter-correlation matrix for factors behind sustainable development and their impact on women empowerment. The significance levels indicate the strength and direction of the relationships among these factors.

**Table 3: Important factors contributing the success of women entrepreneurs**

| Contributed to success           | Mean Score | Rank |
|----------------------------------|------------|------|
| Self confidence                  | 457.53     | I    |
| Capacity hard work               | 457.22     | II   |
| Ability to communicate           | 455.54     | III  |
| Problem solving ability          | 451.22     | IV   |
| Efficiency in the business       | 451.15     | V    |
| Capacity for risk- taking        | 450.66     | VI   |
| Organized way of working         | 449.75     | VII  |
| Knowledge about the area of work | 449.23     | VIII |
| Innovative creativity            | 448.76     | IX   |
| Honesty                          | 448.23     | X    |

### Computed data

It is observed from the table 3. The analysis shows that Self-confidence goes to I rank, Capacity hard work goes to II rank, Ability to communicate goes to III rank, Problem solving ability goes to IV rank, Efficiency in the business goes to V rank, Capacity for risk- taking goes to VI, Organized way of working rank goes to VII rank, Knowledge about the area of work goes to VIII, Innovative creativity goes to IX rank and Honesty goes to X rank. The most important factors that determine the important factors contributing the success of women entrepreneurs is Self-confidence.

The t-test for equality of means was conducted to determine if there is a significant difference between Marital Status and the dimensions behind sustainable development of entrepreneurs and their impact on women empowerment. The results are summarized in Table 4.

### HYPOTHESIS I

Null Hypothesis: There is no significant difference between Marital Status and Dimensions behind Sustainable Development of entrepreneurs and Its Impact on Women Empowerment.

**Table: 4. t test for Marital Status and Dimensions behind Sustainable Development of entrepreneurs and Its Impact on Women Empowerment**

| Particulars | t-test for Equality of Means |  |
|-------------|------------------------------|--|
|-------------|------------------------------|--|

|                                              |                         | t <sup>a</sup> | df <sup>b</sup> | Sig. <sup>c</sup><br>(2-tailed) |
|----------------------------------------------|-------------------------|----------------|-----------------|---------------------------------|
| Dimensions behind<br>Sustainable Development | Equal variances assumed | 0.436          | 58              | 0.005**                         |

**Source:** Statistically analysed data

**Note:** a t-Statistic, b Degrees of Freedom, c Significance

The t-test results indicate that the t-statistic is 0.436 with 58 degrees of freedom. The significance level (p-value) is 0.005, which is less than the standard significance threshold of 0.05. This indicates that the null hypothesis can be rejected, meaning there is a statistically significant difference between Marital Status and Dimensions behind Sustainable Development of entrepreneurs and Its Impact on Women Empowerment.

This significant difference implies that the Marital Status does indeed influence the dimensions behind sustainable development of entrepreneurs and their impact on women empowerment. The analysis suggests that the context in which women operate affects the effectiveness and impact of sustainable development initiatives in of entrepreneurs.

A one-way analysis of variance (ANOVA) was conducted to examine if there are significant differences between the variables—age, education level and current employment sector—and the dimensions behind sustainable development. The results are summarized in Table 5.

## HYPOTHESIS II

Null Hypothesis: There is no significant difference between Age, Education Level in Women entrepreneurs and Dimensions behind Sustainable Development

**Table: 5** One-way analyses for Age, Education Level and Dimensions behind Sustainable Development

| Particulars            | Sum of Squares | df <sup>a</sup> | Mean Square | F <sup>b</sup> | Sig. <sup>c</sup> |
|------------------------|----------------|-----------------|-------------|----------------|-------------------|
| <b>Age</b>             | Between Groups | 14              | 1.536       | 1.408          | 0.009**           |
|                        | Within Groups  | 45              | 1.091       |                |                   |
|                        | Total          | 59              |             |                |                   |
| <b>Education Level</b> | Between Groups | 14              | 0.460       | 1.558          | 0.030*            |
|                        | Within Groups  | 45              | 0.295       |                |                   |
|                        | Total          | 59              |             |                |                   |

**Source:** Statistically analyzed data

**Note:** aDegrees of Freedom, bF-Statistic, cSignificance

**Age:** The significance value (p-value) for age is 0.009, which is less than 0.01, indicating a highly significant difference between different age groups and the dimensions behind sustainable development. This suggests that the impact of sustainable development initiatives varies significantly across different age groups of women.

**Education Level:** The p-value for education level is 0.030, which is less than 0.05, indicating a significant difference between different educational levels and the dimensions behind sustainable development. This suggests that women with different educational backgrounds perceive and are impacted by sustainable development initiatives differently.

## 4. FINDINGS AND DISCUSSIONS

- The majority of the respondents fall within the 45-55 years age range (43.3%).
- The most of the respondents were married.
- A substantial majority of the respondents (66.7%) hold a Bachelor's Degree,

- The distribution of Products and services offered by women entrepreneur shows a with the highest percentage (31.7%).
- The majority of the women entrepreneurs (61.7%) are based in urban areas, which may reflect the higher concentration of entrepreneurs and related job opportunities in urban settings compared to rural areas.
- Self-confidence goes to I rank.

## 5. CONCLUSION

The study highlights the critical role that women entrepreneurs play in promoting sustainable development and empowering women. The findings underscore that access to information and resources is fundamental in fostering various dimensions of sustainable development, such as awareness and advocacy on women empowerment, training and capacity building, supportive policies and partnerships, community engagement, digital literacy, safe and inclusive spaces, and educational programs tailored to women's needs.

Significant differences were found between, age and education level regarding their impact on sustainable development initiatives. Urban and rural settings influence the effectiveness of these initiatives differently, while demographic factors like age, education, also play crucial roles. These variations suggest that sustainable development efforts need to be context-specific, addressing the unique needs and circumstances of different groups of women entrepreneurs.

The study concludes that empowering women through sustainable development in entrepreneurship requires a multifaceted approach that considers demographic and geographic differences. By tailoring initiatives to these specific contexts, entrepreneurs can more effectively support women's empowerment, contribute to community development, and promote gender equality. This highlights the importance of strategic planning and resource allocation in services to maximize their impact on sustainable development and women empowerment.

## CONFLICT OF INTERESTS

None.

## ACKNOWLEDGMENTS

None.

## REFERENCES

- Deka, Phani and Baruah, A.R. (Autumn 1992), "Women Entrepreneurs – Challenges and Expectations: A Study in North-Eastern Region", *Asian Entrepreneur*, Vol. 2, No.2.
- Drucker, P.E., "Innovation and Entrepreneurship: Principles and Practice", the Chaucer Press, Suffolk, 1985.
- Gupta, C.B., and S.S.Khanka, *Entrepreneurs and Small Business Management*, Sultan Chand and sons, New Delhi, 1996.
- Gupta, C.B., and S.S.Khanka, *Entrepreneurs and Small Business Management*, Sultan Chand and sons, New Delhi, 1996.
- Rathore, B.S. and Chhabra, Rama (1991), "Promotion of Women Entrepreneurship – Training Strategies", *SEDME*, Vol.18, No.1, March 1991.
- Sharmila, T., "A Study on the role of women entrepreneurs in Nagappattinam District", An Unpublished M.Phil thesis submitted to Bharathidasan University, Tiruchirappalli.
- Srivastava, S.B., *A Practical Guide to Industrial Entrepreneur*, Sultan Chand and Sons, New Delhi, 1981.
- William Ebenstein-Tocqueville, *Democracy in America-Tyranny of the Majority*, Oxford, New Delhi, 1966.
- International Labour Organisation study, *More Hurdles faced by women entrepreneurs*, New Letter, 1988.