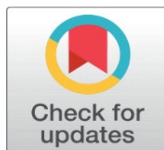
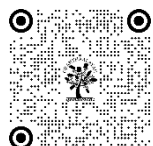


A STUDY ON WOMEN ENTREPRENEURSHIP IN KANYAKUMARI DISTRICT

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DOI

[10.29121/shodhkosh.v5.i6.2024.4584](https://doi.org/10.29121/shodhkosh.v5.i6.2024.4584)

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

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ABSTRACT

The increasing presence of women as entrepreneurs has led to significant business and economic growth in the country. Women-owned business enterprises are playing a prominent role in society by generating employment opportunities in the country, bringing in demographic shifts and inspiring the next generation of women founders.

With a vision to promote the sustainable development of women entrepreneurs for balanced growth in the country, Startup India is committed towards strengthening women entrepreneurship in India through initiatives, schemes, creation of enabling networks and communities and activating partnerships among diverse stakeholders in the startup ecosystem.

Keywords: Women -Owned Business, Employment, Opportunities, Demographic, Startup, Partnership, Stakeholders

1. INTRODUCTION

Women entrepreneurs may be defined as the women or a group of women who set up and operate her own enterprise. In other words women entrepreneurs are self employed individuals who establish their enterprise and involve themselves for economic activities. Earlier women were confined in the four walls of houses and their activities were mainly related to household work, without any socio-economic independence. Today women are marching ahead in almost every field and generating employment not only for themselves but also for others.

Kamal Singh, a woman entrepreneur from Rajasthan, has defined woman entrepreneur as “a confident, innovative and creative woman capable of achieving self-economic independence individually or in collaboration, generates employment opportunities for others through initiating, establishing and running the enterprise by keeping pace with her personal, family and social life.”

The Government of India has defined a woman entrepreneurship as “an enterprise owned and controlled by a woman having a minimum financial interest of 51% of the capital and giving at least 51% of the employment generated in the enterprise to women”.

Women are engaged in business due to many factors which encourage them to have their own dignity and self esteem in the society. Self dependence, career consciousness and self respect etc are the key factors which motivate women entrepreneurs to choose a profession as a challenge. These are generally said as pull factors. But sometimes women join the business enterprise due to family circumstances and take up the responsibility of business. These are called as push factors. Thus pull and push factors encourage women to set up a new business or take up the existing one and stand on their legs.

Women entrepreneurs are playing a key role in the economic development of any developing country. They have been recognised as an important source of economic growth. Women entrepreneurs are creating new jobs not only for themselves but also for others. They contribute to the economic well being of the family and communities, women empowerment and reduction of poverty and thus the role of women entrepreneurs in economic development is inevitable. Their role is also being recognised by governments and other non-governmental organisations (NGOs), across the globe, through the promotion of various schemes, incentives and plans.

2. REVIEW OF LITERATURE

Dayananda Huded, Mallikarjun M. Maradi (2020) - "Skill Development Programmes for Women Entrepreneurship in India: A Case Study Of Rudset Vijayapur". This study discussed about various skills development programmes offered by RUDSET Vijayapur for Women Entrepreneurs and analysed the growth of training Women Entrepreneurs and Successful rate of Trained Women Entrepreneurs by providing development training programmes by RUDSET in Vijayapur district. This study revealed the result that majority of the women entrepreneurs were not taking advantages of RUDSET in the Vijayapur district and the percentage of settlement of women was decreased due to lack of interest in taking risk.

Sathiyabama P, Velmurugan R (2019)- "A Study on the Awareness of Indian Government Schemes among the Women Entrepreneurs of Coimbatore District". This study identified Women Entrepreneurs level of awareness of government schemes in Coimbatore district and also offered suitable suggestion to raise their awareness. The study resulted that most of Women Entrepreneurs are aware of Mudra Yojana Scheme for Women, Industrial Finance Corporation of India scheme of interest subsidy for Women Entrepreneurs, Annapurna Scheme etc. and suggested that Government has to conduct camps, advertisements etc. in order to create awareness of its schemes.

Dr. R. Paulmoni, Dr. P. Geetha (2019)- " A Study on Women Entrepreneurs Awareness about Government Schemes- Special Reference To Kanniyakumari District". This study discussed about the awareness of Women Entrepreneurs on Government Schemes using rank method. This study result revealed that Mudra Yojana Scheme for Women got first rank, second rank for Annapurna Scheme, third rank got Micro Credit Scheme and Mahila Vikas Nithi has got last rank.

Fariz Ahmadov, et.al.,(2019) "Developmental Prospects of women Entrepreneurs in Azerbaijan and an Analysis of the Problems they face" Women entrepreneurship is functional in the matters such as creation of new work places, the promotion of economic and social development, and the activation of human capital assets, so its research is of great importance. Although the matter we mentioned is very urgent, the wide researches have not been carried out in Azerbaijan, that's why it is needed to research this matter, and to carry out analyses. The immediacy of the problem is of great importance to research it in Azerbaijan as a country separating from the Soviet Union, passing from the planned economy to the market economy, and where the business ideas and thoughts begin to form newly.

Safitri, Tria Y; Hatammimi, Jury. (2018). Factor Analysis That Motivating Women Entrepreneur through Online Business" The development of dynamic science and technology, continues to show progress so rapidly in all aspects of life. Included in business, where businesses relate to human needs that are dynamic. To obtain comfort, convenience and increase pretties in living and living life and modern life, humans always need products that are better quality or new products from the business world. Human needs as consumers, is an endless opportunity for the business world, to continue to try to create new products or different ways of marketing online so as to provide satisfaction to the fulfillment of human needs. With the development of the internet today makes many internet users take advantage of this opportunity as profitable business opportunities such as online businesses. Women are listed as among the most widely used online businesses

V. Gowri Lakshmi (2018) "An Analytical Study of Socio-Economic Profile of Women Entrepreneurs in India",the analyses and assessment of the views of the respondents in the course of the study by applying various statistical tools

and techniques. The present research study deliberated the personal background and business characteristics of sample respondents. The study also reviewed their intentions to start a business, family issues, access to capital and performance. The key findings of the study confirm lack of financial support and lack of equipment which is creating major impediments to women entrepreneurs in managing their units by exercising the control and authority over resources.

Madhobi Hossain, Mayeessa Fairuz Rahman (2018) in their paper titled "Social Media and the Creation of Entrepreneurial opportunity for women", identify the factors that influence women in the urban areas of Bangladesh to operate businesses on social media sites, the research analysis the correlation between entrepreneurial opportunity and social media in the urban cities of Bangladesh. The findings of this research state that social media has contributed towards the development of women entrepreneurship in the area of research. According to this research product improvement and development, and promotion are not the factor that can have an impact on entrepreneurial opportunity.

Pappas M et.al, (2018), their article entitled "Female Entrepreneurship and Employability in the Digital Era:" Training actions to support the entry of women into the labour market on equal terms regarding ICT skills and competences needed as, for example, to provide the adequate ICT environment where teaching and training will be in close relation with the labour market. Up-skilling of digital skills should become a target for the educational and Vocational Education and Training (VET) curricula, while all the changes should be aligned with a regional approach with respect to future skill needs. Especially for women aspiring to become entrepreneurs, specific skills are required which will enable them to promote their products or services online, to collect customer insight, and target specific audiences through the use of social media. Specifically, a good practice could be the formation of a network of professional women, acting as mentors, in order to help women who want to start a business, pursue a professional career, or are unemployed, to reach their full potential. Workshops, seminars, and summer camps could also be utilized as knowledge transfer methods.

Saroj Lakhawat, Shailendra Singh Charan (2018) their article entitled "Challenges and Constraints Faced By Women Entrepreneurs in India: An Overview" India has undergone substantial changes in the last two decades and has experienced rapid economic growth but participation of women in economic activities is very low. Women entrepreneurs face at the conception, inception and operation phases of setting up an enterprise structure. If good credit policies, needed training programmes, market and investment information, management skills and competencies are provided to women, these difficulties can be solved and women entrepreneurs will be encouraged for setting up enterprises.

B.Ramesh, (2018) PROBLEMS AND PROSPECTIVE OF WOMEN ENTREPRENEURSHIP IN INDIA Women, being almost 50% population of India, have a pivotal role to play as far as economic development of country is concerned. India is a male dominated society and women are assumed to be economically as well as socially dependent on male members. Women entrepreneurs faced lots of problems like lack of education, social barriers, legal formalities, high cost of production, male dominated society, limited managerial ability, lack of self confidence etc. Various factors like Pull and Push factors influencing women entrepreneurs. Successful leading business women in India. Government takes various steps for upliftment of women entrepreneurs in 7th five year plan, 8th five year plan and in 9th five year plan. Women have the potential the potential and determination to setup, uphold and supervise their own enterprise in a very systematic manner, appropriate support and encouragement from the society, family, government can make these women entrepreneur a part of mainstream of national economy and they can contribute to the economy progress of India.

Sivalognatham (2018) [10] led an investigation on the problems of women entrepreneurs in Chennai and uncovered that among the socio-individual problems, 70% confronted the absence of family and network

support, and 60% had managerial experience. Production problem as the accessibility of land, plots, and premises, was looked at by 70% of respondents. The absence of knowledge about marketing the product was a

serious problem looked at by 76% of the respondents. 74% confronted budgetary problems for loans and sponsorship, while insufficient government help was accounted for as a problem by 70% of respondents. An

examination expresses that problems looked by women entrepreneurs in India are inequality, family foundation, low wages, insufficient training, government strategies, misuse by intermediaries, the problem of

account, shortage of crude materials, solid challenge, mind-boggling expense of production, low portability, social attitudes, low capacity to manage change, absence of education, low requirement for achievement, venture related problems, family ties, lack of intensity, deficient framework offices and financial limitations.

2.1. OBJECTIVES OF THE STUDY

- 1) To analyze the factors that influence the women entrepreneurs to start a business.
- 2) To examine the innovation level of women entrepreneurs in kanyakumari district.
- 3) To identify the family support of women entrepreneurs to start a business.
- 4) To examine the risk taking ability of women entrepreneurs in kanyakumari district.
- 5) To give some suggestions for the future development of women entrepreneurs in kanyakumari district.

2.2. SCOPE OF THE STUDY

The study is based on women entrepreneurs in kanyakumari district. It includes motivational factors of women entrepreneurs and innovation level, family support and risk taking ability of women entrepreneurs in kanyakumari district.

2.3. LIMITATION OF THE STUDY

- 1) The information given by the respondents varies from different situations.
- 2) The study only covers kanyakumari district.

2.4. RESEARCH METHODOLOGY

A research methodology describes the techniques and procedures used to identify and analyze information regarding a specific research topic. It is a process by which researchers design their study so that they can achieve their objectives using the selected research instruments. It includes all the important aspects of research, including research design, data collection methods, data analysis methods, and the overall framework within which the research is conducted.

1) Primary data

Primary data is the data collected for the first time and it is original in nature. The primary data was collected through a questionnaire.

2) Secondary data

Secondary data is the data which has been collected by someone else. The secondary data were collected from various journals, periodicals, books and government websites.

2.5. ANALYSIS

Table no:1 Factors that influencing the women entrepreneurs to start a business

Sl.NO	Influencing factor	No.of.respondents	Percentage
1	Profit	30	30%
2	Family reasons	20	20%
3	Social status	10	10%
4	Unwilling to work for others	20	20%

5	Own interest	10	10%
6	To acheive their goal	10	10%
Total		100	100%

30% of the respondents influenced by the profit of the buiness.20% of the respondents influenced by the family reasons to start a business.10% of the respondents influenced by the social status to start a business.20% of the respondents influenced to start a business towards unwillingness to work for others.10% of the respondents starts their business by their own interest.10% of the respondents starts their business to acheive their goal.

Table no:2 Innovation level of women entrepreneurs

SI.NO	Level of innovation	No.of respondents	Percentage	Rank
1	High	50	50%	I
2	Medium	40	40%	II
3	Low	10	10%	III
Total		100	100%	

50% of respondents have high level of innovation in their business.40% of respondents have moderate level of innovation in their business .10% of respondents have low level of innovation in their business.

Table no:3 Family support to start a business

SI.NO	Family Support	No of respondents	Percentage
1	Yes	30	30%
2	No	70	70%
Total		100	100%

30% of respondents have their family support to start their business.70% of respondents didn't have their family support to start their business.

Table no:4 Risk taking ability of women entrepreneurs

SI.NO	Risk Taking Ability	No of respondents	Percentage	Rank
1	High	40	40%	II
2	Medium	50	50%	I
3	Low	10	10%	III
Total		100	100%	

40% of respondents have high level of risk taking ability in their business. 50% of respondents have medium level of risk taking ability in their business. 10% of respondents have low level of risk taking ability in their business.

3. FINDINGS

- 30% of the respondents influenced by the profit of the business.
- 20% of the respondents influenced by the family reasons to start a business.
- 10% of the respondents influenced by the social status to start a business.
- 20% of the respondents influenced to start a business towards unwillingness to work for others.
- 10% of the respondents starts their business by their own interest.
- 10% of the respondents starts their business to achieve their goal.
- 50% of respondents have high level of innovation in their business.
- 40% of respondents have moderate level of innovation in their business.
- 10% of respondents have low level of innovation in their business.
- 30% of respondents have their family support to start their business.
- 70% of respondents didn't have their family support to start their business.
- 40% of respondents have high level of risk taking ability in their business.
- 50% of respondents have medium level of risk taking ability in their business.
- 10% of respondents have low level of risk taking ability in their business.

4. SUGGESTIONS

- Family members should give their full support to start a business.
- Government should provide more schemes, developmental programmes and awareness programmes to support women entrepreneurs.
- To increase the innovation level of women entrepreneurs they should participate in skill developmental programmes.

5. CONCLUSION

In this Article the researcher clearly discussed the summary of findings and suggestions. To improve the women entrepreneurship in kanyakumari district the government should provide more startup schemes, no interest for startup loans and should provide more developmental programmes, training programmes to women entrepreneurs.

CONFLICT OF INTERESTS

None.

ACKNOWLEDGMENTS

None.

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