A Study on “Women Empowerment and Entrepreneurship” Among College Teachers in Madurai City

R. Savitha¹, Dr. P. Kannadas², M. Muthukumar³

¹Ph.D., Research Scholar, DOMS, Madurai Kamaraj University, Tamil Nadu
²Asst. Professor, DOMS, Madurai Kamaraj University, Tamil Nadu
³Administrative staff, DDE, Madurai Kamaraj University, Tamil Nadu
E-mail: ¹rithuvarnaa@gmail.com, ²kannadasp@yahoo.co.in, ³muthu1980.m@gmail.com

Abstract

Today seems to be the entrepreneurs’ era, as government sectors are turning into private sectors, thereby it may be the right time to enter into market as entrepreneurs. Currently, India is flourishing with the best global talent which is now required. Technical and knowledge skills are very much required to take on the entrepreneurial challenges. Today India is witnessing the emergence of large number of entrepreneurs, but there is definitely potential for more. The contribution of Indian economy is no longer in doubt, but their contribution to the National Economy is under reported. In recent years women have been taking interest in income generating activities, self employment and entrepreneurship. To encourage the entrepreneurialships with climate in India we require more support from the Government and the society. Today huge number of young people are hungry to learn more about entrepreneurship. The key is to combine that passion with the knowledge and the skills that will help them to be more succeeding. The Cost of living for an average middle class family is increasing as the day to day needs and demands of family members are also increasing depending on the world scenario. Everybody wants to lead a comfortable life. To balance the socio-economic status, to cope up with the day- to- day demands of the family more number of women are voluntarily entering the market as Entrepreneurs. Many innovative enterprises are opened up for fresh Entrepreneurs. The objective of the research is to study on women empowerment and entrepreneurship. A questionnaire for survey has been prepared to analyse the opinion of women teachers in Madurai (Tamilnadu, India).
This paper enlightens on women entrepreneurship status, development, challenges, opportunities etc.

Keywords: women empowerment, entrepreneurship, entrepreneurial challenges.

1. Introduction
Women are no longer described only a family individual but as her roles are increasing, Women have begun to play external roles ie. an Entrepreneur also. And to identify the reasons for this many researches have been conducted having their many conclusions. Kabeer (2001), expresses Empowerment as “strategic life choices” would refer to decisions that influence a person’s life trajectory and subsequent ability to exercise autonomy and make choices.

Decisive in shaping the view of entrepreneurship in the public imagination is the fact that, typically, great entrepreneurs have characterized the huge restructuring process of the Nineties(O’Boyle 1998). For decades, women have been sufferers of social prejudices and for inequality. Still, many have the thought that women are assumed to be weak, passive, dependent and people oriented. These assumptions inhibit development of self-confidence, innovativeness achievement, motivation and risk taking ability which are very much essential for an entrepreneurial career.

2. Categories of Women Entrepreneurs
- Women in organized & unorganized sector
- Women in traditional & modern industries
- Women in urban & rural areas
- Women in large scale and small scale industries.
- Single women and joint venture.

3. Review of Literature
Bennett (2002) describes Empowerment as “the enhancement of assets and capabilities of diverse individuals and groups to engage, influence and hold accountable the institutions which affect them. The study contains a range of terms, concepts and data may be relevant for assessing “empowerment and entrepreneurship”, for eg., “gender equality”(World Bank2001a & 2000b), “gender discrimination”. Acharya and Bennette(1981) also highlighted the links between women’s economic roles and their control over resources and life options.
4. **Objective of the Study**
To analyse the dominant reasons and factors in relation to women empowerment and entrepreneurship.

5. **Research Methodology**
The Type of Research details include Sampling Plan where Stratified Random sampling has been used and the Sample size is 45. Primary data was obtained through a well Structured Questionnaire and secondary data was collected through journals, Magazines and Internet.

6. **Limitations**
The opinion drawn is based on the feedback of respondents and it may not represent the opinion of the universe. The research suffers the change in opinion of the respondents with respect to time

**Table 1:** Showing particulars of respondents profile:

<table>
<thead>
<tr>
<th>Variables</th>
<th>Category</th>
<th>% of Respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Age</td>
<td>20-30</td>
<td>25 (55.55%)</td>
</tr>
<tr>
<td></td>
<td>30-40</td>
<td>15 (33.33%)</td>
</tr>
<tr>
<td></td>
<td>40-50</td>
<td>5 (11.11%)</td>
</tr>
<tr>
<td>Marital status</td>
<td>Married</td>
<td>35 (77.77%)</td>
</tr>
<tr>
<td></td>
<td>Unmarried</td>
<td>10 (22.22%)</td>
</tr>
<tr>
<td>Salary (rs.)</td>
<td>15000–above</td>
<td>5 (11.11%)</td>
</tr>
<tr>
<td></td>
<td>10000-15000</td>
<td>10 (22.22%)</td>
</tr>
<tr>
<td></td>
<td>5000-10000</td>
<td>30 (66.66%)</td>
</tr>
<tr>
<td>Nature of College</td>
<td>Regular</td>
<td>10 (22.22%)</td>
</tr>
<tr>
<td></td>
<td>Self-Finance</td>
<td>35 (77.77%)</td>
</tr>
</tbody>
</table>

*Source: Primary Data Collection through a structured Questionnaire.*

**Table 1** describes about the profile of the respondents i.e., about their age, marital status, salary drawn and in which college. Since the college has various divisions of college as Aided, Non-Aided and Women’s College separately.

**Table 2:** Analysis and Interpretation

<table>
<thead>
<tr>
<th>S. No</th>
<th>Statements</th>
<th>AGZREE</th>
<th>Partially Agree</th>
<th>I Do Not Agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Women Prefer Jobs than setting up a business.</td>
<td>18(40%)</td>
<td>24 (53.33%)</td>
<td>3 (6.66%)</td>
</tr>
</tbody>
</table>
2. Women’s Family obligations also restrict women from becoming successful Entrepreneurs. 24(53.33%) 21(46.66%) 0(0%)

3. Women’s facing Finance problem. 24(53.33%) 18(40%) 3(6.66%)

4. Women are considered inefficient in handling labor and logistics problems. 13(28.88%) 25(55.55%) 7(15.55%)

5. Male-dominated society is a barrier for women entrepreneurs. 19(42.22%) 23(51.11%) 3(6.66%)

6. Lack of proper knowledge about availability of raw materials, low-level negotiation & bargaining skills are also factors affecting women entrepreneurs. 15(33.33%) 19(42.22%) 11(24.44%)

7. Low-level risk taking attitude is also a factor affecting women's decision to start a business. 23(51.11%) 16(35.55%) 6(13.33%)

8. Educational & Govt. Institutions are doing little to promote women entrepreneurship. 20(44.44%) 20(44.44%) 5(11.11%)

9. Women’s prefer to be partner’s to their spouses than to run a business. 16(35.55%) 22(48.88%) 7(15.55%)

10. Women’s don’t have much financial independence to conceive, plan & execute a business. 28(62.22%) 12(26.66%) 5(11.11%)

11. The confidence level of Women that they will succeed if they start their own business. 33(73.33%) 9(20%) 3(6.66%)

Source: After Data collection through a structured questionnaire, the data has been processed, analysed and presented in the above Table.

7. Findings and Suggestions
   1. The respondents selected where within the age group was from 20 to 50 and the survey consisted of max age holders of 20-30.
2. Married women respondents were surveyed the maximum, so that their opinion of this survey can be better fulfilled as they have better knowledge of their family constraints and the outer environment.

3. The salary ranged from 5000 and above, in which 5000-10000 range had more respondents. Only these respondents earning less may provide us the real picture.

4. Respondents feel that due to high risk and commitments maximum 53.3% have agreed that women would prefer for jobs rather than business.

5. Respondents of (53.3%) feel that even family problems play a major role in the successfulness of a business.

6. Respondents of nearly the same (53.3%) are under the suggestion that women are not given priority in banks for availing loan due to doubting about repaying capacity.

7. Respondents when compared around (28.8%) feel women cannot handle labor and logistics problems as it depends upon the situation and the problem but about (15.5%) feel that women have the capacity to handle any situation and anybody.

8. About (42.2%) respondents agree male domination is high, and there are about (6.6%) who denied that domination of male is also one of the hindrance of women entrepreneurs.

9. Respondents (42.2%) accept that informations about raw materials, negotiation skills also are important in business, which they feel women do not acquire.

10. Women hesitate to take risks felt by (51.1%) of Respondents who felt that risk-taking attitude is very important. Since can be at any time in business junctures.

11. Some Respondents equally have given equal weightage that at times govt. and educational institutions are helping women entrepreneurs. Only (11.1%) of respondents who had knowledge about the activities of Entrepreneurship did not agree.

12. Women can also play any dual roles, so the Respondents have the confidence that women can be successful partners in business also.

13. Respondents feel women they should be provided with full leverage for finance utilization as she is also seen to be good in household finance affairs.

14. Respondents have the full confidence that they will surely succeed if they start business of their own.

8. Conclusion
Thereby from the study it is depicted that even though women perform outstandingly and their confidence level being high, they undergo certain constraints while achieving goals during business such like, Role conflict which prevents them from making any immediate decisions. Women seem to have very little ability to bear economic risks & market uncertainties. Opportunities to women may be given if women are willing. A woman able to succeed in her family endeavors may surely have success in business also.
References


