

Comparison of attributes of women entrepreneurs in selected rural and urban areas of Thiruvananthapuram, Kerala

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ABSTRACT

Women entrepreneurs are those who had taken up the track of risk and self confidence through innovations. They are the key for economic prosperity of a nation. Women entrepreneurship not only contribute to economic growth but also to the development process through bringing in societal changes. Through innovative ideas, they transform the nation. It also assist in improving the status of women in family and society. The present study is about comparison of attributes of women entrepreneurs in selected rural and urban areas of Thiruvananthapuram, Kerala.

Key Words : Women entrepreneurs, Economic prosperity, Development, Attributes

INTRODUCTION

Women are active in a variety of economic areas, ranging from wage labour to self employment and informal sector. Whereas, women's contribution to development is often under estimated and its social recognition is limited. Entrepreneurship among women is an area which can help in employment and income generation among them (Lall and Sahai, 2008).

Entrepreneurship refers to the overall course of action undertaken by an owner in starting and managing his enterprise for profit (Nandan, 2011).

Attributes are the characteristic driving force that leads one to entrepreneurial activities. These attributes include economic independence, confidence building, equal status with men, socialization, freedom of opinion and mobility, better standard of living and so on. These attributes vary among women entrepreneurs in rural and urban areas.

The present study is about comparison of attributes of women entrepreneurs in selected rural and urban areas of Thiruvananthapuram, Kerala.

Objectives :

Objectives of the study are:

1. To analyse the socio economic profile of the women entrepreneurs in selected rural

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and urban areas of Thiruvananthapuram, Kerala.

2. To compare the attributes of women entrepreneurs in selected rural and urban areas of Thiruvananthapuram, Kerala.

METHODOLOGY

The present study was conducted among women entrepreneurs residing in selected rural and urban areas in Thiruvananthapuram, the capital of Kerala. Twenty samples were taken from rural areas like Pachalloor and Aruvikkara, twenty samples were taken from urban areas like Palayam and Sasthamangalam in Thiruvananthapuram. Both primary and secondary data were collected for the study. Survey method was adopted using a well structured interview schedule to collect primary data. Using interview schedule, face to face interactions were made to collect the information. Women entrepreneurs were selected randomly using random sampling method. Secondary data was collected from books, journals, websites, etc. The collected data were pooled, tabulated, compared and analysed with percentage analysis.

RESULTS AND DISCUSSION

Findings of the present study are discussed below in the tables;

Socio- economic profile of the selected respondents :

The socio- economic profile of the selected respondents are tabulated and discussed below in Table 1.

Table 1 : Socio- economic profile of the selected respondents				
Category	Rural		Urban	
	No.	Per cent (%)	No.	Per cent (%)
Age				
18- 23 years	5	25	3	15
24- 29 years	2	10	4	20
30- 35 years	7	35	5	25
36- 40 years	6	30	8	40
Marital status				
Married	17	85	13	65
Unmarried	3	15	7	35
Educational qualification				
Illiterate	1	5	-	-
Literate	2	10	1	5
Primary school	5	25	3	15
High school	4	20	5	25
Degree	6	30	4	20
Post graduation and above	2	10	7	35
Type of family				
Nuclear family	5	25	14	70
Extended family	12	60	6	30
Joint family	3	15	-	-
Monthly income (in Rs.)				
Below Rs. 5000	4	20	3	15
Rs. 5000- Rs. 10000	14	70	7	35
Above Rs. 10000	2	10	10	50

The socio- economic profile of the selected respondents are depicted in the above table. Regarding the age, it was found that majority (thirty five %) of the respondents in rural areas are 30- 35 years of age while in urban areas, majority (forty %) of the respondents are 36- 40 years of age. Eighty five and sixty five per cent of the respondents in both rural and urban areas are married. It has been revealed through the study that the selected respondents are well educated. Thirty per cent of the selected women entrepreneurs in rural areas are graduates and thirty five per cent in urban areas are post graduates. It was interesting to know that joint family is seen only in rural areas whereas nuclear family dominates in urban areas. That is five per cent of the selected respondents in rural areas are from joint families while eighty per cent from urban areas belong to nuclear families and twenty per cent from extended families. Regarding the monthly income of the family, seventy per cent of women entrepreneurs in urban areas have an income of above Rs.10000 per month. In rural areas, majority (eighty %) of the samples have an income between Rs.5000 and Rs.10000 monthly.

Income generation activities :

Women engage in various income generation activities. They work individually or as a group to earn their living. Various income generation activities and the percentage of women engaged in is given in Fig. 1.

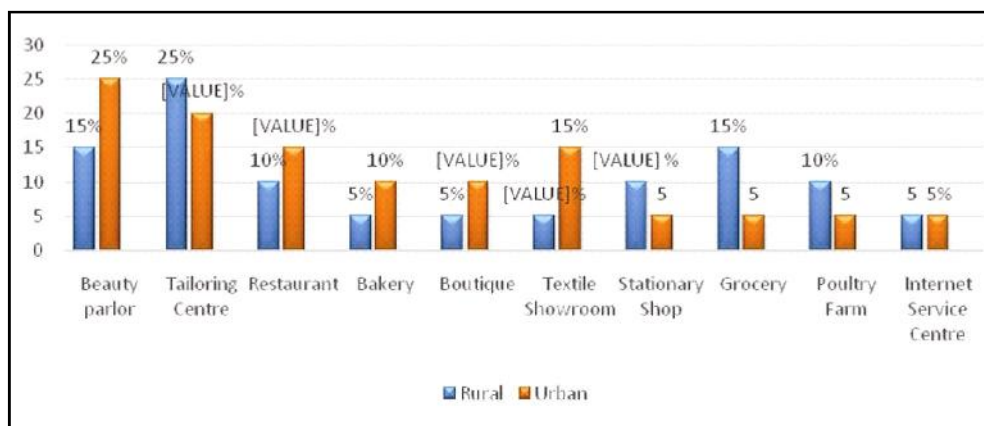


Fig. 1 : Income Generation Activities

From the study, it was found that twenty five per cent of selected respondents are running beauty parlour and tailoring centres in urban and rural areas, respectively. Fifteen per cent of the respondents in urban areas have restaurants and textile showrooms as sources of income. Only a meagre per cent of the selected women entrepreneurs in rural and urban areas are engaged in internet service centre. Ten per cent of the respondents are running bakery and boutique in urban areas.

Attributes of women entrepreneurs in selected rural and urban areas :

Attributes of the selected women entrepreneurs towards entrepreneurship is rated in three point scale as agree, uncertain and disagree which is depicted in detail in the Table 2.

Attributes	Table 2 : Attributes of women entrepreneurs in selected rural and urban areas											
	Rural						Urban					
	Agree		Uncertain		Disagree		Agree		Uncertain		Disagree	
	No.	Per cent (%)	No.	Per cent (%)	No.	Per cent (%)	No.	Per cent (%)	No.	Per cent (%)	No.	Per cent (%)
Entrepreneurship brings about economic independence	18	90	2	10	-	-	19	95	1	5	-	-
It helps to build confidence	13	65	6	30	1	5	16	80	4	20	-	-
It helps to provide equal status with men	9	45	7		4	20	13	65	5	25	2	
It helps to improve the overall standard of living	12	60	3		5	25	16	80	2	10	2	
It helps to give better education for children	10	50	5		5	25	14	70	4	20	2	
It helps for efficient planning and maintaining of family and business budget	4	20	10		6	30	9	45	6	30	5	
It provides freedom of opinion and mobility	11	55	7	35	2	10	18	90	2	10	-	-
Role and status in the family and society can be improved	16	80	3	15	1	5	17	85	2	10	1	5
It helps to develop socialization	9	45	6	30	5	25	12	60	6	30	2	10

From the study, it was revealed that ninety per cent of the respondents in rural areas and ninety five per cent in urban areas has an opinion that entrepreneurship bring about economic independence for them. These attributes vary from enterprise to enterprise. Individual differences and environment have a great influence on the driving forces that attract women towards entrepreneurship. In rural areas, eighty per cent of the selected women entrepreneurs opined that entrepreneurship provide better role and status in the family and society. In urban areas, ninety per cent of the samples opined that engaging in entrepreneurial activities bring about freedom of opinion and mobility.

Summary and conclusion :

Women entrepreneurship is an essential key for women empowerment. In rural and urban areas, women engage in various entrepreneurial activities like tailoring and textiles, poultry farm, beauty parlour, stationary shops, boutique, bakery and restaurant. Technical knowledge, self-confidence and risk taking ability contribute to the growth of an entrepreneur. Entrepreneurial attributes are crucial for starting and running an enterprise successfully.

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KNOWLEDGE, ATTITUDE AND PRACTICE (KAP) SURVEY TO ASSESS THE EFFECT OF ENTREPRENEURSHIP TRAINING PROGRAMME

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The growth and development of any economy is dependent upon multiple factors and one of the most prominent one is financial growth. Financial growth is achieved through the better utilization of human resources. Women are turned to be better contributors of the economy through entrepreneurial ventures (Kaur and Batra, 2018). The participation of women in economic activities is necessary not only from a human resource point of view but also essential for raising the status of women in society. The emergence of women entrepreneurs and women owned firms and their significant contribution to the economy is visible in India (Charantimath, 2006). 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 involved in running a business enterprise (Kumar, 2015).

Entrepreneurship training programme is a continuous process of training and motivating potential and existing entrepreneurs to set up profitable enterprises. It is a process to increase motivational skills and knowledge, create and improve entrepreneurial behaviour and help in

developing own venture after implementing the programme (*Chole et al., 2012*).

A study was taken upto identify the socio-economic profile of the selected women trainees in Kottukal Panchayath of Thiruvananthapuram district in Kerala and to analyse the Knowledge, Attitude and Practice (KAP) levels of the women trainees before and after participating in the entrepreneurship training.

Fifty women were selected through purposive sampling method from Kottukal Panchayath of Thiruvananthapuram district in Kerala. Survey method was adopted using a questionnaire termed as KAP (Knowledge, Attitude and Practice) tool to collect primary data. Secondary data was collected from newspapers, books, journals, websites, and so on. Pilot study was conducted among ten women from Kottukal Panchayath in order to check the feasibility of the KAP Tool. The tool consisted of ten statements each for variables like Knowledge, Attitude and Practice. The knowledge statements were rated at three point scale as agree, undecided and disagree with scores of 3, 2 and 1, respectively. The attitude statements were rated at five point scale as strongly agree, agree,

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neutral, disagree and strongly disagree with scores of 5, 4, 3, 2 and 1, respectively. The practice level statements were rated at three point scale as 'yes', 'not sure' and 'no' with scores of 3, 2 and 1, respectively. Before starting the training, the tool was used to collect data on knowledge, attitude and practice levels of the women trainees. The three days entrepreneurship training programme was framed and implemented with the help of entrepreneurship trainers. Paired sample t test was used to assess the change in knowledge, attitude and practice. Mean value is calculated

by adding up the scores obtained by each women trainee and dividing it by the number of women trainees.

The socio- economic profile of the women trainees revealed that 34 percent of the women trainees come under the age group of 31- 40 years, more than half of the respondents (62 percent) were Hindus, 56 percent were married, 38 percent had acquired high school level education, 70 percent were from nuclear families, 82 percent were home makers and 52 percent had monthly earnings below Rs.10,000/-.

A. Knowledge level of the women trainees before and after the training

Table 1. Knowledge level of the women trainees before and after the training (n=50)

Statement	Mean		t-value	Significance
	Before training	After training		
Paper bag making requires heavy machineries	2.4000	3.9000	-2.280	.027**
Cloth pouch dimension varies from 13cm´12cm to 41cm´62cm	2.3800	3.1400	-3.418	.001*
Hanging type of coconut shell soap dish have more cost of production than plastic soap dish	2.4800	3.4000	-3.455	.001*
Reed basket making is supported by Bamboo Development Corporation	2.2400	3.9200	-8.363	.000*
Business proposal is the blue print for entrepreneurship building	2.4600	3.4000	-3.011	.004*
Business success is measured by tracking profit and loss	2.1800	3.4000	-4.445	.000*
New distribution channels are necessary for business growth	2.3400	3.1400	-3.233	.002*
Packaging and labelling should be standardized	2.0600	3.8800	-5.277	.000*
Work- life balance is the right mix for business success	2.1000	3.2800	-6.248	.000*
Start Up India Programme promotes entrepreneurs	2.2600	2.7400	-1.607	.114

*Significant at 1% level; **Significant at 5% level

It is inferred from the Table 1 that more number of variables are significant at one percent and five percent levels which shows that the knowledge level of the women trainees had increased considerably after attending the training programme. Similarly, Clercq and Arenius (2006) in their study stated that exposure to knowledge is positively correlated with the probability of getting involved in entrepreneurship and training programmes improve the knowledge level of beneficiaries to a certain extent.

Table 2 shows that the attitudinal change was brought about after the training and the values suggest room for improvement when comparing the result brought about by the knowledge increment. Much effort is needed to bring about positive attitudinal change. The study of Anggadwita and Dhewanto (2016) states that women entrepreneurial intention get influenced by personal attitude which in turn is influenced by psychological characteristics, individual competence and social perceptions, which implies that inculcating attitudinal change is a complex process.

B. Attitude level of the women trainees before and after the training

Table 2. Attitude level of the women trainees before and after the training (n=50)

Statement	Mean		t-value	Significance
	Before training	After training		
Engaging in entrepreneurship helps to improve family status	2.0600	2.4000	-2.503	.383
Contacts and networking linkages improve through entrepreneurship	1.8000	2.3000	-2.907	.085
Entrepreneurship helps to improve marketing arenas	1.9600	2.6000	-4.251	.000*
Entrepreneurship provides better working environment	2.0200	2.1600	-.880	.000*
Entrepreneurship motivate people	1.9000	2.1600	-1.757	.063
Entrepreneurship is a rewarding career	1.6000	2.2200	-3.843	.166
Self- development is possible through entrepreneurship	1.5200	2.5600	-7.010	.000*
Entrepreneurs are profits to an economy	2.1000	2.3400	-1.899	.383
It is good to take loans for enterprise building	2.0200	2.2800	-1.407	.085
Risk taking is a part of entrepreneurship	1.9200	2.6400	-4.846	.000*

***Significant at 1% level**

C. Practice level of the women trainees before and after the training

Table 3. Practice level of the women trainees before and after the training (n=50)

Statement	Mean		t-value	Significance
	Before training	After training		
Engaging in entrepreneurship helps to improve family status	2.0600	2.4000	-2.503	.383
Have you ever attended any entrepreneurship training?	1.4600	1.9000	-2.955	.005*
Are managing your time properly?	1.8200	1.4200	2.800	.007*
Did you ever worked in a group?	1.5600	1.6600	-.616	.541
Have you used your skills profitably?	1.4800	1.9200	-2.759	.008*
Have you visited any enterprise to know about its working?	1.6200	2.6400	-8.536	.000*
Have you interacted with any entrepreneurs?	2.4000	3.9000	-2.280	.027**
Have you approached any financial institution to seek loan for business purpose?	1.4600	1.5800	-.814	.420
Do you have experience in social media marketing?	1.8000	1.8400	-.170	.866
Have you ever invested money in entrepreneurship?	1.3600	1.8800	-3.066	.004*
Have you ever tried to start a joint venture?	1.4000	1.3000	.896	.374

*Significant at 1% level; **Significant at 5% level

It is observed in Table 3 that the values are statistically significant, which infers a positive trend in terms of entrepreneurship related practice aspects of the women trainees. Findings of Bharadwaj (2004) also suggested that training have positive impact on the entrepreneurial practice of women.

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