

SUMMARY AND CONCLUSION

Chapter – V

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India, a developing economy, even after various decades of planning, still has a long way to go, to catch up with the leading developed economies of the world. The goal may be distant but surely, the time required to reach it can be cut down by accelerating the pace of development. One way of doing this, is by the promotion of industrial and business ventures created by the initiative and enterprise of entrepreneur class. There is a positive linkage between an economy's prosperity and the growth of entrepreneurship. The role of women in the field of entrepreneurship in this aspect merits attention and encouragement.

Studies on women (James and Paul, 1979; Robert and Marie, 1981; Eric and Bary, 1982) revealed that illiteracy, ignorance, lack of economic holdings, and social sanctions are at the root of entrepreneurial slackness among women. These in turn influence their individual and social attitudes and suppress the traits which are a pre-requisite to entrepreneurship such as risk taking tendency, self-assurance, need for achievement, etc. Lack of self-esteem in rural women makes them accept the implicit judgement of those who have status even when it is directed against their welfare.

Studies conducted showed that most of the developmental activities in developing countries hardly benefited women, more particularly the rural women [Chakravarti, 1975; Marilyn Carr, 1978; Kasturi, 1978; Dinesh, 1985; Chakravorti, 1986; Rao, 1986].

According to an estimate (Raghuvanshi, 1982), in rural area women are not engaged in any remunerative work for 247 days in a year and they are in need of gainful employment.

Since 1990, empowerment of women and particularly rural women has become a slogan, in every literature and reference to women's issues and in the women's development programmes. India has a long history of activism for women's welfare and rights, which has increasingly focused on women's economic rights. A range of government programmes have been launched to increase economic opportunity for rural and urban women (Bagchi, Jasodhara, 1999).

The importance of involving women in gainful economic activities had been stressed by John Stuart Mill (1869) and Engels (1884). The constraints that women entrepreneurs face has been discussed vividly in various studies [Soundarapandian 1991, Lalitha Rani, 1996; Dhameja 2004].

The Central and the State Governments have launched many entrepreneurial development programmes especially for women, with the focus on rural women. It has been realised that the urban women have wide scope of activities around them to explore but rural women do not get enough opportunity to make use of their economic potential. The constraints that rural women face differ from that of the urban women entrepreneurs (Anitha et.al., 1999).

In the light of the above discussions, the present study aims to analyse the different characteristics of the women entrepreneurs in Coimbatore district with the following objectives. To carry out the study, 400 women entrepreneurs, 200 from rural and 200 from urban areas in Coimbatore district were selected. The objectives of the study were

1. To study the social, economic and demographic profile of the selected women entrepreneurs.
2. To bring out the factors that prompted women to start their own business.
3. To analyse the major strengths and the environmental opportunities which promote entrepreneurship and the major weaknesses and threats faced by the women entrepreneurs.
4. To estimate the capital, cost, sales and net profit earned by the women entrepreneurs.
5. To evaluate the entrepreneurial performance of the selected women respondents and
6. To study the level of job satisfaction among the women entrepreneurs.

Hypotheses

In the course of the study the following hypotheses were tested.

- (i) Economic incentives were the main drive for entrepreneurial activities.
- (ii) The entrepreneurial economic success status of the women entrepreneurs is dependent on social, economic and demographic factors.

(iii) The various null hypotheses tested were - The women entrepreneurs of rural and urban areas did not differ significantly

- ❖ in their monthly income and expenditure,
- ❖ in their motivational factors which made them to enter work force,
- ❖ in the ranks assigned by them on the various items of strengths, weaknesses, opportunities and threats,
- ❖ in operating cost, sales and net profit made by them.
- ❖ in their success status and
- ❖ in their level of job satisfaction.

Coimbatore district has 21 panchayat unions of which Valparai and Anaimalai are among the highly irrigated area and agriculture based with less industrial development. In Anaimalai block there is no large scale industry and it has 62 small scale industries. To elucidate the extent of women participation in entrepreneurship in the agriculture based rural area, Anaimalai block was selected for the present study to select the rural respondents. The total number of rural women entrepreneurs selected from Anaimalai was 200.

Equal representation was given to all the revenue divisions, of the Coimbatore city in the selection of urban women entrepreneurs. Coimbatore Corporation consists of 11 revenue divisions. From each division, 18 women entrepreneurs who were willing and available to provide data were selected. Only in two divisions viz: D.B.Road and Tatabad 19 sample units were selected, totalling 200 women entrepreneurs representing the urban area.

Based on the categorization of the occupation provided by the District Industrial Centre (DIC), the occupations of the respondents were divided in to three categories viz, manufacturing, trading and service. Out of the 200 respondents in rural areas, 122 were manufacturers, 50 were traders and 28 were engaged in service activities. Among the 200 respondents in urban area 57 were manufacturers, 44 were traders and 99 were in service activities.

The data for the study were drawn from the responses of the 400 women entrepreneurs, elicited through a pre-tested interview schedule personally administered during January 2005 to October 2005.

The following quantitative analysis were applied; 't' test, multiple regression, Cobb-Douglas production function, cost function, sales estimation, scaling techniques, Garrett's ranking technique, SWOT analysis, concordance co-efficient, Spearman's rank correlation, entrepreneurial performance status, averages, percentages and graphs.

Major findings of the study

Social, economic and demographic profile of the sample households

In the study group 89% of rural and 94.5% of urban respondents are Hindus, 82.5% of rural and 87.5% of urban households belong to backward community. About 84% of rural and 65% of urban respondents are in nuclear family set up. More than 75% of the study group both in rural and in urban areas have their family size being 1 to 4.

Dependency ratio was 37% among the rural respondents and 42% for urban respondents.

The occupational status of the family members in rural area revealed that 60.49% of the family members of the women in manufacturing sector, were industrial employees and it was 58.7% for women in trading sector and 61.54% for women in service sector. In urban area 39.39% of the family members of women in manufacturing sector were industrial employees and it was 37.25% for women in trading sector and 29.47% for women in service sector.

When the women entered into business, for 16.5% of the women entrepreneurs in rural area and for 9% of the women entrepreneurs in urban area their husbands were unemployed.

On an average the monthly family income of the rural women entrepreneurs was Rs.4,569.50, and for urban women it was Rs.15,329.00. For the women in service sector of rural area the average family income was around Rs.5,200 and it was around Rs.16,500 for the women in manufacturing sector of urban area.

The average family expenditure of the rural women entrepreneur was Rs.1,500 for food items and Rs.1,900 for non-food items. For urban women it was Rs.4,500 for food items and Rs.4,750 for non-food items.

The 't' test revealed significant differences in the average monthly income earned and average monthly expenditures of the selected sample households in the manufacturing, trading and service sectors of rural and urban areas.

Social, economic and demographic profile of the women entrepreneurs

In the study group, 48% of the women entrepreneurs in rural and 60.5% in urban area belonged to the age group of 31-40 years. This percentage remained more or less the same for rural women entrepreneurs when they started the business (47%) but for urban women it was 48%. About 85% of rural and urban women entrepreneurs in the three sectors were married at the time of the survey as well as when they started the business. In rural area while 88% of the women entrepreneurs had no children below 5 years of age, it was about 60.5% for urban women entrepreneurs.

About 58% of rural and 99% of urban women entrepreneurs had completed their high school, 13% of the respondents in rural area were illiterates but none were illiterate in urban area. In rural area while 1.5% were graduates it was 36% in urban area.

Nature of work indicates that 91.5% of rural and 93% of urban women entrepreneurs had regular work through out the year.

Among the respondents 42% in rural and 46% in urban area had 3 to 6 years of work experience. Sector-wise analysis showed that, in rural area 25% of the women in service sector and in urban area around 32% of the women entrepreneurs in trading sector had 6-9 years of experience.

About 40% of the women entrepreneurs in rural and 53% of the women entrepreneurs in urban area worked for 6-9 hours per day.

Profile of the enterprise

In rural area, 62.5% of the units were started during the period 2000-2005. In urban area, 51.5% of the units were started during the period 1995-2000.

About 95% of the rural and 91.5% of the urban enterprises were sole proprietorship concerns.

In the manufacturing sector, 63.93% of the women entrepreneurs in rural area and 73.68% of the women entrepreneurs in urban area followed mass production method. About, 25% of the women entrepreneurs both in rural and urban areas carry out job order method of production.

For the question on quality inspection among the 179 manufacturing units only 16 units (8.94%) i.e., 12 (9.84%) in the rural area and 4 (7.02%) in urban area indicated that there was no quality control. In rural area, 26.23% indicated 'inspection of all items', 56.56% on maintaining quality 'on sampling basis' and 7.38% stated 'automatic quality control' measure. In urban area, 29.82% indicated 'inspection of all items', 45.61% maintained quality 'on sampling basis' and 17.54% followed 'automatic quality control' measure.

Project formulation

More than 60% of the rural women entrepreneurs in the three sectors reported that in the initial stage of their business they find marketing their products to be very feasible. This was reported in urban area by about 45% of the women in manufacturing and trading and by 17.17% of the women entrepreneurs in the service sector. Financial feasibility (56%) was the most facilitating factor for the women entrepreneurs of urban area.

In rural area 36% of the women entrepreneurs and in urban 55.5% had their own funds for starting their enterprise. About 13.5% of the women in rural area and 24% in urban area got financial assistance from banks. In rural area, 17.86% of the women entrepreneurs in service sector and in urban 31.82% women entrepreneurs in trading sector got loan from banks. About 22.5% in rural and 10.0% in urban got assistance from welfare schemes.

During the project formulation period, 50% of the women in rural and 40% in urban areas had problem in 'selection of business'.

During the project implementation period 35% of rural and 30% of women entrepreneurs in urban area had problem in 'arranging for finance'. The other major problems for both the rural and urban women entrepreneurs were 'finding job orders' (26.5% in rural and 22% in urban areas); 'selecting the location (14% in rural and 12.5% in urban areas) and 'employing labourers' (12.5% in rural and 13.5% in urban areas).

Motivators and motivating factors

In rural area 22% of the women entrepreneurs were motivated by their husbands, 21.5% of their parents and 15% had self-motivation in starting the enterprise. In urban area, 40.5% of the women entrepreneurs were motivated by their husbands, 29.5% had self-motivation and 18% were motivated by their parents. In rural area 24.59% of the women in manufacturing sector were motivated by their parents, 24 % of the women in trading sector by their husbands and 32.14% of women in service sector had been urged by self motivation. In urban area 47.37% of the women in manufacturing sector, 54.54% in trading and 30.03% in service sector were motivated by their husbands in starting their enterprises.

In rural area, 'desire to earn extra income' was the first motivating factor for the women entrepreneurs in manufacturing and trading sector (scores assigned being 1.69 and 1.74 respectively). This was the second most motivating factor for the women entrepreneurs in service sector (score=1.64). For the women of service sector 'to support the family' was the first factor (score=1.79). In urban area, 'leisure time on hand' was the first motivating factor for the women entrepreneurs of all the three sectors (scores assigned being 1.53, 1.59 and 1.66 respectively). The second most motivating factor for the women of all the three sectors was 'to be economically independent' (scores assigned being 1.47, 1.50 and 1.35 respectively). Compelling factors thus emerge as the main motivating factor for the rural women entrepreneurs. In urban area, it was the facilitating factors.

SWOT analysis

From the earlier studies on women entrepreneurs, ten items of strengths(S), weaknesses(W), opportunities(O) and threats(T) of the respondents were analysed. The women were asked to rank them based on their priority in ascending order. The ranks were converted into scores using Garrett's ranking technique. From the average scores the ranks were assigned. The higher the average score the more was the priority. In ranking the items of strength the first three places given by rural women were 'commitment and dedication' (score=65.66), 'family support' (score=64.57) and 'systematic planning' (score=57.69). In rural area women in manufacturing sector pointed out 'family support' (score=65.07) to be their major strength. For urban women the first three ranks were assigned for 'more qualitative, (score=64.4), 'commitment and dedication, (score=63.78)

and 'systematic planning' (score=62.98). In urban area the women in service sector did not recognize being, more qualitative, as their major strength as they have assigned the fourth rank (score=60.29) for this item. Findings showed that the women entrepreneurs felt 'commitment and dedication' to be their major strength. The women entrepreneurs of both rural and urban areas had assigned tenth rank for 'easy loans' which indicated that loan availability was not adequate.

In weakness factors, the rural women had given the first three places to 'less idea generation due to lack of interaction' (score=59.57), 'considerate and not firm' (score=58.92) and 'no calculated risks' (score=57.19). In rural area the women in trading sector felt that being 'considerate and not firm' (score=61.84) was their major weakness. For the women in manufacturing and service sector it was 'less idea generation due to lack of interaction' (scores being 58.06 and 62.79 respectively). Urban women entrepreneurs assigned first rank for, 'considerate and not firm' (score=63.67), followed by 'no calculated risks' (score=63.55) and third to 'conscious of societies attitude' (score=61.19). In urban area for the women in manufacturing and trading sector being 'considerate and not firm' was the major weakness (scores assigned being 63.86 and 65.00 respectively) and for women in service sector it was 'no calculated risks' (score=65.27).

For opportunity factors both rural and urban women had assigned the first rank to 'skill in potential field' (scores assigned being 64.19 and 69.78 respectively) and third to 'assured captive market' (scores assigned being 57.76 and 60.72 respectively). In rural area, women in manufacturing sector had assigned second rank to 'conducive atmosphere' (score=58.82) but the women in trading and service sector had assigned second rank for 'entrepreneurial development agencies' (scores assigned being 59.82 and 60.14 respectively). In urban area, women in manufacturing and service sector had assigned second rank for 'help of family members' (scores assigned being 63.46 and 59.69 respectively). Women in trading sector had assigned second rank for 'liberal views' (score=68.32). Women entrepreneurs of both rural and urban areas were quite dissatisfied with their 'educational qualification' as the women of rural area had assigned 8th rank (score=40.14) and the women of urban area placed it at the 10th rank (score=36.48).

For threat factors, women entrepreneurs of rural and urban areas had assigned first rank to 'big units competition' (scores assigned being 60.18 and 70.58 respectively). The

women entrepreneurs of rural area assigned second and third ranks to 'shortage of capital' (score=58.33) and 'obsolescence of product of technology' (score=56.96) respectively. Women in manufacturing sector had assigned fourth rank for 'small units competition' (score=55.63) but the same item was placed in the 3rd rank by women in trading sector (score=56.98) and the first rank in service sector (score=60.14). The women entrepreneurs of urban area had assigned second rank for 'small units competition' (score=55.34) and third rank for 'giving up due to family obligation' (score=54.08). In urban area the second major threat for women belonging to all the three sectors was 'small units competition'.

An analysis was also carried out on the assessment of the percentage of women assigning first rank for each items of SWOT. Considering the items of strength, 30% of the women entrepreneurs of rural area has assigned first rank for 'commitment and dedication' and 34% in urban area for 'more qualitative'. For weakness factors, a maximum of 22.5% of the women entrepreneurs in rural area has assigned first rank for being 'considerate and not firm' and 27.5% in urban area for 'conscious of society's attitude'. For opportunity factors, 25.5% of the women entrepreneurs in rural area had assigned first rank for 'skill in potential field' and 25% for 'conducive atmosphere'. In urban area, 42% of the women had assigned first rank for 'skill in potential field'. For threat factors, 29.5% of the women in rural area had assigned first rank for 'shortage of capital' and 55.5% in urban area for 'big units competition'.

Concordance co-efficient (W) was applied for the various items of SWOT. The findings revealed that there was no concordance among the women entrepreneurs in ranking the various items of SWOT, i.e., the individual ranking of the women entrepreneurs differed.

Further an attempt was made to find out whether there is any correlation on the ranks assigned by the rural and urban women entrepreneurs on each items of SWOT. Based on the Spearman's rank correlation it was inferred that for the items of strength ($r=0.77$) and weakness ($r=0.81$) high correlation existed. For the items of opportunities ($r=0.42$) the correlation was not significant. For threat factors the rank assigned by the women of trading ($r=0.66$) and service sector ($r=0.58$) were significantly correlated but for the women of manufacturing sector ($r=0.44$) correlation was not significant.

Resource use

In rural area, the amount of own capital invested by the women entrepreneurs ranged from Rs.2,000 to Rs.2 lakhs. Among total respondents, 37% of them did not have own capital for investment and about 34.5% of the women entrepreneurs had their own capital ranging from Rs.2,000 to Rs.5,000. In urban area, about 20.5% of the women did not have their own capital invested. The range of own capital made by the urban women entrepreneurs was much greater when compared with rural women. About 26% of the women had their own capital ranging from Rs.25,000 to Rs.50,000.

In rural area, the percentage of women who had borrowed capital in the range of Rs.1,000 to Rs.5,000 was 31.5. About 14.5% had borrowed in the range of Rs.10,000 to Rs.25,000 and 9% of them had borrowed Rs.5,000 to Rs.10,000. In urban area the percentage of women who had borrowed Rs.25,000 to Rs.50,000 was 16.5 followed by 15% borrowing Rs.50,000 to Rs.1 lakh, 9% borrowed Rs.10,000 to Rs.25,000 and 4.5% borrowed more than Rs.1 lakh. The analysis on the amount borrowed for investment revealed that out of the total respondents 36% of the women in rural and 55% of the women in urban area had no borrowings.

About 27.5% of the women in rural area had their total capital in the range of Rs.5,000 to Rs.10,000. In this 25.41% were in the manufacturing sector, 28% in the trading and 35.71% in service sector. For 24.5% of the women total capital was in the range of Rs.10,000 to Rs.25,000. In urban area, 37.5% of the women had total capital ranging from Rs.1 lakh to Rs.2 lakhs. In this 33.33% were in the manufacturing sector, 56.82% were in the trading and 31.31% in the service sector. About 40% had total capital being less than Rs.1 lakh and 22.5% of them had total capital exceeding Rs.2 lakhs.

In rural area, 57.5% of the women entrepreneurs had made an increase in their capital up to Rs.1,000 to Rs.5,000. In this 59.02% were in the manufacturing sector, 58% in trading and 50% in the service sector. In urban area, 26.5% of the women had made an increase in their capital ranging from Rs.50,000 to Rs.1 lakh. In this 31.58% were in the manufacturing, 31.82% in trading and 21.21% in service sector. This was followed by 21% making an increase of Rs.5,000 to Rs.25,000 and another 21% making an increase of Rs.25,000 to Rs.50,000.

The results of 't' test revealed significant differences in the capital investment made and increase in the capital among the rural and urban women entrepreneurs.

In rural area, 84% of the units had not engaged any male worker and it was 51.5% in urban area. In rural area, 32.5% of the units had 2 to 3 female workers and it was 54% in urban area. The analysis revealed that there exists a preference for female employees in the women run enterprises.

Cost

In rural area, 44.26% of the women in manufacturing sector purchased raw materials amounting Rs.500 to Rs.1,000 per month. In urban area, 36.84% of the women purchased raw materials for Rs.5,000 to Rs.10,000 per month. The average cost incurred for raw material was Rs.1,998.77 in rural area and Rs.7,231.58 in urban area.

In rural area, 44.5% of the respondents paid wages in the range of Rs.1,500 to Rs.2,500 per month. This percentage was 46.72 in the manufacturing sector, 38% in trading and 46.43% in the service sector. In urban area, 49% of the women paid Rs.3,000 to Rs.5,000 per month. This percentage was 43.86 in the manufacturing sector, 59.09% in trading and 47.47% in the service sector. The average wage paid to the labourers in rural area was Rs.1,740.50 and in urban area Rs.3,861.25.

In rural area, 41% of the women spent Rs.250 to Rs.500 per month towards maintenance cost. This percentage was 42.62 for manufacturing, 36% for trading and 42.86% for the women of service sector. About 40.5% of the women entrepreneurs in urban area spent Rs.250 to Rs.500 and 32% spent Rs.500 to Rs.1,000. The average cost incurred towards maintenance was Rs.270 in rural area and Rs.842.25 in urban area.

More than 80% of the women entrepreneurs in all the three sectors of rural area had their own place for carrying out their business activities. This percentage in urban area was 68.42 for manufacturing, 54.55% for trading and 57.58% for the women entrepreneurs in service sector. On average, in rural area women entrepreneurs paid Rs.138.50 towards rent and in urban area it was Rs.870.00.

In rural area, out of the total respondents 28% of them did not incur any transport cost. Among the remaining 72% of the women; 35.5% spent Rs.250 to Rs.500. This

percentage was 42.62 for manufacturing, 32% for trading and 10.71% for women in service sector. In urban area, 32% of them did not have transport cost. Of the remaining 35.5% spent Rs.1000 to Rs.2000. The average cost incurred for transportation was Rs.252.75 in rural and Rs.735.50 in urban area.

More than 95% of the women entrepreneurs in all the three sectors of rural area did not incur any marketing cost. In urban area, out of the total respondents 60% had no marketing cost. Out of the remaining 40%; 24% spent Rs.500 to Rs.1,000. This percentage was 36.84 for manufacturing, 31.82% for trading and 13.13% for women in service sector. The average marketing cost was Rs.5.00 in rural area and Rs.215.50 in urban area.

In rural area, 46.72% of the women entrepreneurs in manufacturing sector incurred Rs.2,500 to Rs.5,000 and in urban area, 36.84% of the women entrepreneurs in manufacturing sector incurred Rs.6,000 to Rs.10,000 per month as total production cost. The average production cost was Rs.3,936.48 in rural area and Rs.20,438.60 in urban area.

In rural area, 31% of the women incurred a total cost of Rs.1,000 to Rs.2,000, followed by 27% of them incurring Rs.2,000 to Rs.3,000 per month. In urban area, 39.5% had incurred Rs.5,000 to Rs.10,000, followed by 37% incurring Rs.2,000 to Rs.5,000 as total cost. On the average total production cost in rural area was Rs.4,168.03 for manufacturing, Rs.3,079 for trading and Rs.2,241.07 for the women in service sector. In urban area it was Rs.18,863.17 for manufacturing, Rs.6,898.86 for trading and Rs.5720.71 for the women entrepreneurs of service sector.

Linear, quadratic and cubic cost functions were estimated (Table-69). The marginal cost of production in rural area was 0.961 and in urban area it was 0.935. From the estimated cost function in all the three sectors in both rural and urban areas it was found that the parameter estimates of Q was positive, and that of Q^2 was negative. This implies that the cost were first increasing and then declining. From the estimated quadratic cost functions, it was revealed that optimum cost in rural area was obtained when the production was Rs.154.94 and in urban area it was Rs.6,932.15.

Sales

In rural area, the monthly sales made by 61% of the women entrepreneurs was Rs.2,500 to Rs.5,000. This percentage was 47.54 for manufacturing, 42% for trading and 82.14% for the women in service sector. In urban area, 34% of the women were making sales for Rs.10,000 to Rs.15,000, followed by 28% for Rs.5,000 to Rs.10,000 and the remaining 38% were able to make sales exceeding Rs.15,000. The percentage of urban women entrepreneurs making sales exceeding Rs.15,000 in the manufacturing sector was 73.68, 45.46% in trading and 14.14% in the service sector. The average sales per month was Rs.6,714.75 for manufacturing, Rs.7,972 for trading and Rs.4,803.57 for the women entrepreneurs of service sector in rural area. The overall average sales per month was Rs.6,761.50. In urban area the average sales per month was Rs.25,517.54, Rs.16,113.60 for trading and Rs.11,292.90 for service sector. The overall averages sales was Rs.16,407.

The estimated sales model showed that in rural area only in the service sector, capital and labour significantly determined the sales made by the entrepreneurs (equation 9). For a unit increase in the number of labourers, sales in the service sector increased by Rs.3,368.36. These two variables could explain about 54% of the variations on the sales made by the women entrepreneurs in the service sector. In trading sector capital invested alone had a positive and significant impact on sales. In urban area too, in the service sector capital invested and the number of labourers significantly influenced sales (equation 13). For every unit increase in the number of labourers in service sector, sales could increase by Rs.3,748.22, and these two variables could explain about 57% of the variations in sales.

In rural area, the basic problem faced by the women in marketing was 'finding orders' (30.5%), followed by 'tough competition' (26.5%) and 'problems from rivals' (16.5%). In urban area, also the same position retains. The major problem was 'finding orders' (36.5%), followed by 'tough competition' (27%) and 'problems from rivals' (20.5%).

Production

To find out the contribution of selected factors –viz. capital and labour on production in the manufacturing sector of both rural and urban areas, Cobb Douglas production functions were fitted. The elasticity of production with respect to labour was

0.16 in rural and 0.577 in urban area. The elasticity of production with respect to capital was 0.15 in rural and 0.42 in urban areas. The units run by women entrepreneurs in rural area depicted diminishing returns to scale ($\hat{b}_1 + \hat{b}_2 = 0.309$) and that of the units run by women entrepreneurs in urban area depicted constant returns to scale ($\hat{b}_1 + \hat{b}_2 = 0.998$).

Income analysis

In rural area, 53% of women entrepreneurs earned an income of Rs.1,000 to Rs.2,000, followed by 28.5% earning Rs.2,000 to Rs.3,000. In urban area, 51.5% of the women were able to earn Rs.5,000 to Rs.10,000 per month. This percentage was 49.12 for manufacturing, 72.73% for trading and 43.43% for service sector. The 't' test results showed significant differences in the monthly income of the women entrepreneurs.

To find out the extent of influence of selected social and economic factors on the monthly income earned by the women entrepreneurs, multiple regression analysis was used. In all the three sectors in rural area, sales turnover, years of experience, investment, and number of dependents had positive impact on income. For the women entrepreneurs of manufacturing sector, sales turnover, investment, number of dependents and years of experience had significant impact on their monthly income. These four variables together could account for 43% of the variations in income (equation 20). For the women entrepreneurs of trading sector sales turnover, years of experience, working hours and marital status had significant impact on their monthly income as these four variables together could account for 68% of the variations in income (equation 24). In the service sector sales turnover and working hours had significant impact on their monthly income. These two variables together could account for 92% of the variations in income (equation 26). For the women entrepreneurs of manufacturing sector in urban area, sales turnover had positive impact on income. There was negative relationship between number of labourers and income. These two variables together could account for 81% of the variation in income (equation 28). For the women entrepreneurs in trading sector sales turnover and capital had significant impact and these two variables together could account for 53% of the variations in income (equation 30). For the women of service sector also sales turnover and capital had significant impact and these two variables together could account for 67% of the variation in income (equation 32).

The study revealed that 52.5% of the women in rural area contributed 30-50% of their share to family income. This percentage was 54.92 for manufacturing, 44% for trading and 57.15% for service sector. In urban area, 68.5% of the women made a share of 20-40% of their family income. This percentage was 66.40 for manufacturing, 61.36% for trading and 76.76% for the women of service sector.

Entrepreneurial Economic Success Status (EESS)

The criteria adopted by Lalitha Rani (1996) was applied, to categorise the women entrepreneurs as 'unsuccessful', 'successful' and 'very successful' based on the proportion of their borrowings to own investment and on net profit to total investment. It revealed that 47% of the rural women entrepreneurs were 'very successful' in raising capital in relation to their own capital. The percentage was 50.82 for manufacturing, 44% for trading and 35.71% for service sector. In urban area 41.5% of the women were 'very successful' in raising capital in relation to their own capital. The percentage was 40.35 for manufacturing, 36.36% for trading and 44.44% for the women of service sector.

Further 16.5% of the rural women entrepreneurs were 'very successful' in making profit from their total investment. This percentage was 18.85 for manufacturing, 10% for trading and 17.86% for service sector. In urban area, 39.5% of the women entrepreneurs were 'very successful' in making profit from their total investment. This percentage was 52.63 for manufacturing, 43.18% for trading and 30.30% for service sector.

The success status of the women entrepreneurs was assessed based on the ratio of net profit to total investment in relation to selected social, economic and demographic factors. The chosen variables were caste, marital status, type of family, age of the respondents, literacy level, capital invested and work experience. To find out the association between the success status of women entrepreneurs with social, economic and demographic factors, chi-square test was applied.

The findings revealed that, for all the three sectors in both rural and urban areas success level was found to depend on the caste of women entrepreneurs and marital status.

There were mixed results in the relationship between type of family and success level. In rural area, in manufacturing and trading sectors success level was dependent on

type of family and independent in the service sector. The result was just opposite in urban area. In manufacturing and trading sectors in urban area success level was independent of type of family and was dependent in service sector.

Age of the women entrepreneurs had an impact on the success status in the manufacturing sector in rural area and in the service sector of urban area.

In rural area in all the three sectors success level was closely associated with literacy level. In urban area excepting for trading sector, in manufacturing and service sector success level was dependent on the literacy level.

Manufacturing sector in rural area showed that success status of the entrepreneur was dependent on capital invested. This was not the case in trading and service sector. In urban area the service sector showed that success status was related with capital invested.

In rural area excepting for the women entrepreneur in service sector the work experience was found to have an impact on the success status of the women in manufacturing and trading sectors. In urban area there was reverse in this result. Only for the women entrepreneur in the service sector success status was related with work experience.

Combining all the three sectors in both rural and urban areas and combining the rural and urban areas it was found out that the success status of the entrepreneurs was dependent on all the selected social, economic and demographic factors.

Level of job satisfaction

Women entrepreneurs were asked to mark their level of satisfaction for the 'training' they had, 'job satisfaction', their 'earnings', their 'educational qualifications', the 'appreciation for work in their own field' and 'appreciation they received for work at home'. Based on a five point scaling technique, it was found that in rural area women entrepreneurs were fully satisfied with their job as well as on the training they had, scores assigned being 1.69 and 1.63 respectively. In urban area it was the appreciation of their work at their own field (score = 1.75) and job satisfaction (score = 1.64) were the factors which gave them higher level of satisfaction. The women entrepreneurs of all the three

sectors both in rural and urban areas were not satisfied with the educational qualification they acquired.

The respondents of the study were asked during the interview schedule on their opinion about the results they expected if better opportunities were made available to them. In rural area, sector-wise analysis showed that women in manufacturing sector (24.59%) gave more importance for 'bulk orders' in trading sector 28% of them stated 'government assistance' and in service sector 39.29% stated 'facility to earn more' as their required opportunity. In urban area, 33.33% of the women in manufacturing sector opted for 'government assistance', in trading it was 'credit availability' by 40.91% of the women and in service sector also 31.31% of the women opted for 'credit availability'.

Conclusion

The study reveals the importance of women in supporting their families interms of financial assistance. Women who were once considered to be only a bread maker now have started to be bread winners also. Further the importance of providing basic skill oriented training to women and also simplifying the institutional credit facilities are also being brought out. There is a need to adopt an integrated and holistic approach towards the upliftment and empowerment of women. It is necessary to raise the economic and social status of the women so as to make them participate in the main stream of national development. The rural-urban differentials among the women entrepreneurs interms of income, sales, cost, investment etc. strengthened the argument for providing more infrastructure, financial and marketing provisions to rural women. The schemes implemented for women should have their focus on rural women. In a society there should be a balanced development for the progress of the economy.

SWOT OF THE WOMEN ENTREPRENEURS

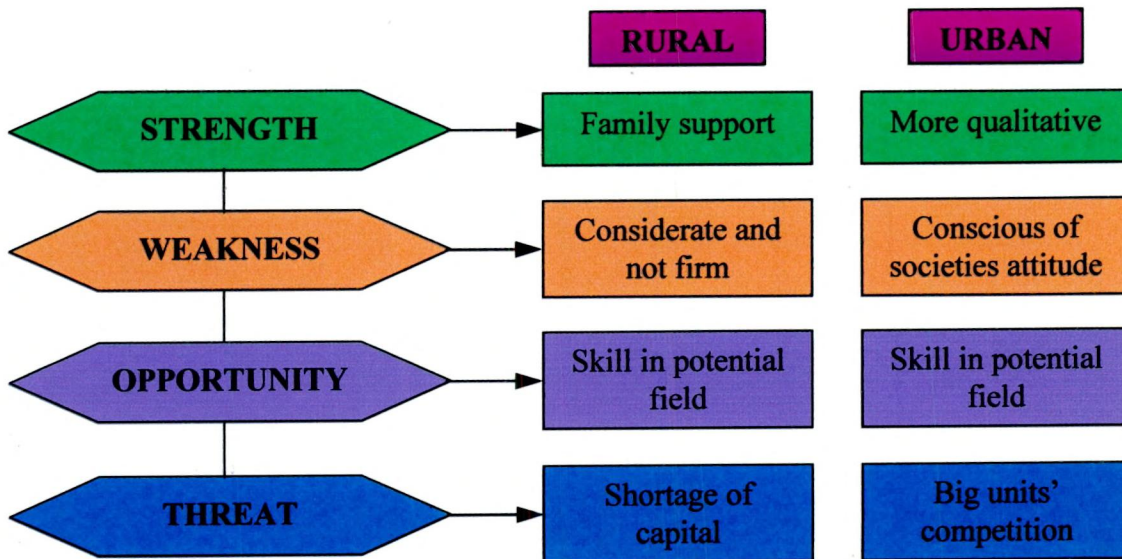


Fig. 18

The study shows that though most of the developmental activities hardly benefited rural women, yet the age old notion of women 'to bear and rear children' is changing even among the low income families. The findings confirm the theory advocated by the earlier economists (G.F.Papanek and J.R.Harris, 1970) that economic incentives were the main drive for entrepreneurial activities among the rural women. For the urban women, it is the tendency to strive for success.

Based on the findings of the study, the following suggestions have emerged.

Suggestions

1. Since women contribute a substantial amount of income to their family, specificity of the magnitude of their contribution is essential. Researches pertaining to women's issues should point out in concrete terms the extent of contribution that women make to the family.
2. Lack of adequate financial resources is one of the major problems faced by the women entrepreneurs. Hence the government should take special interest to conduct awareness programmes for women in rural and urban areas and conscientise women about the credit facilities available to them.

3. Surveys should be conducted annually by the planning officials in each district, with regard to the socio-economic conditions of the earning women to get an idea about the participation of them on the overall economic activity.
4. To avail loans easily bank procedures and formalities can be simplified and the required documents can be minimized.
5. A separate Committee of trained women leaders should be appointed to help the women entrepreneurs to become aware of the welfare programmes enacted by the government especially for them.
6. As majority of the respondents quoted that they were not satisfied on their educational qualifications, measures should be taken to strengthen the literacy programmes for women.

Areas for further research

1. Financial and social constraints of rural women entrepreneurs.
2. Role of entrepreneurship programmes for women in Tamilnadu.
3. Emerging issues of women entrepreneurs in India with special reference to their business challenges.
4. Opportunities, performance and problems of women entrepreneurs – A study with special reference to women in underdeveloped areas.
5. Ways and means of promoting entrepreneurship among rural women.
6. Institutional support for rural women entrepreneurship development, and
7. An assessment of strengths and opportunities of women entrepreneurs in the urban areas of Tamilnadu.