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## ROLE OF ENTERPRISE SUPPORT AGENCIES IN WOMEN ENTREPRENEUR DEVELOPMENT

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### 1. INTRODUCTION

Entrepreneurship creates employment opportunities and extracts the use of natural and human resources. Entrepreneurship is breeder by self-employment, contributes much towards the national income of a country, and leads for economic growth. India being a large and diversified country, the development of small-scale entrepreneurship helps for the national development and provides more & more employment opportunities for the vast population. It reduces the concentration of wealth in few hands and helps for achieving balanced economic growth.

In a fast developing country like India, the forces of commercialization, modernization and industrialization are actively operating and transforming the traditional modes of production into modern capitalistic enterprises. The study aimed at understanding the role of enterprise Support Agencies in entrepreneurial development among women is a unique attempt and would highlight their existing status and contribution in national economy. A close look in their personal history, motivational forces, entrepreneurial performance, communication system and constraints faced by them at various stages would certainly help in improving their own efficiency and standard as well as help the national authorities in streamlining the future strategies of greater economic responsibility of our country. The dogging of their personal variables in relation to their entrepreneurial performance would help in defining certain important traits of business, which is turn, could be improved upon in the present day entrepreneurs or can be transmitted to new and prospective ones through teaching and training media. The better understanding of this complex system in relation to various supporting agencies would definitely help improving the interact ional part of different components. The communication skill evaluation through different types of linkages are necessarily checked for increasing the efficiency of developing units so that they can

keep pace and compete with the fast developing world. The evaluation of different assistance provided by the supporting agencies for the Women Entrepreneurs would also ease the policy makers and heads of these institutions to work efficiently in providing latest technical know-how and equipments. It would also identify different factors associated with the Women Entrepreneurs communication skills in approaching right personnel in these agencies and institutions. Additionally, it will help the agencies to mend their communications as well as working approaches for efficiently delivering the goods to the clients.

### 2. OBJECTIVES OF THE STUDY

- To study the profile of the enterprise initiated by Women Entrepreneurs.
- To study the approach of Women Entrepreneurs towards Support Agencies.
- To study the difficulties and constraints encountered by Women Entrepreneurs during the interaction with the Support Agencies.

### 3. REVIEW OF LITERATURE

Jean Baptiste Say (1824) defines Entrepreneur as the economic agent, involving production, with the use of labour force and the capital or land and ultimately get some profit. Essence of Entrepreneurship lies in the perception and exploitation of

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new opportunities in the realm of business (Schumpeter, 1961; Robbtor, 1987). Hirsch (1985) states the Entrepreneur helps the process of creating something different with value by devoting the necessary time and effort, assuming the accompanying financial, psychological and social risks and receiving the results in terms of rewards of monetary and personal satisfaction. Entrepreneurship should be individual's and group's purposeful activities undertaken to initiate, maintain or aggrandize a profit oriented business unit for the production or distribution of economic goods or services (Cole, 1968; Leibenstein, 1968; Rao and Nafziger, 1970; Harper, 1984; Rao and Alagandhi, 1989; Sharma, 1988; Lohn, 1990; Mord, 1990; Shah, 1985; Jyotibha, 1990; Mohmmad and Alias, 1990) states, Training or Entrepreneurial Development Programmes help a person to become aware of such qualities present in him and develop them constructively.

Singh and Gupta (1985) states, every Entrepreneur look at Entrepreneurship depending upon his/her education. Rogers (1983) states, the knowledge of existence of an innovation can create motivation for its adoption. Shah (1985) states, awareness and education about policy and programmes for women are also essential features to develop Entrepreneurship. Jyotibha (1990) states, An Entrepreneur learns the tricks of the trade and expertise over experience.

Singh and Gupta (1990) observed that women still lack the supportive climate where their motive to excel is charged and their vision for action is sharpened. Sharda (1989) pointed out the recent boosting in Governmental involvement through different official and non-official agencies at the State as well as Central levels compiled with various schemes, programmes and training for the Women Entrepreneurs. Support in the form of counseling and guidance through institutions and

agencies regarding business decisions are essential in the formulative stage (MDI, 1982; Jyotibha, 1990) and later when dealing with problems encountered by Women Entrepreneurs (Vitz, 1987). Man power support is another factor affecting entrepreneurial performance (Amte and Shukla, 1990)

#### 4. RESEARCH METHODOLOGY

##### *Sample Design*

The sample of this study consists of Registered Women Entrepreneur of Coimbatore City. The sample size was restricted to 100 Women Entrepreneurs. The Sample procedure adopted was Simple Random Sampling. The samples were selected through Lottery method.

##### *Statistical Tools & Technique*

In order to analyze and interpret the collected data the Chi-Square and Analysis of Variance techniques were appropriately used. Graphical representation for the same was also used.

#### 5. ANALYSIS AND INTERPRETATION

Having received the details from the sample units, information are analyzed with due reference to the objectives framed on this study. The analyses are discussed and appropriate interpretations are given in the chapter. The following are the various stages of analysis done for the present study.

- Demographics of Women Entrepreneurs.
- Profile of the enterprise initiated by Women Entrepreneurs
- Approach of Women Entrepreneurs to the Support Agency
- Difficulties faced by the women entrepreneurs

*The findings of the study are as follows:*

##### *Demographics Of Women Entrepreneurs*

The perusal of the analyzed data revealed that majority of Woman Entrepreneur was up to the age group of 35 years and that accounts to 41(41%). A majority of 44(44%) respondents have done up to SSLC. Out of 100 respondents surveyed 98(98%) are married. Since most of the respondents are married, the education of spouse done up to SSLC come up to 30(30%). The sizes of family of 43(43%) respondents are 4-5 members per family. Family incomes of 63(63%) respondent come up to Rs.5000 per month.

#### *Profile Of The Enterprise Initiated By Women Entrepreneur*

From the data, it could be concluded that majority of the respondents are engaged in manufacture type of business and accounts to 50(50%). 39(39%) respondents say their establishment was 1-3 years old and a total of 43(43%) respondents say they had no employees in their establishment. The initial capital investment of 38(38%) Women Entrepreneurs was above Rs.75000. 39(39%) respondents annual income from business was between Rs.20001-40000.

#### *Approach Of Women Entrepreneurs To The Support Agency relationship Between Type Of Business And Initiateness To Approach Support Agency Before Starting Business*

Out of the 100 Women Entrepreneurs surveyed, 65(65%) Women Entrepreneurs have approached the Support Agency before starting of business. Out of the 65, 34(68%) Women Entrepreneurs engaged in manufacturing type of business have approached the Support Agencies before starting their business, 21(67.7%) Women Entrepreneurs engaged in service type of business have approached the Support Agencies before starting their business, 10(52.6%) Women Entrepreneurs engaged in trade type of business have approached

the Support Agencies before starting their business.

#### *Support Facility Availed With Support Agency Before and After Commencement Of Business*

From the data its concluded that, out of the 65(65%) Women Entrepreneurs who approached Support Agency before commencement of business, 46(70.8%) Women Entrepreneurs have availed Knowledge Assistance with the Support Agencies, again, a total of 34(52.3%) Women Entrepreneurs have availed Financial Assistance with the Support Agencies, 19(29.2%) Women Entrepreneurs have availed Personality Development. A total of 91 Women Entrepreneurs have approached for necessary assistance and help after commencement of business. Out of the 91, 56(61.5%) have availed Knowledge Assistance with Support Agency after commencement of business, 50(54.9%) Women Entrepreneurs have availed Financial Assistance, 25(27.5%) have availed Personality Development. Analysis of variance test was carried for various types of assistance comparing different types of business, various amount of Capital Invested. In the Manufacture type of business, a majority of 48 Women Entrepreneurs have availed Knowledge Assistance with its mean working to 3.5000. In the Manufacture type of business, 42 Women Entrepreneurs availed Financial Assistance with its mean working to 3.2143. In the Manufacture type of business, 23 Women Entrepreneurs have availed Personality Development with its mean working to 3.3913. In the Manufacture type of business, 14 Women Entrepreneurs have availed Technical Guidance with its mean working to 3.4286. In the Manufacture type of business, 13 Women Entrepreneurs have availed Marketing Assistance with its mean working to 3.9231. A majority of 34 Women Entrepreneurs have availed Knowledge Assistance whose capi-

tal investment is up to Rs.25000 in their enterprise with its mean coming to 3.7647. Thirty-three Women Entrepreneurs have availed Financial Assistance whose capital investment is above Rs.75000 in their enterprise with its mean working to 3.4848. Fifteen Women Entrepreneurs whose capital investment is up to Rs.25000 in their enterprise have gained from the Personality Development classes conducted by Support Agencies with its mean coming to 3.8000. Nine Women Entrepreneurs have availed Technical Guidance assistance whose capital investment is above Rs.75000 in their enterprise with its mean working to 3.3333. Eight Women Entrepreneurs have availed Marketing Assistance whose capital investment is up to Rs.25000 in their enterprise with its mean coming to 4.1250. It is clear that there is significant difference among the Nature of Business in the average rating given for Financial Assistance at 5% level. It is also clear that there is significant difference among the Nature of Business in the average rating given for Knowledge Assistance at 1% level.

A comparison between Capital Invested and the initiative ness of the Women Entrepreneurs to approach Support Agency before starting business reveals that, 26(72.2%) Women Entrepreneurs whose Capital Investment upto Rs.25000, have approached the Support Agencies before starting their business, 25(65.8%) Women Entrepreneurs whose capital investment above Rs.75000, have approached the Support Agencies before starting their business, 14(53.8%) Women Entrepreneurs, who's Capital Investment between Rs.25001-75000, have approached the Support Agencies before starting their business.

*Initiativeness Taken To Approach Support Agency After Commencement Of Business*

A total of 91 (91%) respondents have approached Support Agencies after commencement of business

*Frequency Of Contact With Support Agency*

Out of 100 respondents, 80 (80%) Women Entrepreneurs have regular contact with Support Agency, 8(8%) Women Entrepreneurs often have contact with the Support Agency, 5(5%) Women Entrepreneurs occasionally contact Support Agency.

*Relationship Between Type Of Business And Advice By Support Agency To Improve Business*

Out the 100 respondents, 59(59%) respondents have got advice by Support Agencies to improve business. Out of the 59, a majority of 31(62.0%) Women Entrepreneurs from manufacturing business have advice by Support Agencies to improve business. A total of 33 respondents out of the 100 have got advice at times by the Support Agencies to improve business. Out of the 33(33%), 17 (34.0 %) from Manufacturing business has got advice at times by the Support Agencies to improve business. A total of 8 respondents, out of the 100, say, they did not get advice by Support Agen-

ANOVA for various Type of Assistance comparing different Types of Business

		Sum of Squares	df	M <sup>2</sup>	F	Sig.	Table Value
Type of business Vs Financial Assistance	Between Groups	7.969	2	3.984	3.901	5%	3.12
	Within Groups	77.626	76	1.021			
Type of business Vs Knowledge Assistance	Between Groups	14.813	2	7.406	11.066	1%	4.87
	Within Groups	54.881	82	.669			

*Relationship between Capital Invested And Initiatives To Approach Support Agency Before Starting Business*

cies. Out of the 8, 6(19.4%) respondents of Service business did not get advice by Support Agencies to improve business.

*Relationship Between Capital Invested And Advice By Support Agency To Improve Business*

Out of the 59(59.0%) respondents who has got advice by Support Agencies to improve business, include, a majority of 27(75.0%) respondents with Capital Investment up to Rs.25000. Out of the 33(33.0%) respondents who has got advice at times by Support Agencies to improve business, include, a majority of 14(36.8%) respondents with Capital Investment above Rs.75000. Out of the 8(8.0%) respondents who did not get advice by Support Agencies to improve business, include, a majority of 7(18.4%) respondents with Capital Investment above Rs.75000. The statistical analysis reveals that, there is significant association between Capital Invested and advice by Support Agencies to improve business.

*Difficulties Faced With Support Agency*

A total of 68 (68%) respondents felt least critical about the conduct of officials. A total of 42 (42%) respondents felt least critical about the preferential treatment by officials. A total of 40(40.0%) Women Entrepreneurs found it feasible about the cooperation of Support Agencies. A majority of 39 (39%) respondents felt least critical about the training in their respective field. 38 (38%) respondents felt the project feasible. 37(37.0%) Women Entrepreneurs felt feasible about the procedures and formalities. 35 (35.0%) respondents felt feasible about the financial position. A total of 33(33.0%) Women Entrepreneurs felt feasible about the guidance sought. Another 30(30.0%) respondents felt neither feasible nor difficult about the official attention to their needs. 28(28.0%) Women Entrepreneurs felt least critical about the trade knowledge.

*Difficulties Faced With Support Agency (Mean)*

The conduct of official was certified as the least critical part of the Women Entrepreneurs in Trade type of business with its mean rating working to 1.3158. Women Entrepreneurs of the Manufacture type of business considered least critical about the treatment by officials with its mean rating coming to 1.8200. The Training relevant to the field was felt least critical by the Women Entrepreneurs of the manufacturing type of business with the mean rating coming up to 1.8600. The cooperation of the Support Agencies staff was considered least critical for the Women Entrepreneurs of the Manufacture type of business with its mean rating coming to 1.9600. The Women Entrepreneurs of the Manufacture type of business considered feasible about the official attention to their needs and its mean rating comes to 2.1000. In the Manufacture, type of business the Women Entrepreneurs considered feasible about the guidance rendered with its mean rating coming to 2.1400. The feasibility of project of respondents of the service type of business was considered feasible with its mean rating coming to 2.1935. The Women Entrepreneurs of the service business overall felt feasible about the Trade knowledge and its mean rating coming to 2.1935. The procedural formalities were considered feasible in the Manufacture business with its mean rating coming up to 2.2000. The financial position of the respondents with regard to Manufacture business was felt feasible with mean rating 2.6200.

**6. CONCLUSIONS**

The Women Entrepreneurs all together had various views on Entrepreneurship and this had an impact on the growth and survival of the enterprise. Women restricting their scale of operation to a level where they could meet the finances by

themselves to certain extent and to a level at which the work-home role conflict was at levels compatible to them. Women Entrepreneurs in spite of their travails and hardships are a satisfied and confident lot

in society and a model to other women as entrepreneurship empower them in every aspect of their life. The future will, no doubt, see women establishing industrial establishments bigger in their own right.

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