

WOMEN EMPOWERMENT THROUGH ENTREPRENEURSHIP WITH SPECIAL EVIDENCE FROM TAMILNADU RURAL AREAS

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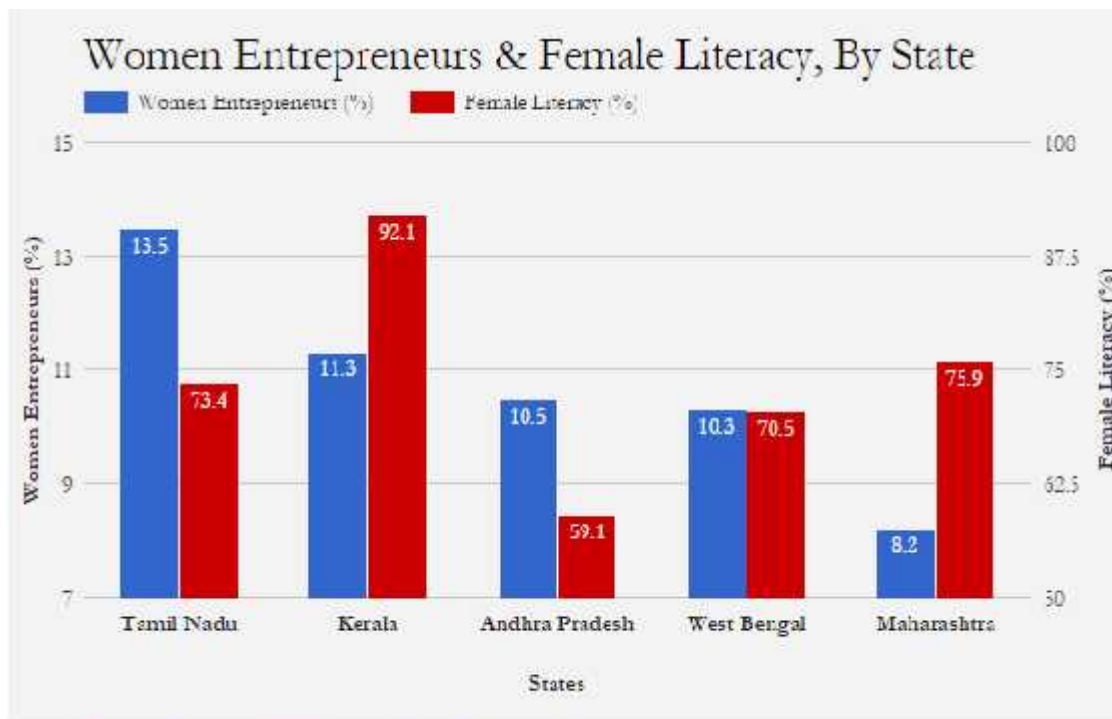
Abstract

This research concentrates on women empowerment through entrepreneurship with special evidence from Tamilnadu Rural Areas. The nature of the research is Descriptive method, and the sample size is 300 respondents from various locations in Tamilnadu and data collection method used in the research is "Questionnaire Method". Data was analysed by using SPSS 16.0. Findings, suggestions and conclusions were made by keeping an eye on the objectives.

Keywords: Women Empowerment, Entrepreneurship, Questionnaire Method and Descriptive method.

1. Introduction

The five states with the largest proportion of literate women—Tamil Nadu, Kerala, Andhra Pradesh, West Bengal and Maharashtra—account for 53% (4.3 million) of all business establishments owned by women nationwide, although no more than 33% of India's women live in these states, according to an India Spend analysis of data released by the Economic Census 2012. With 73.4% of its women literate, Tamil Nadu—third among larger states after Kerala and Maharashtra—has India's largest number of establishments run by women, one million, according to the Economic Census 2012. Tamil Nadu is followed by Kerala—which has 90% female literacy, India's highest rate—which accounts for 11% of business run by women. While the female literacy rate was 65.5% nationwide, the female work-force participation was 25.5%, according to Census 2011. Female participation in India's workforce has declined from 34% in 1999 to 27% in 2014, India Spend reported in August 2016, the worst rate among BRICS nations and lower than Bangladesh (57.4%), Nepal (79.9%) and Sri Lanka (35.1%). The five states with the largest number of women entrepreneurs also have higher-than-national average literacy among women.



Source: Economic Census 2012, Men and Women 2011

2. Past Literatures

Dahiya (2000) in her article titled, “Emerging Profile of Women Entrepreneurs and Workers in India” has compared Indian women’s participation in economic activities to that of the other developed nations of the world. In her analysis she has found out that, in India women’s participation in economic activities is not very encouraging in comparison to their counterparts in the developed nations of the world. The employment pattern in the organised sector has also remained massively biased against women.

Raghavendra (2000) in his article titled, “Enterprise Development: Employment Avenues for Women” has opined in his study that enterprise development has the most exciting and varied opportunities for women who have not been able to emerge from the purdah of family chores and responsibilities. In his study, he highlights the factors, which are responsible for a woman to be successful in any business venture.

B.S. Bhatia, J.S. Saini and S.K. Dhameja (2001) in their article titled, “Women Entrepreneurs: their Problems, Training Needs and Managerial Capabilities” have highlighted the women entrepreneurs in Punjab districts. According to their study, Government incentives, training programmes and local initiatives have been introduced with the intention of stimulating entrepreneurship among women. This will lead to the development of desirable environment in which women will come forth and give vent to their latent entrepreneurial talent.

HirmaniNaik (2001) in his study on “Problems of Women Entrepreneurs” has stressed the fact that woman entrepreneurs risk is greater as she has the additional problems of being in a male dominated area. His study also highlights the profile of the women entrepreneurs, reasons for the venture and marketing practice. Finally, he concludes that most of the women entrepreneurs face problems like establishment of show rooms, exposure of the product, management of demand and non-availability of skilled labour.

Jayalatha (2002) in her article titled, “Impact of Commercial Bank Schemes on the Growth of Women Entrepreneurs” has made an attempt to measure the extent of the impact of the commercial banking schemes on the growth of women entrepreneurship in Coimbatore city. This study highlights the extent of borrowing by women entrepreneurs who are engaged in various activities such as manufacturing, trading and servicing and the factors influencing such borrowings. Her study is an outcome of the investigation of 60 sample beneficiaries who borrowed from the nationalised commercial banks in Coimbatore city.

3. Discussions and Implications

The variables used in the structural equation model are,

Observed, endogenous variables

1. Success factors.
2. Motivational factors .
3. Overall satisfaction.

Observed, exogenous variables

1. Personal and social problems of the women entrepreneurs
2. Financial Problems of the women entrepreneurs
3. Labour Problems of the women entrepreneurs
4. Marketing Problems of the women entrepreneurs
5. Production Problems of the women entrepreneurs

Table – 1, Summary of the variables used for the analysis

Number of variables in your model	11
Number of observed variables	8
Number of unobserved variables	3
Number of exogenous variables	8
Number of endogenous variables	3

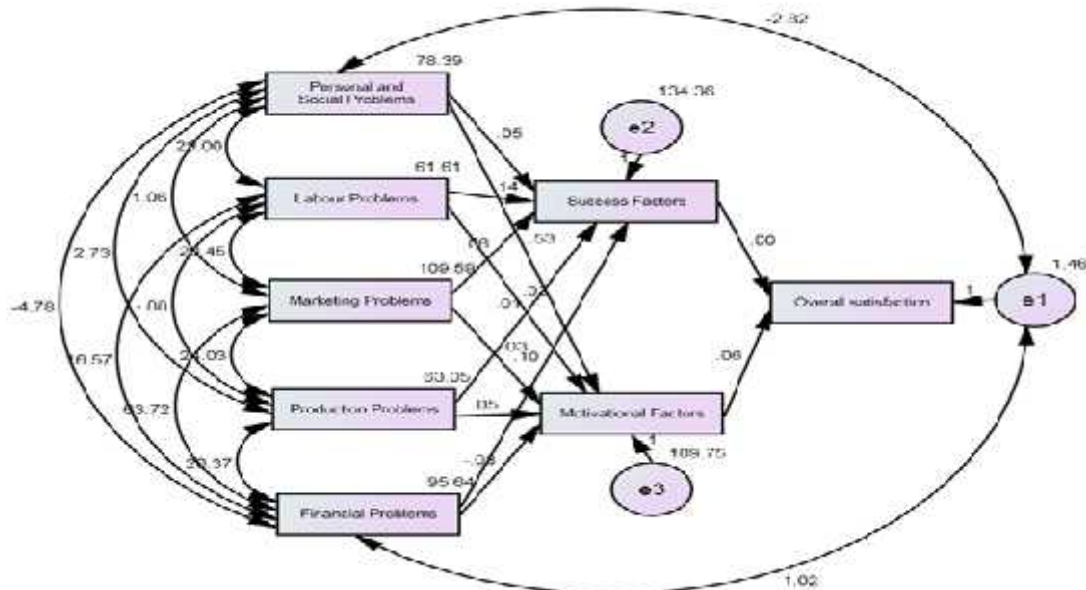
Source: Output generated from Amos 20.

Table – 2,Regression weights for Structural Equation Model

Variables	Estimates	Standard Error	Critical Ratio	P -Value
Success factors <--- Personal and social problems	.051	.060	.858	.391
Success factors <--- Labour problems	.138	.070	1.970	.049
Success factors <--- Marketing problems	.060	.059	1.013	.311
Success factors <--- Production problems	.007	.063	.106	.916
Motivational factors <--- Labour problems	.030	.063	.470	.638
Motivational factors <--- Marketing problems	.034	.054	.632	.527
Motivational factors <--- Production problems	.045	.057	.789	.430
Motivational factors <--- Financial problems	-.029	.057	-.510	.610
Motivational factors <--- Personal and social problems	.530	.054	9.774	<0.001
Success factors <--- Financial problems	.100	.063	1.590	.112
Overall satisfaction <--- Success factors	-.002	.004	-.417	.677
Overall satisfaction <--- Motivational factors	.064	.004	14.543	<0.001

Source: Output generated from Amos 20.

Figure – 1,Structural Equation Model For Women Entrepreneurs’ Satisfaction.



When Personal and social problems goes up by 1 unit, Success factors goes up by 0.051 unit. The probability of getting a critical ratio as large as 0.858 in absolute value is 0.391. In other words, the regression weight for Personal and social problems in the prediction of success factors are not significantly different from zero at the 0.05 level (two-tailed). Here the coefficient of personal and social problems is 0.051 represents the partial effect of personal and social problems on success factors, holding the other variables as constant. The estimated positive sign implies that such effect is positive that success factors would increase by 0.051 for every unit increase in personal and social problems and this coefficient value is significant at 5% level.

When labour problems go up by 1 unit, Success factors go up by 0.138 unit. The probability of getting a critical ratio as large as 1.97 in absolute value is .049. In other words, the regression weights for Labour problems in the prediction of success factors are significantly different from zero at the 0.05 level (two-tailed). Here the coefficient of labour problems is 0.138 represents the partial effect of labour problems on success factors, holding the other variables as constant. The estimated positive sign implies that such effect is positive that success factors would increase by 0.138 for every unit increase in labour problems and this coefficient value is significant at 5% level.



When Marketing problems go up by 1 unit, Success factors go up by 0.06 units. The probability of getting a critical ratio as large as 1.013 in absolute value is .311. In other words, the regression weight for marketing in the prediction of success factors is not significantly different from zero at the 0.05 level (two-tailed). Here the coefficient of marketing problems is 0.06 represents the partial effect of marketing problems on success factors, holding the other variables as constant. The estimated positive sign implies that such effect is positive that success factors would increase by 0.06 for every unit increase in marketing problems and this coefficient value is significant at 5% level.

When Production problems go up by 1 unit, Success factors go up by 0.007 units. The probability of getting a critical ratio as large as 0.106 in absolute value is .916. In other words, the regression weight for production problems in the prediction of success factors is not significantly different from zero at the 0.05 level (two-tailed). Here the coefficient of Production problems is 0.007 represents the partial effect of Production problems on success factors, holding the other variables as constant. The estimated positive sign implies that such effect is positive that success factors would increase by 0.007 for every unit increase in Production problems and this coefficient value is significant at 5% level.

When labour problems go up by 1 unit, motivational factors go up by 0.030 units. The probability of getting a critical ratio as large as 0.47 in absolute value is .638. In other words, the regression weight for labour problems in the prediction of Motivational factors is not significantly different from zero at the 0.05 level (two-tailed). Here the coefficient of labour problems is 0.030 represents the partial effect of labour problems on motivational factors, holding the other variables as constant. The estimated positive sign implies that such effect is positive that motivational factors would increase by 0.030 for every unit increase in labour problems and this coefficient value is significant at 5% level.

When marketing problems go up by 1 unit, motivational factors go up by 0.034 units. The probability of getting a critical ratio as large as 0.632 in absolute value is .527. In other words, the regression weight for marketing problems in the prediction of Motivational factors is not significantly different from zero at the 0.05 level (two-tailed). Here the coefficient of marketing problems is 0.034 represents the partial effect of marketing problems on motivational factors, holding the other variables as constant. The estimated positive sign implies that such effect is positive that motivational factors would increase by 0.030 for every unit increase in marketing problems and this coefficient value is significant at 5% level.

When production problems go up by 1 unit, motivational factors go up by 0.045 units. The probability of getting a critical ratio as large as 0.789 in absolute value is .430. In other words, the regression weight for production problems in the prediction of Motivational factors is not significantly different from zero at the 0.05 level (two-tailed). Here the coefficient of production problems is 0.045 represents the partial effect of production problems on motivational factors, holding the other variables as constant. The estimated positive sign implies that such effect is positive that motivational factors would increase by 0.045 for every unit increase in production problems and this coefficient value is significant at 5% level.

When financial problems go up by 1, Motivational factors goes down by 0.029. The probability of getting a critical ratio as large as 0.51 in absolute value is .610. In other words, the regression weight for financial problems in the prediction of Motivational factors is not significantly different from zero at the 0.05 level (two-tailed). Here the coefficient of financial problems is 0.029 represents the partial effect of financial problems on motivational factors, holding the other variables as constant. The estimated negative sign implies that such effect is negative that motivational factors would decrease by 0.029 for every unit increase in financial problems and this coefficient value is significant at 5% level.

When personal and social problems go up by 1 unit, motivational factors go up by 0.530 units. The probability of getting a critical ratio as large as 9.774 in absolute value is less than 0.001. In other words, the regression weight for personal and social problems in the prediction of Motivational factors is significantly different from zero at the 0.001 level (two-tailed). Here the coefficient of personal and social problems is 0.530 represents the partial effect of personal and social problems on motivational factors, holding the other variables as constant. The estimated positive sign implies that such effect is positive that motivational factors would increase by 0.530 for every unit increase in personal and social problems and this coefficient value is significant at 1% level.

When financial problems go up by 1 unit, Success factors go up by 0.1 units. The probability of getting a critical ratio as large as 1.59 in absolute value is .112. In other words, the regression weight for financial problems in the prediction of success factors is not significantly different from zero at the 0.05 level (two-tailed). Here the coefficient of financial problems is 0.1 represents the partial effect of financial problems on success factors, holding the other variables as constant. The estimated positive sign implies that such effect is positive that success factors would increase by 0.1 for every unit increase in financial problems and this coefficient value is significant at 5% level.

When success factors goes up by 1, overall satisfaction of the women entrepreneurs goes down by 0.002. The probability of getting a critical ratio as large as 0.417 in absolute value is .677. In other words, the regression weight for success factors in the prediction of overall satisfaction of the women entrepreneurs is not significantly different from zero at the 0.05 level (two-tailed). Here the coefficient of success factors is - 0.002 represents the partial effect of success factors on overall satisfaction of the women entrepreneurs, holding the other variables as constant. The estimated negative sign implies that such effect is negative that overall satisfaction of the entrepreneurs would decrease by 0.002 for every unit increase in success factors and this coefficient value is significant at 5% level.

Table – 3, Co-variance relationships for using Structural Equation Model

Variables	Estimates	Standard Error	Critical Ratio	P -Value
Personal and social problems <--> Financial problems	-4.785	3.495	-1.369	.171
Financial problems <-->labour problems	16.569	3.198	5.181	<0.001
Financial problems <--> marketing problems	63.719	4.914	12.967	<0.001
Financial problems <--> Production problems	20.373	3.269	6.233	<0.001
Marketing problems <--> Production problems	24.032	3.535	6.798	<0.001
Labour problems <--> Production problems	-.875	2.547	-.344	.731
Personal and social problems <--> Production problems	2.725	2.774	.982	.326
Labour problems <--> Marketing problems	20.450	3.460	5.911	<0.001
Personal and social problems <--> Marketing problems	1.058	3.656	.289	.772
Personal and social problems <-->Labour problems	28.996	2.990	9.698	<0.001

Source: Output generated from Amos 20.

The probability of getting a critical ratio as large as 1.369 in absolute value is .171. In other words, the covariance between personal and social problems and financial problems is not significantly different from zero at the 0.05 level (two-tailed). The probability of getting a critical ratio as large as 5.181 in absolute value is less than 0.001. In other words, the covariance between financial problems and labour problems is significantly different from zero at the 0.001 level (two-tailed). The probability of getting a critical ratio as large as 12.967 in absolute value is less than 0.001. In other words, the covariance between financial problems and marketing problems is significantly different from zero at the 0.001 level (two-tailed). The probability of getting a critical ratio as large as 6.233 in absolute value is less than 0.001. In other words, the covariance between financial problems and Production problems is significantly different from zero at the 0.001 level (two-tailed).

The probability of getting a critical ratio as large as 6.798 in absolute value is less than 0.001. In other words, the covariance between marketing problems and Production problems is significantly different from zero at the 0.001 level (two-tailed). The probability of getting a critical ratio as large as 0.344 in absolute value is .731. In other words, the covariance between labour problems and Production problems is not significantly different from zero at the 0.05 level (two-tailed). The probability of getting a critical ratio as large as 0.982 in absolute value is .326. In other words, the covariance between personal and social problems and Production problems is not significantly different from zero at the 0.05 level (two-tailed). The probability of getting a critical ratio as large as 5.911 in absolute value is less than 0.001. In other words, the covariance between labour problems and marketing problems is significantly different from zero at the 0.001 level (two-tailed). The probability of getting a critical ratio as large as 0.289 in absolute value is .772. In other words, the covariance between personal and social problems and marketing problems is not significantly different from zero at the 0.05 level (two-tailed). The probability of getting a critical ratio as large as 9.698 in absolute value is less than 0.001. In other words, the covariance between personal and social problems and labour problems is significantly different from zero at the 0.001 level (two-tailed).

Table – 4, Model Fit Summary for women entrepreneurs' satisfaction towards their business model

Indices	Value	Suggested Value
Chi-square value	12.2	
P value	0.016	>0.05 (Hair et al., 1998)
CMIN	3.041	< 5 (Marsh & Hocevar, 1985)
GFI	0.995	>0.90 (Hu and Bentler, 1999)
AGFI	0.955	>0.90 (Hair et al. 2006)
CFI	0.990	>0.90 (Daire et al., 2008)
RMR	0.085	<0.08 (Hair et al. 2006)
RMSEA	0.058	<0.08 (Hair et al. 2006)

Source: Output generated from Amos 20.

From the above table it is found that the calculated P value is 0.016 which is less than 0.05 which indicates the model is not fit. But in the case of failure in P-Value, CMIN value is 3.041 which is less than 5 which indicates the model is fit. Here GFI (Goodness of Fit Index) value and AGFI (Adjusted Goodness of Fit Index) value is greater than 0.9 which represent it is a good fit. The calculated CFI (Comparative Fit Index) value is 0.990 which means that it is a perfectly fit and also it is found that RMR (Root Mean Square Residuals) and RMSEA (Root Mean Square Error of Approximation) value is 0.000 which is less than 0.10 which indicated it is perfectly fit.

5. Conclusions

When Motivational factors goes up by 1, overall satisfaction of the women entrepreneurs goes up by 0.064. The probability of getting a critical ratio as large as 14.543 in absolute value is less than 0.001. In other words, the regression weight for Motivational factors in the prediction of overall satisfaction of the women entrepreneurs is significantly different from zero at the 0.001 level (two-tailed). Here the coefficient of motivational factors is 0.064 represents the partial effect of motivational factors on overall satisfaction of the women entrepreneurs, holding the other variables as constant. The estimated positive sign implies that such effect is positive that overall satisfaction of the entrepreneurs would increase by 0.064 for every unit increase in motivational factors and this coefficient value is significant at 1% level.

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