



OPINION REGARDING WOMEN ENTREPRENEURSHIP RELATED ISSUES, AMONG THE YOUNG GIRL STUDENTS IN KERALA.

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Abstract

The principle purpose of this study is to find out the response of young college going girl students on major problems faced by women entrepreneurs conventionally. Twelve arguments were used to identify the response of the respondents. Their response were recorded and analyzed by using simple statistical techniques like average and percentages. The data collected was subjected to quantitative analysis. The result of the study shows that the young girls generations were like to face all challenges and they don't fear about any conventional women entrepreneurship barriers. The study tested all the type of issues like social, financial, marketing, labor, family etc. The respondents feel that they need some sort of institutional and family support and the rest of the issues can be managed by themselves.

Key Words: *Women Entrepreneurship, Entrepreneurial Issues.*

Introduction

The government of India has defined a women entrepreneurship as “an enterprise owned and controlled by a woman having a minimum financial interest of 51% of the capital and giving at least 51% of the employment generated in the enterprise to women.” The Kerala government defined women industrial unit as “unit owned/ organized by women and engaged in small scale and cottage industries with not less than 80% of the total workers as women”. Women population in India constitutes around half of the total population and in Kerala fact file shows that for every 1000 men there are 1058 women. The constitution gives equal rights to men and women. But it is not practiced in a male dominated society like India.

It is not possible for any country to make economic developments without the active participation of women. It is seen that, in developed countries, there has been a tremendous increase in the volume of self employed women. But the entry of women in to entrepreneurship is a recent phenomenon in India. If more and more women become entrepreneurs and income earners, they get more respect in the family as well as in the society. In certain business sectors women entrepreneurs are doing exceptionally well. But the number of women entrepreneurs account for only about 10 percent of the total entrepreneurs in the country.

Objective of the Study

The specific objective of this paper is to find out the opinions regarding women entrepreneurship related issues among the young girl students in Kerala. It also aims to find out the future prospects of women entrepreneurship in Kerala by analyzing the response of the young students.

Methodology

This is an empirical study based on survey method. Both primary and secondary data were collected and used for the preparation of this paper. A structured questionnaire is prepared for the data collection from the young girl students. Data collected from both graduation and post graduation students of various arts and science and engineering colleges. For this purpose, a total of 200 sample students from Malappuram and Calicut districts were selected. Simple random sampling method was employed for the selection of sample students. The secondary data were collected from published reports of the DIC, published research dissertations, books, and periodicals. 12 arguments were identified and used for the purpose of analyzing the conventional women entrepreneurship related issues. Scaling technique is used to measure the arguments related with level of response on a four point scale for Strongly Agree, Agree, Disagree and strongly Disagree.

Results and Discussion of the study

When the respondents were asked about the career aim of the girls' students, the response in the Table 1 shows that out of the 200 respondents, 94 percentages (188 respondents) of the girl students don't aiming to choose their career as an entrepreneur. Only 6 percentages (12 respondents) have a positive attitude towards entrepreneurship.

Table 1. Aim of the Student

Response	No. Respondents	Percentage
To be an Entrepreneur	12	6
Other	188	94
Total	200	100

Table 2 contains the response for the question about entrepreneurship interest and it shows that even though the career aim of the girls student were not to become an entrepreneur, 84 percentages i.e.; 168 respondents would like to start an entrepreneurship if they get an opportunity in future. Only 16 percentages feels other.

Table 2. Entrepreneurship Interest

Response	No. Respondents	Percentage
Yes	168	84
No	32	16
Total	200	100

The respondents were asked about the motive behind starting an entrepreneurship, Table 3 shows that majority of the respondents (116) that is 58 percentages would like to start business for income and profit. But still 34 percentages are feeling that through entrepreneurship they can acquire self dependence and 8 percentages believes that entrepreneurship will bring social status for the women.

Table 3. Entrepreneurial Motive

Response	No. Respondents	Percentage
Profit making	116	58
Self dependence	68	34
Social status	16	8
Total	200	100

Opinion Regarding Women Entrepreneurship

Opinion of the girl students regarding women entrepreneurship was sought. Thirteen different arguments were given about women entrepreneurship and they were asked to give their opinion.

Table 4. Opinion regarding women entrepreneurship related issues

Sl No.	Argument	SA	%	A	%	D	%	SD	%
1.	Women don't have mobility	8	4	12	6	104	52	76	36
2.	Right place for women is at home	6	3	10	5	106	53	78	39
3.	Women don't have management ability	6	3	12	6	110	55	72	36
4.	The risk bearing capacity of women are poor	11	5.5	24	12	122	61	43	21.5
5.	Family support is essential for women entrepreneurship	45	22.5	135	67.5	17	8.5	3	1.5
6.	Ideal stage for women to take up entrepreneurial career is before marriage	37	18.5	104	52	43	21.5	16	8
7.	Procurement of finance is a problem for women entrepreneurs	45	22.5	97	48.5	40	20	18	9
8.	Marketing is a problem for women entrepreneurs	14	7	37	18.5	99	49.5	50	25
9.	Women entrepreneurial career results in neglecting children , family and home	10	5	35	17.5	104	52	51	25.5
10	There should be separate support agencies for women entrepreneurs	48	24	119	59.5	28	14	5	2.5
11	Labor management is easy for women entrepreneur	11	5.5	85	42.5	96	48	8	4
12	Lack of support from the society	48	24	97	48.5	44	22	11	5.5

SA= Strongly Agree, A= Agree, D= Disagree, SD= Strongly Disagree
Source: Primary Data.

- 1. Women don't have mobility:** Majority of the students was against the argument that women don't have mobility to take up the business activity. A total of 88% (52+36) were disagreeing with this argument and out of it 36% were strongly disagreeing. Only 10% were supported this argument.
- 2. Right place for women is at home;** Majority of the students was against the statement that right place for a woman is at home. 53 per cent of the respondents disagree with this statement and 39 per cent of them strongly disagree with this statement. Only 8 per cent of them agree with the statement.

3. **Women don't have management ability:** 55 percent of the respondents disagree with this argument and 36 percent strongly disagree. Only 9 percent are agreeing with this argument.
4. **The risk bearing capacity of women are poor:** From the response of the respondents, it is found that a total of 82.5 percent are against this argument. Out of this 21.5 are strongly disagreeing. 17.5 percent respondents support this argument and feels that risk bearing capacity of women are poor.
5. **Family support is essential for women entrepreneurship:** Majority of the 90 percent respondents agree with this argument. Out of this 22.5 strongly agree. Only 10 percent disagree.
6. **Ideal stage for women to take up entrepreneurial career is before marriage:** When this argument given to the respondents, majority of 52 percent agree with this and 18.5 strongly agree. Only 21.5 disagree with this argument and 8 percent strongly disagree.
7. **Procurement of finance is a problem for women entrepreneurs:** From the study, it is found that majority of the respondents support this argument. 22.5 percent strongly agree and 48.5 percent agree. Only 29 percent feels differently.
8. **Marketing is a problem for women entrepreneurs:** The study revealed that majority of the respondents is against this argument. 49.5 percent disagree and 25 percent strongly disagree. Only 25.5 percent thinks other way.
9. **Women entrepreneurial career results in neglecting children, family and home:** 52 percent of the respondents disagree with this statement and 25.5 percent strongly disagree. A minority of 22.5 percent are agreeing with this statement.
10. **There should be separate support agencies for women entrepreneurs:** Majority of the respondents supports this argument. 24 percent strongly agree and 59.5 agree. Only 16.5 percent disagree this argument
11. **Labor management is easy for women entrepreneur:** Number of respondent stands against and in favor is almost same for this argument. Still those stand against this argument got a slight majority of 4 percent, ie; 52 percent stands against this argument and 48 percent supports.
12. **Lack of support from the society:** Majority of respondents supports this argument. 48.5 percent agree and 24 percent strongly agree. Only 27.5 respondents disagree with this argument

Conclusion

Women participation is a must for economic development of any country. Even though our constitution gives equal rights to men and women, in a male dominated society like in India, it is hard for the women to get freedom and opportunity to perform themselves. The study reveals that young women generations were so eager to accept all the challenges. Traditionally women were considered so weak in certain areas of business. But the respondents were not accepting that they were weak in certain areas of entrepreneurship and they can face all the challenges. Majority of the young girl respondents were not accepting the arguments like women don't have mobility, management ability, risk bearing capacity, and marketing ability. They were also not supporting the arguments like Right place for a woman is at home, ideal stage for women to take up the business career is before marriage and Women entrepreneurial career results in neglecting children, family and home.

The study also reveals that majority of young women respondents recorded their response in favor of the argument like Procurement of finance is a problem for women entrepreneurs, there should be separate support agencies for women entrepreneurs, family support is essential for women entrepreneurship and labor management is easy for women entrepreneurs. They also feel that women were not getting any support from the society.

So the study gives some glimpses of favorable attitude of the young women generation towards the women entrepreneurship. Irrespective of all conventional thoughts and barriers women entrepreneurship in Kerala has a bright future.

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