



## A STUDY ON WOMEN ENTREPRENEURS EXPECTATIONS IN TIRUPUR CITY

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### **ABSTRACT:**

***“Women entrepreneurs are one who innovate, imitate and adopt a business activity”.***

*Entrepreneurship refers to setting up of a new business to take advantages from new opportunities. Entrepreneur is the key factor of entrepreneurship and now women in India are also successful in this as they have qualities desirable for entrepreneurship development. Entrepreneurship is a much suitable profession for women than regular employment. Women are considered an important human resource of the nation and every state should try to utilize them as mediators of economic growth and development. The principle purpose of the study is to identify the Expectations faced by women entrepreneurs the sample size of the study is 250 respondents. The data collected was subjected to structured questionnaire and the tools used for analysis are percentage analysis, and Weighted Average. Hence, an attempt has been made in the study to examine the Expecting factors faced by women entrepreneurs in Tirupur city.*

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### **INTRODUCTION:**

An Entrepreneur is one of the important segments of economic growth. The words Entrepreneur, Intrapreneur and Entrepreneurship have acquired special significance in the context of economic growth in rapidly changing socio-economic and socio-cultural climates, particularly in industry both in developed and developing countries.

An Entrepreneur is a person brings in overall change through innovation for the maximum social good. Basically he is a person responsible for setting up a business or an enterprise. In fact, he is one who has the initiative, skill for innovation and who look for high achievements, He create wealth, open up manpower employment opportunities and leads to the growth of other sectors. He accelerates personal, economic as well as human development. Entrepreneur is a leader having outstanding leadership qualities, with a desire to excel and he/she gives top priority to research and development.

Peter Drucker defines an “Entrepreneur is one who always searches for change, responds to it, and exploits it as an opportunity”.

According to Drucker, Entrepreneurs have to learn to practice systematic innovation. Systematic innovation consists of purposeful and organized search for changes in the opportunities and such changes might offer scope for economic and social innovation.

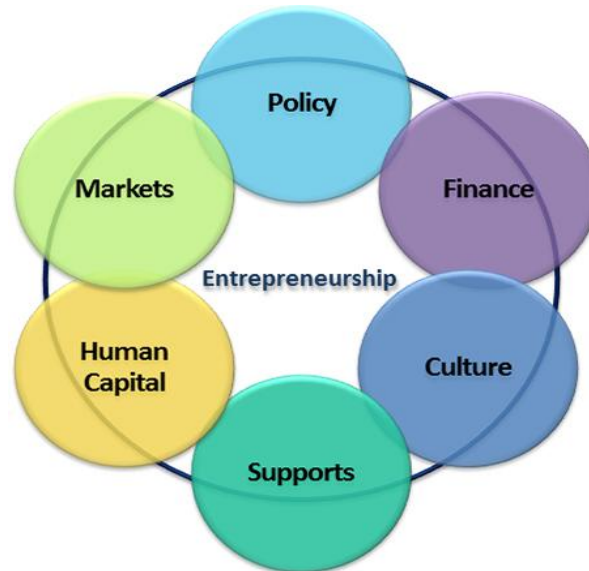
**IMPORTANCE OF AN ENTREPRENEUR:** The Entrepreneur is one of the most important inputs in the economic development of a country or of regions within the country. Entrepreneurial competence makes all the difference in the rate of economic growth.

- The small scale industrial sector and business are left completely too private entrepreneurs. An increasingly important role has been assigned to the identification and promotion of entrepreneurs for this sector.
- The need for a broad based entrepreneurial class in India arises from the need to speed up the process of activating the factors of production, leading to a higher rate of economic growth, dispersal of economic activities, and development of backward and tribal areas, creation of employment opportunities (etc).

- Several factors go into the making of entrepreneur individuals who initiate, establish, maintain and expand new enterprises constitute the entrepreneurial class.

#### **ENTREPRENEURSHIP DEVELOPMENT:**

In the growing economy, the role of industrial entrepreneurs is stressed and the importance of entrepreneurship in agricultural, trade, infrastructure or service sectors is generally ignored. For example: if the profit margin to the farmer is not adequate the emerges the higher agricultural prices leading to a rise in cost of living and consequently an increase in wage rate in the economy.



#### **ENTREPRENEURIAL ENVIRONMENT:**

The Entrepreneurs do not emerge spontaneously of their Own. They have to come from different vocations. Even the Educational system in most of the developing countries is designed in such a way so as to develop more of job-creators.

Entrepreneurs appear to have been motivated by a combination and interaction of the following factors of environment.

- Socio – Economic Environment
- Family Background
- Standard of Education and Technical Knowledge
- Financial Stability
- Political Stability and Government Policy
- Caste and Religious Affiliation
- Availability of Supporting Facilities
- Achievement Motivation
- Personality and Personal Skill

#### **The environmental factors may be summarized as follows:**

1. Entrepreneurship is not influenced by a single factor but is the outcome of the interaction and combination of various environmental factors.
2. By changing the environment, society can be recreated.
3. It is the desire to make money that drives one to start an industry rather than the amount of money one owns.
4. Encouraging government policy and social recognition influence a person to become an entrepreneur. As an Educationist, we can think of modifying the educational system as to produce more job creators rather than job seekers.

**WOMEN ENTREPRENEURS:** Woman constitutes the family, which leads to Society and Nation. Female entrepreneurs make significant contributions to economic growth and to poverty reduction. The conceptual paper indicated the role and emphasized the women entrepreneurs as the potentially emerging human resource in the 21st century to overcome the economic challenges in global perspective. Women have been taking increasing interest in recent years in income generating activities, self employment and entrepreneurship. It is clear that more and more women

are coming forward to set up enterprises. In the process of entrepreneurship, women have to face various problems associated with entrepreneurship and these problems get doubled because of her dual role as a wage earner and a homemaker. Women in India constitute a larger proportion of total unemployed population and hence it is imperative to find out the entrepreneurial constraints faced by them.

**DEFINITION:** Women entrepreneurs may be defined as a 'Women or group of women who initiate, organize & run a business enterprise. Majority of these women are engaged in the unorganized sectors like agricultural, agro based industries, handicrafts, handloom & cottage based industries.

**CONCEPT OF WOMEN ENTREPRENEURS:** Women entrepreneurs may be defined as the woman or group of women who take initiative to set up a business enterprise and to run it smoothly.

According to **Schumpeter's** concept, "**Women who innovate, imitate or adopt a business activity are known as Women entrepreneurs**".

### **STATEMENT OF THE PROBLEM:**

Entrepreneurship is one of the important factors of industrialization; in the absence of entrepreneurship, industrialization cannot take place. Entrepreneurs are playing an important role in the economic development of underdeveloped country. Women skills and knowledge, their talents and abilities in business and a compelling desire of wanting to do something positive are some of the reasons for the women entrepreneurs to organize industries. According to World Bank, investing more in business of women rather in men leads to greater development of a nation. Empowering women in entrepreneurship leads to break the inequalities and reduces the poverty. Entrepreneurship plays an important role in developing society of a fast developing country like India. Nowadays it has been realized that enterprising women have cast entrepreneurial talents which could be harnessed so as to convert them from the position of "Jobseekers" to "Job givers".

The government has realized the importance of women entrepreneurship. As a result, it offers a variety of programmes for women entrepreneurs. The state of Tamilnadu is the industrially developing area in which some of the entrepreneurs excel in small scale industry. Even though the government organizes women by various associations, they are not ready to undertake the business. Thus, the study aims at undertaking the entrepreneurial development among women and it highlights their Expectations.

### **NEED OF THE STUDY:**

Women should create their own jobs and become entrepreneurs since opportunities of getting employment in either government, non government or a private organization is currently almost declining. This is possible only if the barriers of women entrepreneurs are solved. In addition to their economic and income-generating activities, women assume multi-faceted roles in society, i.e., as breadwinner of a family, unpaid family worker, service providers in the communities and mother/care-taker of the family. Hence this study attempts on the reasons why women group venture into business and what motivates them to do so.

This researcher has made an attempt to understand and analyze the various Expecting Factors involved in women entrepreneurs in Tirupur city in order to develop entrepreneurship among women in Tirupur city.

### **OBJECTIVES OF THE STUDY:**

1. To examine the demographic profile of women micro entrepreneurs in Tirupur city.
2. To study the expectations of the entrepreneurs in Tirupur city.
3. To offer suggestions to improve the satisfaction of women entrepreneurs.

### **SCOPE OF THE STUDY:**

The study primarily aims at analyzing the development of women entrepreneurs. However, the study is confined to only micro level women entrepreneurs in Tirupur city. The study focuses on the women entrepreneurs in Tirupur city. The scope of the study encompasses women entrepreneurs in Tirupur city and the problems faced by women entrepreneurs who are engaged in starting a new enterprise. The future will be focused on women entrepreneurs in medium and small level sector of Tirupur city.

#### **LIMITATIONS OF THE STUDY:**

1. The study covers only Tirupur city. Hence the findings of the study are entirely applicable to this city only.
2. The study is based on the perceptions of the women entrepreneurs. Their attitudes may change with the change of times. Therefore, the responses reflect their contemporary views on the prevailing conditions.

#### **REVIEWS RELATED TO WOMEN ENTREPRENEURS**

**Shiny Vijayan and Aliber Marshel (2014)<sup>1</sup>** Identified the major problems faced by women entrepreneurs in Thiruvananthapuram and also owned the impact of those problems on the working efficiency of the women entrepreneurs. They concluded that women entrepreneurs in Thiruvananthapuram District generally countenance on three kinds of problems like entrepreneurial/business problems, social/personal and financial problems too.

**Fortunate Mandipaka (2014)<sup>2</sup>** Investigated the contribution and significance of women entrepreneurs to the South African economy. He suggested that most of the women and young people in South Africa with the unemployment rate currently being 25.7 percent. Due to these factors more people are forced to choose entrepreneurship as their career path or forced to be self-employed. He paper discussed the contributions and significance of women entrepreneurs to the economy of South Africa as well as the support strategies offered to the women entrepreneurs by the Government.

**Anjali Singh (2014),<sup>3</sup>** Female entrepreneurs make significant contributions to economic growth and to poverty reduction. she indicated the role and emphasized the women entrepreneurs as the potentially emerging human resource in the 21st century to overcome the economic challenges in global perspective. Her research work focussed about the status of women entrepreneurs and the problems faced by them; simultaneously the paper gives an insight into the challenges faced by women entrepreneurs.

**Vinesh (2014),<sup>4</sup>** Author stated that role of women is to build and maintain the homely affairs like task of fetching water, cooking and rearing children. He suggested that women entrepreneurship must be moulded properly with entrepreneurial traits and skills to meet the changes in trends, challenges global markets and also be competent enough to sustain and strive for excellence in the entrepreneurial arena,

**Jadhawrao Madhavi Sugaraj and Salve P.S (2014)<sup>5</sup>** Identified that the study is based on the secondary source of data which are collected from Fourth All India Census on MSME (Micro, Small and Medium Enterprises) published by Government of India. The limitation of the study is availability of data. They suggested that the latest data available regarding women entrepreneurs are for the year 2006-07, published by Government of India through Fourth All India Census on MSME. Government of India in Ministry of MSME has conducted three Censuses of registered Small Scale Industries (SSI) prior to the enactment of MSME Development Act, 2006.

#### **RESEARCH METHODOLOGY**

Research methodology is the systematic way to solve the research problem. Research methodology describes how the research study was under taken.

The firms that are in operation for at least last 2 years are included in the study. The sample of the study is 250 women run micro scale enterprises. The period of Study is 2013 – 2015.

#### **RESEARCH DESIGN:**

A research design is purely and simply the frame work or plan for a study that guides the collection and analysis of the data. In this study the researcher has adopted descriptive research design. It includes surveys and fact finding enquires of different kinds. It simply describes something such as a demographic characteristic of employee. It deals with description of the state of offers as it is and the researchers have no influence on the respondents.

The Primary data was collected through questionnaire and in depth interviews. Primary data are that which are collected afresh and for the first time and happen to be original character. It is the process of selecting representative subset of a total population for obtaining data for the study of the whole population the subset is known as sample. The sample size selected for the study is 250 entrepreneurs who are engaged in entrepreneurship in Tirupur city.

#### **SAMPLING TECHNIQUES:**

Judgmental sampling technique was used in the selection of sample for the present study. The term Judgmental sampling is applied to those samples which are readily available.

#### **TOOLS FOR ANALYSIS:**

The following statistical tools have been used to analyze the collected data Simple percentage analysis and Weighted Average .

#### **DATAANALYSIS AND FINDINGS: DEMOGRAPHIC FACTORS**

S.NO	VARIABLES	CLASSES	PERCENTAGE
1.	AGE	21-30	16
		31-40	56
		Above 40	28
2.	OCCUPATION	Beauty parlor	40
		Boutique	16
		Dress makers	24
		Fancy Store	16
		General store	4
3.	MARITAL STATUS	Married	88
		Unmarried	-
		Widowed	8
		Separated	4
4.	EDUCATIONAL QUALIFICATION	No Formal Education	20
		Primary	10
		Secondary	30
		Higher Secondary	70
		Diploma	40
		Degree	80
5	MONTHLY INCOME	Below 5,000	8
		5,001-10,000	20
		10,001-15,000	12
		Above 15,000	60
6	WORKEXPERIENCE	Below 5 Years	56
		6-10 Years	24
		11-15 Years	8
		Above 15 Years	12

#### **INTERPRETATION**

The above table shows that the majority 56 percent of the respondents were in the age group of 31-40, 40 percent of the respondents owned is beauty parlor, 88 percent of the respondents are married, 32 percent of the respondents are degree holders, 60 percent of the respondents monthly income was above 15,000, 56 percent of the respondents had working experience below 5 years.

**ENTREPRENEURS EXPECTATION-FROM SOCIETY**  
**WEIGHTED AVERAGE**

S. No	Entrepreneurs Expectations from Society	Beauty parlor		Boutique		Dress makers		Fancy store		General store	
		Score	Rank	Score	Rank	Score	Rank	Score	Rank	Score	Rank
1	Equal treatment and respect	3.55	3	3.53	2	2.028	4	3.76	3	4.23	1
2	Change in attitude towards female	3.05	4	3.37	3	3.214	1	3.07	4	3.76	2
3	Respect the profession	4.00	1	3.76	1	2.571	3	4.08	1	3.64	3
4	Provide Security	3.92	2	2.54	4	3.071	2	3.84	2	3.53	4
Average score		3.62		3.30		2.72		3.69		3.79	

**INTERPRETATION:**

The above table shows the expectation level of entrepreneurs from society in the occupation of beauty parlor, boutique, dress maker, fancy store and general store. The average score of beauty parlor, boutique, dress maker, fancy store and general store are 3.62, 3.30, 2.72, 3.69 and 3.79 respectively.

**ENTREPRENEURS EXPECTATION-FROM FAMILY**  
**WEIGHTED AVERAGE**

S. No	Entrepreneurs Expectations from Family	Beauty parlor		Boutique		Dress makers		Fancy store		General store	
		Score	Rank	Score	Rank	Score	Rank	Score	Rank	Score	Rank
1	Help in business operations	3.87	1	4.15	4	2.75	5	3.72	3	3.53	4
2	Help for maintaining work –life balance	3.65	3	3.93	5	3.28	3	3.07	5	3.76	1
3	Provide Motivation	3.45	4	4.35	2	3.85	2	4.08	1	3.64	2

4	Respect My Profession	3.35	5	4.26	3	3.87	1	3.46	4	3.24	5
5	Financial help	3.84	2	4.56	1	3.27	4	3.87	2	3.56	3
<b>Average score</b>		<b>3.83</b>		<b>4.25</b>		<b>3.72</b>		<b>3.69</b>		<b>3.46</b>	

**INTERPRETATION:**

The above table shows the expectation level of entrepreneurs from family in the occupation of beauty parlor, boutique, dress maker, fancy store and general store. The average score of beauty parlor, boutique, dress maker, fancy store and general store are 3.83, 4.25, 3.72, 3.69 and 3.46 respectively.

**ENTREPRENEURS EXPECTATION-FROM GOVERNMENT**

**WEIGHTED AVERAGE**

S. No	Entrepreneurs Expectations from government	Beauty parlor		Boutique		Dress makers		Fancy store		General store	
		Score	Rank	Score	Rank	Score	Rank	Score	Rank	Score	Rank
1	Maximum availability of loans	3.55	6	3.53	6	2.03	10	3.76	4	4.03	3
2	Low rate on interest on loans	3.05	7	3.37	7	3.22	6	3.07	8	3.76	6
3	Availability of Training Facilities	4.00	2	3.76	4	2.57	9	4.08	2	3.64	7
4	Reduced octrai	3.92	3	2.54	10	3.07	8	3.84	3	3.53	8
5	Guidance for License Procedure	2.52	10	4.32	2	4.86	1	2.76	10	3.88	5
6	Special grants incentives and subsidies for female entrepreneurs	3.87	5	3.84	3	3.17	7	3.48	5	4.15	2
7	Reduced corruption	2.65	9	2.93	9	4.09	3	4.74	1	3.42	9
8	Easy to understand policies	4.65	1	4.56	1	3.59	5	3.26	7	2.87	10
9	Should check whether needy women are getting benefits of various schemes	3.89	4	3.27	8	4.25	2	2.98	9	3.96	4
10	Help to grow market beyond the district	2.93	8	3.64	5	3.93	4	3.43	6	4.23	1
<b>Average score</b>		<b>3.50</b>		<b>3.58</b>		<b>3.48</b>		<b>3.54</b>		<b>3.76</b>	



#### **INTERPRETATION:**

The above table shows the expectation level of entrepreneurs from government in the occupation of beauty parlor, boutique, dress maker, fancy store and general store. The average score of beauty parlor, boutique, dress maker, fancy store and general store are 3.50, 3.58, 3.48, 3.54 and 3.76 respectively.

#### **FINDINGS/DEMOGRAPHIC FACTORS:**

- It can be observed from table shows that the majority 56 percent of the respondents were in the age group of 31-40, 40 percent of the respondents owned is beauty parlour, 88 percent of the respondents are married, 32 percent of the respondents are degree holders, 60 percent of the respondents monthly income was above 15,000, 56 percent of the respondents had working experience below 5 years.

#### **ENTREPRENEURS EXPECTATION FROM SOCIETY**

- It is identified that the expectation level of entrepreneurs from society in the occupation of beauty parlor, boutique, dress maker, fancy store and general store. The average score of beauty parlor, boutique, dress maker, fancy store and general store are 3.62, 3.30, 2.72, 3.69 and 3.79 respectively.

#### **ENTREPRENEURS EXPECTATION FROM FAMILY:**

- It can be analyzed that the expectation level of entrepreneurs from family in the occupation of beauty parlor, boutique, dress maker, fancy store and general store. The average score of beauty parlor, boutique, dress maker, fancy store and general store are 3.83, 4.25, 3.72, 3.69 and 3.46 respectively.

#### **ENTREPRENEURS EXPECTATION FROM GOVERNMENT**

- It is understood that the expectation level of entrepreneurs from government in the occupation of beauty parlor, boutique, dress maker, fancy store and general store. The average score of beauty parlor, boutique, dress maker, fancy store and general store are 3.50, 3.58, 3.48, 3.54 and 3.76 respectively.

#### **SUGGESTIONS FOR ENTREPRENEURS EXPECTATIONS:**

- Women entrepreneurs play dual role and hence face role conflicts and difficulty in balancing work life. Reserve attitude of the society needs to be changed. Husband and other family members should share household activities.
- For managing stress, enhancing leadership qualities, workforce management etc. women need to be trained, as many of them are not having any professional / managerial education.
- Finance is the first major problem for women entrepreneurs. Hence, the government can provide interest free loans to encourage women entrepreneurs. To attract more women entrepreneurs, the subsidy for loans should be increased.
- Fundamental changes are needed on school and college education level. At this level "Women entrepreneurship Cells" should be established so as to identify the potential in girl child to be an entrepreneur and opportunity should be provided accordingly.
- Women entrepreneurs should form "Women Entrepreneurs Association" where they can meet at central place, so as to discuss their need, problems, experiences and achievements.
- Marketing product is one of the main problems for women entrepreneurs. Here, women co-operative societies can be started to procure the products from women entrepreneurs. They will help them in selling their products at a reasonable price.
- Improper location and inadequate infrastructure facilities are the hurdles in the way of development of women entrepreneurship. Hence, separate industrial estates may be set up exclusively for women entrepreneurs to reduce the initial investment and to create a special environment.

#### **CONCLUSION:**

Women in India now have the potential to grab the opportunities. All they need now is the platforms to showcase their talent. Women entrepreneurs face so many problems in aspects of financial, marketing, health, family, and problems. Women today are more willing to take up activities that were once considered the preserve of men, and have proved that they are second to no one with respect to contribution to the growth of the economy. As government encouragement and support is very important to women entrepreneurs, meanwhile family support is also very essential for development of such entrepreneurs.



This study examines the Entrepreneurs Expectation of women entrepreneurs in Tirupur city at various levels in their journey as entrepreneur, further the study also tries to probe in to the factors Expecting these women to become entrepreneur and suggests a framework for the opportunities of women entrepreneurship. The right kind of assistance from family, society and Government can make these Women Entrepreneurs one of the crucial entrepreneurial resource and they can contribute towards the economic and social development of India.

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