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AN ECONOMIC ANALYSIS OF RURAL WOMEN ENTREPRENEURS IN THOOTHUKUDI DISTRICT

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ABSTRACT

Women entrepreneurs play an important role in the development of underdeveloped countries. An investigation of the role of rural women entrepreneurs in Thoothukudi's household income is the focus of this research. The research began with the following goals in mind: To find out how many female business owners there are in India. To determine the number of jobs created in India's micro, small, and medium-sized business sector. Study the characteristics of rural women entrepreneurs in terms of their socio-economic status. To determine the kind of business owned and operated by women entrepreneurs. To evaluate the impact of rural women's businesses on their families' incomes.

Primary and secondary sources of information were used to compile the study's data. A random selection approach was used to choose the 300 rural women entrepreneurs for this research, and the data and materials pertain to the years 2017-2018. Books, periodicals, internet sites, journals, and newspapers were among the sources of secondary data. Many statistical methods, such as basic percentage analysis, averages, the t-statistic, multiple regression analysis, and probability analysis, were used. Entrepreneurs make a significant contribution to family income in the study region.

Microentrepreneurship is a term that is often used to refer to small-scale businesses that are geared on alleviating poverty and empowering women.

INTRODUCTION

One of the best things about India is its thriving rural economy, which offers rural women a wealth of self-employment opportunities in fields like poultry, dairy, piggyeries, beekeeping, geometry, small business ownership and agriculture. They can even start small pickle, papad, sauce, and other related production units.

A study by Sougata and Ramachandran, R. (1996). Aspirations for an Entrepreneurial Theory of the Whole. In the Journal of Entrepreneurship, Vol. I.

There is a lot of hope for rural women's business in India, according to two academics. no: 9 June 1998.

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Since poverty reduction and empowerment of women are critical components of the first and third MDGs, female entrepreneurship may make a significant contribution to these goals. It is imperative that women's rights be respected in India in order for the country to reach its full potential in terms of material, intellectual, and spiritual well-being. Female entrepreneurship is estimated to account for around 10 percent of all entrepreneurs in India today⁵.

Women's participation in agricultural and associated occupations including dairy, animal husbandry, sericulture, handicraft, handlooms, and forestry⁶ is shown in the 1988-2000 national vision plan for women. An investigation of the role of rural women entrepreneurs in Thoothukudi's household income is the focus of this research.

OBJECTIVES

- 1) The research began with the following goals in mind:
- 2) To find out how many women-owned businesses there are in India.
- 3) The number of people employed by India's small and medium-sized businesses
- 4)
- 5) Rural women's socioeconomic features will be studied in this research.
- 6)
- 7) A fourth objective is to determine the types of businesses owned by women entrepreneurs.
- 8)
- 9) An evaluation of the role that rural women entrepreneurs play in bringing revenue to their families

METHODOLOGY

Primary and secondary sources of information were used to compile the study's data. Using a questionnaire prepared using the respondent field survey technique, primary data were gathered. The district of Thoothukudi has been deliberately chosen for this investigation. A random selection approach was used to choose the 300 rural women entrepreneurs for this

research, and the data and materials pertain to the years 2017-2018. Secondary sources of information include books, periodicals, websites, journals, and newspapers, amongst others. Simple percentage analysis, average, the t-statistic and multivariate regression analysis were employed to gather the data.

3 MDG 1 is to 'eradicate extreme poverty and hunger,' while MDG 3 is to 'advance gender equality and empower women.'

Women Owned Business: The New Economic Force: 1992 Data Report" by the National Foundation for Women Business Owners (Washington, D.C.)

5 In G.H. Bhrhate and M.S. (2012). India's rural female entrepreneurs in the informal sector.

An article in the IUP Journal of Entrepreneurship Development, Vol.IX, Number 1.

An Evolution-SEDME 31-3 September 2004 DWCRPA Programme in Cuddapah District by Narasaiah P.V. and Ramakrishna K.

REVIEW OF LITERATURE

According to Aida Idris (2008)⁷, the goal was to identify the personal and business qualities of female entrepreneurs who are creative. ANOVA was used to adjust for any association between the independent and dependent variables in a sample of 138 female entrepreneurs in Peninsular Malaysia. He discovered that women's entrepreneurial ingenuity was greatly influenced by their age, education, and the kind, location, and size of their firm.

Entrepreneurial success is characterised by traits such as hard effort, ambition, optimism, independence, foresight, an ability to plan ahead, and a creative spirit, as described by S.S.Khanka (2009)⁸. According to the author, a small business's success is mostly dependent on the entrepreneur's own personal achievements. Studying the socioeconomic background and motivating aspects of Malaysian women entrepreneurs, Gadar et al. (2009)⁹ conducted a study. There are two types of statistical

analysis: descriptive and inferential statistics. The article evaluated the most significant variables that attract women entrepreneurs and the association between entrepreneurial income and their characteristics. Using a correlation study, it was shown that the degree of education and experience of the entrepreneur had no effect on their income. The ambition to be one's own boss and the drive to provide for one's family were shown to have a substantial influence on female entrepreneurship, according to the findings of the research.

For the purposes of this research, Mulira et al. (2010)¹⁰ examined the characteristics and attitudes toward starting a business, as well as the impact of certain demographic data on those characteristics and attitudes. The information was gleaned from a worldwide database of entrepreneurial activity. Comparing Ugandan women entrepreneurs to those in other developing countries is the focus of this study.

The characteristics of a successful entrepreneur, according to Mahima Rai (2010)¹¹, are self-confidence and optimism, extraordinary energy and assiduousness, the ability to take calculated risks, a strong desire to achieve and creativity, the skill to respond positively to challenges, leadership qualities and flexibility and adaptability, responsive to suggestions/criticism, initiative and resourcefulness and perseverance. One thing that all entrepreneurial endeavours have is the ability of those in charge to see an opportunity and build a company around it in order to realise its full potential as a source of wealth creation.

A Profile of Innovative Women Entrepreneurs by Aida Idris, International Business Research, Vol. 1, No. 2, pp. 56-74, April 2008

"Entrepreneurship Development," S. Chand & Co. Ltd New Delhi, Khanka SS 2009.

Female entrepreneurial incentives in Malaysia: The role of personality and socio-economic determinants, Gadar and Yunus (2009). 5(1): 149-162 in International Review of Business Research Papers¹⁰ It was compiled by Mulira, F.; Namatovu, R.; & Dawa, S. (2010). Comparative analysis of the motivation of Ugandan women entrepreneurs to women entrepreneurs in other developing nations, 20Women, 20 percent.

MBA Review - Entrepreneurial Skills, Hyderabad, 2010. Mahima Rai, Horning Entrepreneurial Skills: The Role of B Schools

According to Dwivedi et al. (2011)¹², the empowerment of women via business is now an essential aspect of India's growth. Their present business issues were emphasised in the report.

Entrepreneurship, according to Ilahi (2012)¹³, is a necessary condition for economic growth. This process cannot go on without the contribution of women entrepreneurs. In underdeveloped countries, women entrepreneurs play an important role. Women-owned businesses should have access to low-interest loans from banks and financial institutions, according to the document. To encourage and involve women entrepreneurs, government departments must promote women's company owners.

In women's entrepreneurship, Parvin et al. (2012)¹⁴ observed that three sorts of crucial components are personal traits, family concerns, and the external environment. Many external variables, including access to financing, entrepreneurship education, and membership in development organisations, as well as favourable infrastructure, were shown to be motivating factors in micro-entrepreneurship participation, according to the research report..

ANALYSIS AND INTERPRETATION WOMEN ENTREPRENEURS REGISTERED IN INDIA

Women Entrepreneurship States	No of Units Registered	Rank	No. of Women Entrepreneurs	Rank	Percentage
Tamil Nadu	9,618	1	2,930	2	30.36
Uttar Pradesh	7,980	2	3,180	1	39.84

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Kerala	5,487	3	2,135	3	38.91
Punjab	4,791	4	1,618	4	33.77
Maharashtra	4,339	5	1,394	6	32.12
Gujarat	3,872	6	1,538	5	39.72
Karnataka	3,822	7	1,026	7	26.84
Madhya Pradesh	2,967	8	842	8	28.38
Other States and UTs	14,576	9	4,185	9	28.71
Total	57,452		18,848		32.82

Information from the MSMEs' Report and the 12th Five-Year Plan (2012-2017).

According to the data in the table above, Tamil Nadu has the highest number of registered units in India. First and second in India, respectively, are Uttar Pradesh and Tamil Nadu in terms of the number of women entrepreneurs. From the table, it was clear that the state of Tamil Nadu has taken further efforts to support the growth and expansion of women-owned businesses in the state.

12 It is possible to get this study, Women-empowerment via women's business (A Study

of Faizabad Zone of Uttar-Pradesh), at SSRN 1886250 (Available to registered users only).

A study of social and economic restraints on Indian women business owners is available at SSRN as Ilahi, S. (2012).

Research in Rural Bangladesh: Determinants of Women Micro-Enterprise Development, International Journal of Economic and Financial Studies, 4(5), 254 (Parvin, Rahman, and Jia, 2012).

EMPLOYMENT GENERATED IN MICRO, SMALL AND MEDIUM ENTERPRISES (MSMEs) SECTOR IN INDIA

Sl. No	Name of the Scheme	Employment Generated					
		2007-08	2008-09	2009-10	2010-11	2011-12	Total
1.	PMRY / PMEGP Scheme	52655	22712	20968	20080	8700	125115
2.	NAMT Scheme	1180	370	343	1054	12272	15219
3.	MSME Registration (EM Part II)	72972	63013	88036	221930	219620	665571
4.	Cottage Industries Registration	13958	14280	21644	51322	48169	149373
5.	Handicrafts Industries Registration	8134	8402	13905	33189	30282	93912
6.	Industrial Cooperatives	1700	1569	1133	2570	1122	8094
	Total	150599	110346	146029	330145	320165	1057284

Government of MSMEs-2010-11 policy note

Using the Table, it can be shown that between 2007-08 and 2011-12, 1057284 jobs were

created through different state programmes. During the state's XII Five Year Plan retro, an

extra 15 lakh jobs were expected to be created. A total of 3, 12,263 jobs have been generated in the state during the first year of the XII Five-Year Plan (2012-13). Through incentives, infrastructure development, technology

upgrading, skill expansion, marketing assistance, deregulation, simplification and administrative changes of the State's MSMEs, the Policy aims to promote the growth of the State's MSMEs.

DISTRIBUTION OF SAMPLE WOMEN ACCORDING TO THEIR AGE

S. No.	Age	No. of Respondents	Percentage
1.	Below 25 years	22	7.33
2.	26 – 35 years	34	11.33
3.	36 – 45 years	121	40.33
4.	46-55 years	104	34.67
5.	Above 55 years	19	6.34
Total		300	100

Source: Primary data.

Table demonstrates that 7.33 percent of respondents are under the age of 25, while 11.33 percent are between the ages of 26 and 35, with a total sample size of 300 people.

40.33 percent of the total respondents are between the ages of 36 and 45, 34.67 percent are between the ages of 46 and 55, and 6.34 percent of the total respondents are beyond the age of 55. According to the results in the Table, the majority of respondents are between the ages of 46 and 55, which tends to be more active, open-minded, and inventive. The average age of rural women business owners was calculated to be 42.63 years old in this study.

DISTRIBUTION OF SAMPLE WOMEN ACCORDING TO THEIR EDUCATIONAL LEVEL

Sl. No.	Educational level	No. of Respondents	Percentage
1.	Illiterate	21	7.00
2.	Primary	44	14.67
3.	High school	114	38.00
4.	Higher secondary	65	21.67
5.	Degree and above	56	18.66
Total		300	100

Source: Primary data.

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NATURE OF ENTERPRISES OF THE WOMEN ENTREPRENEURS

Sl. No.	Nature of Enterprises	No. of Respondents	Percentage
1	Xerox, DTP and STD Booth	44	14.67
2	Tailoring	42	14.00
3	Petty shop Business	39	13.00
4	Fish/vegetables stores	29	9.67
5	Sales of Palm products	22	7.33
6	Running Grocery Shop	22	7.33
7	Cloth Business	21	7.00
8	Dairy, Animal husbandry	18	6.00
9	Computer Centre	15	5.00
10	Beauty Parlour	14	4.67
11	Tuition Centres	14	4.67
12	Manufacturing and Sales of Pickles, Jams and Squashes	12	4.00
13	Medical Stores	8	2.67
Total		300	100

Source: Primary data.

Survey respondents in the research region had Xerox, DTP, and STD Booth jobs at 14.67 percent; 14.0% of the sample women are tailors; and 13.0% have petty shop businesses. Fish and vegetable shops account for 9.67 percent of businesses, while palm oil sales account for 7.33% and a grocery store for 7.33%, respectively.. More than half of the

respondents are involved in the textile industry, with a further 5% engaged in dairy and animal husbandry, 5% in computer centre business, 5% in beauty parlour and tuition centres, 4% in manufacturing and sales of pickles, jams, and squashes and 2% in medical stores respectively, according to a survey conducted by a local newspaper

MONTHLY PERSONAL INCOME OF THE WOMEN ENTREPRENEURS

Sl. No.	Monthly Personal Income (in Rs.)	No. of Respondents	Percentage
1.	Less than Rs.5,000	54	18.00
2.	Rs.5,001 – Rs.10,000	67	22.33
3.	Rs.10,001 – Rs.15,000	114	38.00
4.	Rs.15,001 and above	65	21.67
Total		300	100.00

Source: Primary data.

Out of 300 rural women entrepreneurs, 114 (38%) make between Rs. 10,000 and Rs. 15,000 per month, while 67 (22.33%) make between

Rs. 5,000 and Rs. 10000 per month. Of the rural women entrepreneurs, 65 (21.67%) make above Rs. 15000, while 54 (18.00%) make less than Rs.

5000. It was calculated that the average monthly personal income was Rs. 10667.17.

ANALYSIS OF RURAL WOMEN ENTREPRENEURS CONTRIBUTION TOWARDS FAMILY INCOME

For multiple regression analysis, the following mathematical formulations are utilised to measure the contribution of rural women entrepreneurs' household income.

In this equation, $\log y$ is equal to the sum of Y and the X_1 and $X_1 + u$ logarithms (in rupees)

Entrepreneurial income for rural women in Equator (in rupees) Wages of their wives, multiplied by (in rupees)

In the absence of the omitted variables, an error term or an unexplained variance in total family income is assigned to U . The parameters that need to be approximated are 0, 1, and 2.

The technique of least squares was used to estimate the model for each of the rural women entrepreneurs' various activities. In the following table, you can see the estimated outcomes

ESTIMATED REGRESSION RESULTS FOR RURAL WOMEN ENTREPRENEURS

Variables	Estimated Regression Coefficient	t – value
Intercept (β_0)	0.653	
β_1	0.284*	14.621
β_2	0.032*	15.818
R^2	0.671	
F – value	48.11	
No of Observations	300	

* indicates statistical significance at a 5% level for all coefficients studied.

There was a 67.1 percent variance in total income for rural women entrepreneurs when looking at the coefficient of multiple regressions (R^2).

Relative incomes of rural women entrepreneurs and those of their spouses were statistically significant at the 5% level. The total family income might rise by 0.284 percent and 0.032 percent, respectively, if these variables were increased by one unit. Thus, it can be concluded from the research that the contribution of rural women entrepreneurs to family income in the studied region is considerable.

CONCLUSION

The findings of this research show that the lives of rural women entrepreneurs in the study region tend to improve economically once they establish a business. Families that are active in entrepreneurship have seen an increase in their financial well-being and general well-being. Entrepreneurship has not only helped rural

women entrepreneurs raise their quality of life, but it has also allowed them to become economically and socially integrated, since the bulk of them come from marginalised groups. rural women entrepreneurs.

Entrepreneurship has been shown to alleviate poverty by raising income, empower women by increasing their contribution to family income, and enhance the value of their assets, according to the research. As a result, entrepreneurship has unquestionably given women in rural areas more economic and social mobility.

Encourage and support rural women entrepreneurs in the study region via government and non-governmental initiatives. As a result, individuals require incentives like free training and ongoing support networks to encourage them to embark on new initiatives. People in rural areas should be encouraged to start their own businesses, which may help alleviate the issues of unemployment, poverty and a poor quality of life in rural areas.