

## **Women Entrepreneurship – Key Accelerator for Women Empowerment in Manufacturing Sector**

**Dr. R. Jansi Rani**

Assistant Professor (SS)

Department of Home Science Extension Education

Avinashilingam Institute for Home Science and Higher Education for Women

(Deemed University)

Coimbatore, Tamil Nadu

### **Abstract**

Entrepreneurship plays an eminent role in creating an employment opportunity for rural and urban communities, providing self-employment for those who have started-up a business of their own and enhancing the economic status of all the sector as well. Today, women are also interested to establish their own business as professionally both in the urban and rural areas due to overcome poverty, generate family income and increasing standard of living. Women's development is not nearly about reducing poverty by increasing productivity, but also about women's liberation and empowerment. Hence, it is necessary to empower women socially, economically and technologically to enable them to stand in society on their own with confidence. It includes both controls over resources and ideology, greater self-confidence and an inner transformation of one's consciousness that enables one to overcome external affairs. In today's competitive world, there are various ways by which women get themselves empowered. Entrepreneurship development and income generating activities are a feasible solution for empowering women who leads to economic independence, the opportunity to have control over their lives, self-reliance, self-determination and a way to achieve for themselves.

**Keywords:** Entrepreneurship Development, Women Empowerment, Manufacturing Sector.

### **Introduction**

Economic development of a country depends upon the entrepreneurial activities taken up by its citizen especially women. Entrepreneurship therefore plays a vital role through creation of utilities and generation of employment within a short period. It envisages the function of seeking investment and production opportunity, organizing an enterprise to undertake a replacement production process, raising capital, arranging for the availability of raw materials, finding site, introducing new

techniques and commodities, hiring labour and selecting top managers for day to day operations (Desai, 2019). It is a matter of great concern that the female work participation rate is low in India, particularly in the context of diminishing opportunities for wage employment. Hence, under these circumstances, the development of women entrepreneurs assumes great significance (Chelladurai, 2000).

## **Review of Literature**

Manickavel (1997) in his study indicated that women had displayed confidence in starting manufacturing enterprises as compared to service industry and trade. The results showed women entrepreneurs are scientific as their counterparts in product section. Another study conducted by Vasanthi (1992) showed that economic conditions of the respondents were remarkably good. Women opted sericulture business as they felt that it would meet the demands both economic and socially.

## **Objectives**

- To study the socio economic background of the women entrepreneurs in manufacturing sector
- To assess the responsibility of entrepreneurship as a means of empowerment on family expenditure pattern

## **Methodology**

Out of 11 Taluks in Coimbatore district Coimbatore (South), Coimbatore (North), Perur, Annur and Mettupalayam are included for primary data collection and simple random sampling technique has been adopted. The sample covers 150 women entrepreneurs in the manufacturing sector. The present study is based on both primary and secondary data, wherein primary data were collected through personal interviews with selected entrepreneurs using a structured interview schedule. The secondary data comprised of unpublished records of the District Industry Centre (DIC), Coimbatore. Interview schedule was tool used.

The study included both parametric and non-parametric analysis, wherein percentage analysis and paired t' test analysis were used. Also, to validate the paired t' test results, Wilcoxon's rank test was applied to interpret the data.

## **Profile of Women Entrepreneurs**

Out of 150 women entrepreneurs, 83 percent were young (15 to 45 years).A majority of the women entrepreneurs undertook entrepreneurship in the age of

31-45 years. About 31 percent of the women entrepreneurs were educated up to secondary level. With regard to marital status, 78 percent of the women were married. A majority of 80 percent were from nuclear family structure. The study revealed that 92 percent were Hindus, 64 percent were from backward community and 43 percent of the head of the families were self-employed. It is interesting to note 41 percent of the women running manufacturing sector earned an annual family income above INR 50000/-.

## Results & Discussion

The results indicated that a majority (91 percent) of the respondents were sole proprietors. About 64 percent were employed in the same field and 31 percent of the enterprises have been established before year 2000. Interestingly, only 20 percent of the enterprises were started in 2005. The majority of the respondents obtained training for the enterprise from different institutions/organizations. Moreover, 75 percent attended training programs in private institutions and satisfied with the entrepreneurial training. Majority of respondents in the manufacturing sector (60 percent) attended training for a period of 3-6 months, which indicates the fact that training is part and parcel of their sector. Furthermore, 66 percent of the respondents have availed guidance regarding marketing and 52 percent of them were fully satisfied with the support from training institutions.

**Table 1: Profit Utilization by Women Entrepreneurs**

Category	Percentage
Expansion of Trade	76.00
Welfare of Family	65.00
Education of Children	35.00

Table 1 depicts the selective response of utilization pattern of the profit saved by the respondents in manufacturing sector, wherein majority of the respondents (76 percent) in manufacturing sector utilized their profits for the expansion of trade.

**Table 2: Impact of Entrepreneurship in Manufacturing Sector on Family Expenditure Pattern**

Aspects	Before		After		Mean difference / Month (Rs.)	't' value	Significance	Wilcoxon's signed rank test z values	Significance
	Mean / month (INR)	SD	Mean / month (INR)	SD					
Food	382.67	1284.70	2074.67	2829.44	1692.00	8.144	**	8.481	**
Clothing	142.33	483.16	678.00	1312.54	535.67	5.406	**	6.885	**
Shelter	113.33	773.18	1068.00	10276.07	954.67	1.141	NS	2.814	**
Household Maintenance	95.33	590.08	570.67	1608.22	475.33	4.076	**	6.109	**
Health	49.33	285.85	146.00	513.26	96.67	3.561	**	3.853	**
Education	198.67	1512.23	1112.00	2929.09	913.33	3.389	**	6.097	**
Transport	74.33	419.43	404.13	1294.48	329.80	3.741	**	4.825	**
Recreation	42.00	217.37	124.80	423.04	82.80	4.312	**	5.242	**
Saving	160.66	1503.00	1917.33	5010.82	1756.67	4.789	**	6.576	**
Miscellaneous	9.00	82.70	102.00	409.69	93.00	3.094	**	3.841	**

\*\* Significant at 1 percent level; NS–Not Significant

Before – Before starting the enterprise, After – At the time of study

Table 2 indicated that standard deviations are higher than the average expenditure values of various items and mean differences between before and after starting enterprises were found to be significant by t' test results. The paired t' test analysis has been applied to record the significant mean differences of expenditure on various aspects in accordance with 'before' and 'after' by the respondents. The t' value has been found significant at one percent level for all aspects, excepting shelter which had not showed significant difference. It is with regard to expenditure pattern of the respondents, saving aspect scored the highest mean difference (INR 1756.67/- per month) followed by food (INR 1,692/- per month). The saving showed a considerable increase from INR 160.66/- per month to INR 1,917.33/- per month at the time of study. The mean difference value was found to be highest for savings INR 1,756.67/- per month and lowest for recreation expenditure INR 82.8/- per month. Interestingly, all the variables were found to be statistically significant except 'shelter' in paired t' test. It has been found that majority of the results obtained from paired t' test and Wilcoxon's rank test were significant.

Table 3 depicts the purpose of saving as mentioned by the women entrepreneurs.

**Table 3: Purpose of Saving**

<b>Category</b>	<b>No of Respondents</b>
Education of their Children	55.00
Marriage Expenses of their Children	35.00
Security at the Old Age	30.00
Buying Household Equipment	26.00
Purchase of Assets	22.00
Other Purposes	29.00

Table 3 showed the purpose of saving by the respondents out of their accumulated profits for various compelling reasons. However, it has been observed that 55 percent and 22 percent of the respondents have responded that the main purpose of saving was for education of their children and purchase of assets respectively. However, the analysis indicated that respondents gave more importance to education of their children. This aforementioned result clearly signifies that entrepreneurship not only promotes socio economic change, but also provides a sense of relief from the monotony of home and routine work (Gupta & Srinivasan, 2013).

### **Suggestions & Recommendations**

- Central and state governments should assist entrepreneurs in manufacturing sector to participate in the International Trade fairs, Exhibition and Conferences.
- The institutions and organizations concerned with entrepreneurship development should setup guidance cells for women entrepreneurs for removing the constraints, simplifying the flow of information and creating access to credit skill development and support services.
- Trade associations can provide expert guidance to women entrepreneurs in matters pertaining to Labor Laws, Factories Act and other statutory provisions and further offer integrated passages in training, availing raw materials, credit support and marketing avenues.
- Free training facilities should be given to women entrepreneurs in manufacturing sector.
- Subsidy should be given on the products manufactured by women entrepreneurs.
- Special cells should be operated by NGO's to co-ordinate with the financial institutions to facilitate funds for women entrepreneurs. The universities and the research institutes should develop women – specific technologies and disseminate through extension centers to the women entrepreneurs to make their efforts.

## **Conclusion**

Entrepreneurship is the path for women to enter the main stream of economy in which lies the panacea for India's economic problem. Entrepreneurship suits women in many ways as they are at an option to work when they are free. Women entrepreneurship development and their empowerment are quite essential for increasing the product and productivity in the primary, secondary and tertiary levels of manufacturing sector by harnessing and utilizing woman workforces. This in turn curbs the gender inequality in unemployment and under-employment, effecting equitable distribution of income and wealth, increasing the per capita income and gross national product. Also, it increases the family expenditure pattern and profit utilization of women entrepreneurs through savings improves their quality of life.

## **References**

- Chelladurai, G. (2000). Women Entrepreneurship, Third Concept, Vol.14, No.165, p.57.
- Desai, V. (2019). Entrepreneurship Development, Himalaya Publishing House Pvt. Ltd.
- Gupta, C. B. & Srinivasan, N. P. (2013). Entrepreneurship Development in India, Sultan Chand & Sons Educational Publishers, New Delhi.
- Manickavel, S. (1997). Small Industries: Need for Entrepreneurs in Villages, Social Welfare, Vol.32, No.7, pp.19-21.
- Vasanthi, K. (1992). Women in Sericulture: A Case Study, Yojana, Vol.36, No.19, pp.20-23.