

# An Empirical Study of Economic Empowerment of Women Entrepreneurs in Thoothukudi District

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**Abstract- Empowerment of women has emerged as an important issues in our country. SHG, have been playing a vital role in the empowerment of women. Many SHG, women are using the financial resources availed to fund investments in asset creation or other inputs that yield relatively higher returns. The number of women inclined towards SHG is increasing which implies that women are aspiring for equality and self-respect. Numbers of SHG members are being trained for undertaking various productive activities. Which makes them economically independence Microfinance is a critical tool in addressing the issues of financial and social exclusion. Financial exclusion is the inability of individuals, households or groups to access necessary financial services in an appropriate form.**

**Indexed Terms- women entrepreneur, empowerment, microfinance, SHG etc.**

## I. INTRODUCTION

Till the present country man has enjoyed a dominant position. But Change in Position, technological innovation and modern way of thinking reduced disparity between men and women, and bring about equality between them. The need of the hours in women empowerment both through provision of employment and enterprise creation. Women of today are different in several ways from the women of yester year. At present they seek social and economic independence and also prepared to take risks for the same.

In male dominated society they want to be placed equal to men and they want to be efficient entrepreneur and competitive. It is recognized that women have to play a key role in the overall economic development of the country. Entrepreneurship can help women in economic independence and improve their social

status. Due to modernization, globalization and development of the education with increasing awareness women are no seeking gainful employment in several fields. The women entrepreneurs choose a profession a challenge and as an urge to do something new. The present study is related to the economic empowerment of women entrepreneurs in the three villages from Thoothukudi District viz, Thaalamuthu Nagar, Meelavittan and Arockiapuram.

## Objectives of the Present Study

- To analyze the details of enterprises of women entrepreneurs.
- To know the reasons for entering business.
- To study the income, expenditure and saving of the women entrepreneurs before and after entering business.

## II. METHODOLOGY

The present study has covered the three villages from Tuticorin District Viz, Thaalamuthu Nagar, Meelavittan and Arockiapuram. This study is complied with the help of the primary data. The primary data was collected with the help of specially prepared interview schedule. Totally 168 respondents were selected from three villages by using simple random sampling method. This is purely descriptive study. Percentage Average and Chi square test analysis were used.

## III. HYPOTHESIS

To carry out the research work, the researcher has set the following hypothesis. Rural enterprises do not bring out over all improvement in the socio economic status of the Women.

IV. ANALYSIS AND INTERPRETATION

Table – 1 Details of Enterprise

Enterprises	No.of Respondents	Percentage
Fish Sellers	8	4.8
Pickle Making Business	23	13.6
Tailoring Business	39	23.2
Petty Shops	31	18.5
Vegetable Sellers	67	39.9
Total	168	100.00

Source: Primary Data:-

The above table shows that nearly 40 percent of the women entrepreneurs belonged to vegetable sells. Only 4.8 percent women involve Fish selling business. 23.2 percent belonged to Tailoring business. From the data it can be concluded that women tend to involve themselves more in enterprises which require less risk taking and low investment.

Table – 2 Reasons for Taking up Entrepreneurship

Reason	No. of respondents	Percentage
Self – Earning & Independent	5	2.9
Utilize Technical know how	8	4.8
Contribute to family income	136	81
Overcome Unemployment	19	11.3
Total	168	100.00

Source: Primary data

It is clear from the above table – 2 contributing to the family income was reported as the reason for entering business by 81 percent of the respondents stated that contribute to family income. Overcoming the bane of unemployment was the second most important reason;

11.3 percent of the respondents reported unemployment as the reason and only 3 percent of the respondent reported self – Earning & independent.

Table – 3 Monthly Income of the women entrepreneurs before and after entering business

Monthly Expenditure (Rs.)	Before entering business		After entering business	
	No. of Respondent	Percentage	No. of Respondent	Percentage
1500 – 2500	72	42.9	30	17.9
2500 – 3500	45	26.8	75	44.6
3500 – 4500	31	18.5	41	24.4
4500 – 5500	12	7.1	13	7.7
5500 – 6500	8	4.8	9	5.4
Total	168	100.00	168	100.00

Source: Primary Data

It is found from the above table that many women members independently involve in the economic activities individually after entering business. Therefore, they are now economically independent and contribute to increase their household income. The average monthly income of the family before entering business is Rs.3041.67 and the average monthly income of the family after entering business Rs.3380.95.

Table – 4 Monthly Expenditure of the women entrepreneurs before and after entering business

Monthly Expenditure (Rs.)	Before entering business		After entering business	
	No. of Respondent	Percentage	No. of Respondent	Percentage

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1500 – 2500	48	28.6	36	21.4
2500 – 3500	33	19.6	41	24.4
3500 – 4500	61	36.3	64	38.1
4500 – 5500	19	11.3	20	11.9
5500 – 6500	7	4.2	7	4.2
Total	168	100.00	168	100.00

Source: Primary Data

The table – 4 reveals that the average monthly expenditure of the family before starting enterprise is Rs.3428.57 and the average monthly expenditure of the family before starting enterprise is Rs.3529.76.

Table – 5 Monthly Family saving of the women entrepreneurs before and after entering business

Monthly Expenditure (Rs.)	Before entering business		After entering business	
	No. of Respondent	Percentage	No. of Respondent	Percentage
500 – 1500	37	22.0	19	11.3
1500 – 2500	23	13.7	28	16.7
2500 – 3500	52	30.9	59	35.2
3500 – 4500	44	26.2	48	28.6
4500 – 5500	12	7.1	14	8.3
Total	168	100.00	168	100.00

Source: Primary Data

The above table-5 shows that the average monthly saving of the family before starting enterprise is

Rs.2827.38 and the average monthly saving of the family after starting enterprise is Rs.3059.52.

Testing of Hypothesis

Women entrepreneurs are independent in bringing out over all improvement in the socio economic status of their family. To test this hypothesis 3 factors have been taken in to account namely income, savings and expenditure. It is tested with the help of chi square test. The result is exhibited in the following table.

Table – 6 Overall Economic Conditions

Factors	Increased	Percentage	Not Increased	Percentage	Total
Savings	132	78.6	36	21.4	168
Income	58	34.5	110	65.5	168
Expenditure	72	42.9	96	57.1	168
Total	262		242		504

Source: Primary Data

Applying Chi square test, since calculated value (73, 7032) is more than the table values at 5% level of significance (11.0705) the hypotheses is rejected. Women entrepreneurs are independent in bringing out over all improvement in the socio economic status of their family members. It means that the enterprises are bringing out overall improvement in the socio economic status of women entrepreneurs.

V. FINDINGS

- It has been found out from the analysis that 39.9% of the respondent belonging to vegetable sellers and only 4.8% are fish sellers.
- 81% of the respondent said that the reasons for taking entrepreneurship are to contribute income to their family. Only 2.9% reported that self – earing and independent.
- The average monthly income of the family before entering business is Rs.2041.61 and the average monthly income of the family after entering the business is Rs.2380.95.

- The average monthly expenditure of the family before starting enterprises is Rs.2428.57 and the average monthly expenditure of the family after starting enterprises is Rs.2529.76.
- The average monthly saving of the family before starting enterprises is 2827.38 and the average monthly saving of the family after starting enterprises is Rs.3059.52.
- Women entrepreneurs are independent is bring out overall improvement in the socio economic status of the family.

#### VI. SUGGESTION

- Each and every women has a Potentiality in them. Motivation should be given to bring out their potentialities. This is improve their status.
- Women entrepreneurship development programmers can be sued as an instrument of women empowerment and their economic independence.
- Financial assistance at subsidized interest rate.
- The government should simplify the official formalities through organizing training programmers where the procedure of motivational training, completed under a singly roof.
- A majority of women entrepreneurs are form middle class families with low technical education, but desire to become entrepreneurs. Their potential should be identified and trained.

#### VII. CONCLUSION

To sum up, entrepreneurship among women, no doubt improves the wealth of the nation in general and of the family in particular. 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 economy. Women entrepreneurship must be molded properly with entrepreneurial traits and skills to meet the change in trends, challenges global markets and also be competent enough to sustain and strive for excellence in the entrepreneurial arena.

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