

A STUDY ON WOMEN EMPOWERMENT CHALLENGES THROUGH WOMEN ENTREPRENEURSHIP IN RURAL AREAS WITH SPECIAL REFERENCE TO COIMBATORE CITY

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Abstract - This study focuses on analyzing the women empowerment challenges through women entrepreneurship in rural areas with special reference to Coimbatore City. The study is done on the basis of both primary data and secondary data. The primary data used in this study is collected through structured questionnaire by convenient sampling technique from 120 women entrepreneurs in Coimbatore City. The study used statistical tools like Simple Percentage Analysis, Likert Scale Analysis and Ranking analysis for analyzing the data. It is concluded that the women participation in the field of entrepreneurship is increasing at a considerable rate.

Key Words: Women empowerment, women entrepreneurship, simple percentage analysis, Likert scale analysis, ranking analysis.

1. INTRODUCTION

Entrepreneurship is playing an eminent role in creating employment opportunity for rural communities and enhancing the economic status of the rural sector. Nowadays, women are highly interested in establishing their own business both in rural and urban areas. The study confined to analyze the women empowerment challenges through women entrepreneurship in rural areas with special reference to Coimbatore City. The objectives of the study are to analyze the socio-economic status of women entrepreneurs, to find the factors influencing the rural women to become entrepreneurs and to investigate the challenges of women entrepreneurs.

2. METHODOLOGY

The following methodology is used to analyze the women empowerment challenges through women entrepreneurship in rural areas with special reference to Coimbatore City:

Research design

The study is descriptive in nature.

Area of the study

The study is made only in rural areas of Coimbatore City.

Sample size

Sample size of the study is 120.

Sampling technique

The study is done with the help of convenient sampling technique.

Source of data

The data used in this study is collected by using structured questionnaire.

Nature of data

Both primary data and secondary data is used for analysis.

3. REVIEW OF LITERATURE

Geetha Sular Nachimuthu and Barani Gunatharan (2012), analyzed the empowerment of women through entrepreneurship. In a general sense, it says empowering women to be self-dependent by providing them access to all the freedoms and opportunities, which they were denied in the past only because of their being women. In a specific sense, women empowerment refers to enhance their position in the power structure of the society.

R. Gokila (2015), conducted a study on education in the area of women empowerment. Self-reliance as well as speeding women's freedom of selection by themselves. The present article is based on women's empowerment programs and its implementation and utilizations. The paper concludes the details of strategies of woman's empowerment in some special challenges faced by the women according to the effective utilization of empowerment programmed by the state Government of Tamil Nadu.

R.Selvarasu (2019), The study analyzed the empowerment of women of women through Self Help Groups. The main objective of this study is to examine the origin and growth of movement in India and to study the availability of institutional and non- institutional credit among the sample respondents in the study area. The present study examines the role of SHGs in the socio-economic development of women in the study area chiefly with the help of primary data. The cognitive elements concerned with women's ability to become aware of their subordinate and to understand the root cause of this at macro levels in society.

4. ANALYSIS AND INTERPRETATION

Table -1: Table showing distribution of ranking for which they would agree how difficult it is to balance professional and personal life

Particulars	Rank 1	Rank 2	Rank 3	Rank 4	Total	Rank
Very difficult	75(4)	32(3)	39(2)	47(1)	521	1
Difficult	14(4)	55(3)	36(2)	27(1)	320	2
Manageable	18(4)	32(3)	41(2)	20(1)	270	3
Easy	13(4)	1(3)	4(2)	26(1)	89	4

(Source: Primary Data)

INTERPRETATION

In the above table, it is understood that managing both professional and personal life is very difficult as it is ranked 1, difficult to manage is ranked 2, manageable is ranked 3 and easy to manage is ranked 4.

INFERENCE

The respondents ranked 1 for very difficult to manage both professional and personal life.

5. FINDINGS PERCENTAGE ANALYSIS

- 55.83% (67) of respondents were under the age group of 18 to 30 years.
- 56% (56) of the people are from regional areas.
- 43.33% (52) of the respondents do not fall under any categories.
- 38.33% (46) of the respondents are Diploma/ Undergraduates.
- 63.03% (75) of the respondents are unmarried
- 55.83% (67) of the respondents are from joint family
- 37.50% (45) of the respondents have 3 dependents in their family.
- 34.17% (41) of the respondents earn income between 20,000 to 40,000.
- 43.33% (52) of the respondents started their business to be their own • 45.8% (55) of the respondents started their business between 1 to 5 years.
- 36.67% (44) of the respondents for vehicle insurance.
- 36.67% (44) of the respondents have chosen Service industry.
- 29.17% (35) of the respondents have borrowed from friends and family for starting business.
- 33.33% (40) of the respondents feels that sanctioned amount is not enough to start their business.
- 39.17% (47) of the respondents overcome with positive mindset.
- 36.67% (44) of the respondents faced challenges in customer acquisition.
- 27.50% (33) of the respondents implemented to make a plan.
- 32.50% (39) of the respondents have influenced psychological environment.
- 34.17% (41) of the respondents is good and enough to survive.

LIKERT SCALE ANALYSIS

Likert scale value is 2.66 which is lesser than mid value (2), so the respondents satisfied with promoting women entrepreneurship.

RANK CORRELATION

The respondents ranked 1 for very difficult to manage both professional and personal life.

6. SUGGESTIONS

- Various schemes and plans provided by the government for the encouragement of women entrepreneurs should be strongly executed at different levels.
- Information should be flow in right direction with the help of NGO' s and government organizations to about policies, plans and strategies on the development of women in the field of industry, trade and commerce.
- Interest free consumption credit for vulnerable women should be offered by the Government, Banks, financial institutions and wealthy individuals.
- Special training course should be provided to women entrepreneurs for improving their skills.

7. CONCLUSIONS

The study has been undertaken to identify women empowerment challenges through women entrepreneurship in rural areas of Coimbatore city. It can be said that in the current society, we are in a better position wherein women participation in the field of entrepreneurship is increasing at a considerable rate, efforts are being taken at the economy as well as global level in enhancing the woman's involvement in the enterprise sector. The study concludes that there was an increase in confidence level, reliance level and independence of rural women because of the involvement in the entrepreneurial and other activities of SHGs. Now women entrepreneurs are aware about the opportunities available to them, but there is scope for development in it. The economic status of the women is now accepted as an indicator of a societies stage of development and therefore it becomes imperative for the government to frame policies for development of entrepreneurship among women.

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