

# Demographic And Economic Profile Of Rural Women Entrepreneurs In Unorganized Sector

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**Abstract:** Women entrepreneur has witnessed a rapid growth over the past few years. Women are particularly productive in business. Economically empowering them help us to develop the nation. This study was conducted in the rural area of Coimbatore district. With the help of snowball sampling 64 unorganised women entrepreneurs were identified. Demographic and economic status related data were collected from those identified respondents. This paper reviews literature on rural women entrepreneurs. This study will be helpful to identify not only the demographic nature but also the reason behind rural women to take up the business.

**Keywords:** Women Entrepreneurs, Unorganized sector, Rural entrepreneurs, challenges

## 1. Introduction

In general an entrepreneur is an economic man, who attains profit by his innovative methods. In the problematic part of entrepreneurial activities or development, an entrepreneur faces numerous problems. An entrepreneur is a person with very high aptitude. Anyone who wants to work for him or herself is considered to be an entrepreneur. Entrepreneurship is recognized as an important drive of economic growth, productivity, innovation & employment it is an important key for economic changes.

### 1.1 Women Entrepreneur

Women entrepreneur may be defined as the women or a group of women who plan, organize & operate business enterprise. "The government of India" has defined a women entrepreneur as the an enterprise owned & controlled by the women having a minimum financial interest of 51 percent of capital and giving the least 51 percent of employment generated in the enterprise to women. Women mainly engaged in business due to the push & pull factor that encouraged the women to have an independent occupation.

### 1.2 Women Entrepreneurship

Women Entrepreneurship is an emerging concept. In this society women do not enjoy the same opportunity as the men do. In traditional economic progress has been achieved in education & protection of the health of women, but the political & economic opportunity for women entrepreneur has remained limited. Women have to go a long way to achieve equal position and rights because of the traditionally male dominated society. Women mostly start up business to support the family and also earn additional income.

### 1.3 Rural Entrepreneur

Rural entrepreneur indicates the entrepreneur emerging in the rural area. The rural entrepreneur can stop the migration toward cities as it provides a wide range of employment to the villagers. The basic principle to be applied to the development of the rural area is that optimum utilization of local resources, the second one is that entrepreneurial occupation, rural population to reduce the discrimination & providing alternative occupation as against the rural migration & the last one is that to provide 6M's that is the manpower, money, materials, machinery, management & market the rural population. Rural entrepreneurs can be in various forms it may be individual, group or cluster.

### 1.4 Rural Women Entrepreneur

The rural women entrepreneur is the one who organizes, owns, manages & assumes the risk factor of business at rural level. The rural entrepreneurs an innovative person who creates something new, manages the production factor, handles the risk on their own & are ready to adapt to the economic changes also see into the commercial activities. Rural women entrepreneurs are highly increasing in recent times. The rural women entrepreneurs are closely interlinked with the educational, social, economic, culture & psychological capital. Rural women entrepreneur plays an important role in changing the homes, society & also the development of the economy. They are described as the changing agent of rural economic change. They also have to handle the personal needs, family life, social life, economic independence. They may start the business as an individual or group. There are many development programmes to support the rural women the main aim is to generate income power of the family. They may impart technical & entrepreneurial skills.

### 1.5 The Challenges Faced By Rural Women Entrepreneur

The main challenge is that they are women this is because of the male dominated it is difficult for the women to step out of the house and start a new business and also literacy is another barrier. Other than this there are other factors faced by women they are Personal challenges, managerial problems, Market challenges, financial challenges, competition, lack of technical expertise, lack of mobility, low ability to handle the risk, low infrastructure, shortage of raw materials, handling accounting factor, the economic & social constraints affect the growth of rural women entrepreneur.

### 1.6 Unorganized sector

The informal sector may be defined as those establishments' that employed less than 10 with or without power. The informal sectors consist of all the activities that fall outside the formal not registered, taxed, licensed, statistically documented & approximately zoned business enterprise. The majority of the workforces in India and in developing countries work in the informal sector. The informal sectors consist of the units engaged in the production of goods and services with the primary objective of generating employment and income to the person concerned.

### 1.7 Rural women entrepreneurs in unorganised sector

The rural women entrepreneur in unorganized sector is more visible in India. Most of the developing countries concentrate on the informal business. These entrepreneurs are engaged in home- based & also self employed work, small scale operation, labour intensive units & also family ownership. The main reason for women entrepreneurs to enter into unorganized sector is to earn added income, support the family & does not require much skilled labour. The statistics show that 93% of the work force depending on the unorganized. The advantage is that they require less man power & investment. The national commission for enterprise in the unorganized sector was established by the government as an advisor for the informal sector.

## 2. Objectives of the study

- To discover the demographical and economic background of rural Women Entrepreneur
- To identify the reason behind the rural women entering into entrepreneurship

## 3. Literature review

JayasreeDatta, J.K das, Amit Debnath, Ajay ram and Sourav Halar (2016) examined Entrepreneur behaviour of rural women on bamboo and handicrafts in Tripura and North East India. Their study shows that the women entrepreneurs have high decision making ability and use appropriate technology based on the experience. And rural entrepreneurs have high risk taking ability. They try to make products with new design & they do not have any fear of losing of their product.

Deepavinay, Divya Singh (2015) analysed the Status and scope of women entrepreneur to know the relation between the human capital and self employment among women. Finally they found that employment provides status and entrepreneurship among women, no doubt improves the wealth of the nation in general and of the family's particular

By Emst & young LLP (2015) conducted a study on Women Voice: Employment & entrepreneurship in India to know the Women & girls' participation in the workforce in India & their participation in urban areas. The result shows that Women and girls face a number of barriers when it comes to accessing relevant skills trainings. They face barriers related to cost of training and believe that their families would not provide them with much financial support. However, they are also of the opinion that their families would be willing to change their mindset if the training cost was counterbalanced by the assurance of well-paying post training placement.

Gangrade and gathai (2013) have studied women and children in the unorganized sector. The study says that the women take up jobs to support the family, to lead an independent life and also for self actualization women take up jobs, mostly for economic reason, how well they are aware of the problems & also find for a solution for the problem they are facing.

Menu Goyal & Jai Parkash (2011) discovered Women entrepreneur in India – problems and prospect. The survey shows that entrepreneurship is the need of the hour & women entrepreneur are recognized step by step the entrepreneur should realize their strength they have a huge contribution toward the industry as well as the economy & the entrepreneur should be modelled to face the changing challenges in global market & be competent.

Ms Yogita Sharma (2013) conducted a study on Women entrepreneur in India. In his study he found that the society is male dominated. Women face a lot of problems in the society like education, the social; barriers, legal formalities, high cost of production, male dominated society, limited managerial ability, lack of self confident it's the push & pull factor affect the women entrepreneur.

Antony P.D Souza (2013) investigated the Unorganized sector Role of women entrepreneur and challenges in self employment. He concluded that to know the present status and condition of unorganized sector & to know the reason for choosing the self employment. It provides income opportunity to a large workforce & a large number of workers are getting work from this sector the unorganized sector therefore plays an important role in providing employment to the economy.

SoundaraPandian. M (1999) in his research he proved that Entrepreneurship characteristics are found through a combination of various psychological factors reinforce of these character the success of the person may be in his academic life, it does not guarantee that she would become a successful entrepreneur something's more than mere academic excellence is pre- requisite for becoming a successful entrepreneur relationship between blame and perceptions of an abusive situation.

## 4. Research methodology

A research design must contain the clear view of procedures and techniques for gathering information, the population to be studied and the methods used in processing and analysing data. The type of research used in the study is descriptive research which includes surveys and facts, findings, enquiries of different kinds. The sample size of 64 respondents was selected from various unorganized sectors in Coimbatore. Sampling technique for 64 respondents was done using snowball sampling method. The study was undertaken in rural areas in Coimbatore city (south).

The tools used for analysis of the data are:

- Percentage Analysis
- Ranking Method

## 5. Results and discussion

**Table:1 Demographic Profile of the Rural Women Entrepreneurs**

Variables	Frequency	Percentage
<b>Age</b>		
Less than 30 years	11	17.19
30-39 years	26	40.62
40-49 years	25	39.06
Above 50 years	2	3.12
Total	64	100
<b>Level of education</b>		
Illiterate	3	4.7
Primary	6	9.4
Middle	11	17.2
Secondary	15	23.4
Higher secondary	12	18.8
Graduated	17	26.6
Total	64	100
<b>Marital status</b>		
Un married	3	4.69
Married	59	92.19
Widow	2	3.12
Total	64	100

Variables	Frequency	Percentage
<b>Nature of the family</b>		
Nuclear	45	70.31
Joint	19	29.69
Total	64	100
<b>No. of. Children</b>		
1	15	23.4
2	40	62.5
3	6	9.4
4	1	1.6
No children	2	3.1
Total	64	100
<b>Family size</b>		
Less than 3	8	12.5
3 to 5	45	70.3
6 to 8	8	12.5
Above 8	3	4.7
Total	64	100

Source:Primary data

**Table:2 Economic Profile of the Rural Women Entrepreneurs**

Variables	Frequency	Percentage
<b>No.of Earning Members in the Family</b>		
0 - 1	6	9.38
2 – 3	49	76.56
3 - 4	6	9.38
4 - 5	3	4.69
Total	64	100
<b>Monthly Saving</b>		
No Saving	8	12.5
Less than 1000	19	29.7
1000 - 2000	27	42.2
Above 2000	10	15.6
Total	64	100
<b>Source of Capital</b>		
Owned	24	37.5
Borrowed	40	62.5
Total	64	100

Variable	Frequency	Percentage
<b>Monthly Income From Business</b>		
< 5000	3	4.69
5000-10000	23	35.94
10000-15000	13	20.31
> 15000	25	39.06
Total	64	100
<b>Initial Investment</b>		
Below 10000	11	17.2
10000-20000	14	21.9
20000-30000	16	25
30000-40000	1	1.6
40000-50000	7	10.9
Above 50000	15	23.4
Total	64	100

Source:Primary data

**Table : 3 Reason for starting the business**

Reason For Starrng the Business	Mean Value	Rank
Innovative Thinking	5.70	4
Self Identity	5.39	3
Education & Qualification	6.80	8
Support for the Family	4.73	1
Role Model	6.30	6
Success Stories	7.13	9
Bright Future	5.81	5
Need For Additional Income	5.24	2
Family Occupation	6.48	7
Government Policies	10.31	13
Freedom to take own decision	8.02	10
Employment Generation	9.77	12
To face new challenges	9.33	11

Source: primary data

The above table shows that out of 64 respondents, maximum of them were started business mainly to support the family as well as to earn additional income for their family. Minimum no of respondents started business to generate employment and to use government policies.

### Findings of the study

- Out of 64 respondents majority of the respondents (40.62 %) belong to the age group of 30 – 39 years and they are married .
- The Majority of the respondents, (70.3%) are living in the nuclear family and they have two children.
- Out of 64 respondents majority of the respondents(70.3 %) have 3 to 5 members in their family among them 2-3 persons are earning in the family.
- Out of 64 respondents majority of the respondents (39.1) are earning more than Rs.15000 monthly and they are saving Rs.1000-Rs.2000 per month.
- The maximum respondents,(54.7 %) are doing trading business and they are running their own retail store.
- The majority of the respondents (34.4%) have 2-3 years of experience in their business and they employed 0-2 workers.
- The ranking method shows that the main reason for starting the business is to support the family at the same time they were not aware of government policies.

### Suggestion

- The Majority of the women in the age group of 30 -39 years take up the business. Women of other age group should also enter into business.
- Women entrepreneur who has negative savings can start saving at least a small amount.
- Rural women entrepreneurs, mostly concentrate on the retail sector, but they can concentrate on other areas of business.
- The rural women entrepreneurs can find ways to raise the capital flow because they should not depend on the borrowed funds.
- The rural women should be aware of the government policies that support them to start & run the business.

### Conclusion

Entrepreneurship offers them the advantage of being the owner of a business as well as it gives them functional ,physical and mental independence.From this study we can observe that women entrepreneurs have proved to be a strong competent to balance their duties.Today womens are willing to start business enterprises but they must be motivated and guided properly with entrepreneurial traits and skills to meet challenges in their business.Women entrepreneurs are creating jobs for themselves but they have to create it for others.It will improve their position in the society.

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