

## SOCIO – ECONOMIC ANALYSIS OF WOMEN ENTREPRENEURS IN THOOTHUKUDI DISTRICT, TAMILNADU

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### ABSTRACT

Women entrepreneurs in India have to deal with various socio-economic problems. In determining the success of women entrepreneur's social attitudes and supports are very important. This study examines the socio-economic analysis of women entrepreneurs in THOOTHUKUDI district and to offer suitable suggestions based on findings of the study. A sample of 50 women entrepreneurs were taken for the study. It deals with age of the respondents, marital status, education qualification, nature of family type, number of earning members in the family, monthly income, types of business and employment in the study.

**Keywords :** Women entrepreneurs, Entrepreneurship, Socio-Economic Analysis.

### INTRODUCTION

Women entrepreneurs have been making a significant impact in all segments of the economy. According to kamal sing **“a women entrepreneur is confident, innovative and creative women capable to achieving self-economic independence individually or in collaboration generates employment opportunities for others through initiating, establishing and running the enterprise by keeping pace with her personal, family and social life”**. Women entrepreneurs are those women who think of a business enterprise initiate, organize and operate the enterprise and undertake risks and face the economic uncertainly involved in running a business enterprise.

Women entrepreneurs in India face various socio-economic problems. Social attitude and support Key factors for the success of women entrepreneurs. There may be a social and cultural role that women play extra load on them. Women entrepreneurs face difficulties in obtaining funding, which is an important resource Venture

creation. There are many programs and programs to promote self-employment among women. In this context, promoting entrepreneurship among educated women is an urgent need of the time.

### OBJECTIVES OF THE STUDY

- ❖ To analyses the socio-economic background of women entrepreneurs in Thoothukudi District
- ❖ To know the findings based on the study area.

### RESEARCH METHODOLOGY

The present study is descriptive in nature and based on convenient sampling method. A sample of 50 women entrepreneurs was taken for the study. Survey and questionnaire methods has been used in this study. Primary data will be collected through survey method and the respondents were asked to fill in the questionnaire. This is a structured form that will be clear and simple to the respondent.

### ANALYSIS AND INTERPRETATION

The analyzing the data has been calculated percentage method and with the help of tables and charts.

### AGE WISE CLASSIFICATION OF WOMEN ENTRPRENEURS

The age of the women entrepreneurs is very important in the present study. The age of the respondents classified into different age groups. Table 1 show the age of the women entrepreneurs.

Sl.No.	Age Group	Nos. of Respondents	% of Total
1.	Below 20	1	2.0%
2.	21 - 30	5	10.0%
3.	31 - 40	27	54.0%
4.	41 - 50	14	28.0%
5.	Above 50	3	6.0%
	Total	50	100.0%

Source : Primary Data

### Interpretation

The above Table no.1 shown that out of 50 women entrepreneurs, majority of 27 (54.0 %) of the respondents in the age group of 31 - 40 years, followed by 14 (28.0%), 5 (10.0%), 3 (6.0%) and 1 (2.0%) are in the age group between 41 - 50, 21 - 30 years, above 50 years and below 20 years respectively.

## **CLASSIFICATION OF WOMEN ENTREPRENEURS BASED ON MARITAL STATUS**

The marital status is classified into four categories namely, married, unmarried, widow and divorced. Table 2 show the Marital Status of the women entrepreneurs.

Sl.No.	Marital Status	Nos. of Respondents	% of Total
1.	Married	37	74.0 %
2.	Unmarried	8	16.0 %
3.	Widowed	3	6.0 %
4.	Divorced	2	4.0 %
	Total	50	100.0 %

Source : Primary Data

### Interpretation

The above Table no. 2 reveals that, majority of the respondents 37 (74.0 %) are married. It was followed by unmarried, widows and divorced, which is 8 (16.0 %), 3 (6.0%) and 2 (4.0 %) respectively.

### CLASSIFICATION OF WOMEN ENTREPRENEURS BASED ON EDUCATIONAL QUALIFICATION

Education is one of the key elements in entrepreneurship development. Attempt to develop new ideas for skills and production. In the present study, the level of education is confined to Illiterate, Below SSLC, SSLC, Higher Secondary, Under Graduate, Post Graduate and Professionals. Table 3 presents the details of respondents according to their education levels.

Sl.No.	Educational Qualification	Nos. of Respondents	% of Total
1.	Illiterate	0	0.0 %
2.	Below SSLC	2	4.0 %
3.	SSLC	6	12.0 %
4.	Higher Secondary	11	22.0 %
5.	Under Graduate	31	62.0 %
6.	Post Graduate	0	0.0 %
7.	Professional	0	0.0 %
8.	Others	0	0.0 %
	Total	50	100.0 %

Source : Primary Data

### Interpretation

Table 3 shows that classification of education among the respondents that the important classification of education among them are under graduates which constitutes 31 (62.0 %) to the total respectively. The number of respondents with secondary, SSLC and below SSLC education constitutes 11 (22.0%), 6 (12.0%), and 2 (4.0 %) percent to the total respectively. The list out of except, illiterate, post graduate, professional and others are 0 (0.0 %). It is concluded that the majority no.of the respondents have under graduate education in the study area.

### CLASSIFICATION OF WOMEN ENTREPRENEURS BASED ON NATURE OF FAMILY TYPE

Family is the most important part of a women entrepreneur. If a woman is in a separate family, she can spend more time in entrepreneurship than she does with family. In contrast, women in joint families rarely have time for that. Table 4 shows that, the no. of respondents belongs to joint family and nuclear family system in the present study.

Sl.No.	Nature of Family Type	Nos. of Respondents	% of Total
1.	Joint Family	14	28.0 %
2.	Nuclear Family	36	72.0 %
	Total	50	100.0 %

Source : Primary Data

### Interpretation

The above table 4 shown that 36 (72.0 %) percent of the respondents are nuclear family system and 14 (28.0%) of the respondent are joint family system.

### CLASSIFICATION OF WOMEN ENTREPRENEURS BASED ON MONTHLY INCOME

Monthly income refers to the total income that family members to earn in a month. Monthly income is an important factor in determining the quality of life. The distribution of the respondents on the basis of their monthly income is shown in Table 5.

Sl.No.	Monthly Income	Nos. of Respondents	% of Total
1.	Less than 10000	2	4.0 %

2.	10000 - 15000	25	50.0 %
3.	15000 - 20000	12	24.0 %
4.	More than 20000	11	22.0 %
	Total	50	100.0 %

Source : Primary Data

### Interpretation

The above table shown that 25 (50.0%) percent of the respondents are between Rs.10000 - 15000 annual income in the 12 (24.0%) of the respondent are between Rs.15000 - 20000, 11 (22.0%) of the no. of respondents are more than 200000 and only 2 (4.0%) of the respondent are below Rs. 10000 of the annual income.

### CLASSIFICATION OF WOMEN ENTREPRENEURS BASED ON NATURE OF BUSINESS

Industrial unit can be for either manufacturing products, trading or providing services. Table 6 shows the classification of enterprises based on nature of business.

Sl.No.	Nature of Business	Nos. of Respondents	% of Total
1.	Manufacture	9	18.0 %
2.	Trade	7	14.0 %
3.	Service	34	68.0 %
	Total	50	100.0 %

Source : Primary Data

### Interpretation

It is referred from table 6 shows that 34 (68.0 %) of the units belong to the service category and manufacturing units 9 (18.0%) of the units. The third and last placed trade scale units 7 (14.0%) run by women entrepreneurs.

### CLASSIFICATION OF WOMEN ENTREPRENEURS BASED ON TYPES OF BUSINESS

The different types of business such as sole proprietorship, partnership and family business. Table 7 show the classification of women entrepreneurs based on types of business.

Sl.No.	Types of Business	Nos. of Respondents	% of Total
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1.	Sole Proprietorship	34	68.0 %
2.	Partnership	6	12.0 %
3.	Family Business	10	20.0 %
	Total	50	100.0 %

Source : Primary Data

### Interpretation

It is seen from table 7 that, 34 (68.0 %) of the sample units are functioning as sole proprietorship firms and 10 (20.0 %) are family business firms. Nearly third 6 (12.0 %) run by women entrepreneurs belong to the partnership firms.

### CLASSIFICATION OF WOMEN ENTREPRENEURS BASED ON TYPES OF EMPLOYMENT

Table 8 shows that, details about types of employment for women entrepreneurs.

Sl.No.	Types of Employment	Nos. of Respondents	% of Total
1.	Tailoring	16	32.0 %
2.	Beauty Parlour	12	24.0 %
3.	Grocery Shop	5	10.0 %
4.	Medical Store	3	6.0 %
5.	Small Scale Industry	14	28.0 %
	Total	50	100.0 %

Source : Primary Data

### Interpretation

Table 8 reveals that the majority of the respondents 16 (32.0 %) belong to the Tailoring, around 14 (28.0 %) of the respondents comes small scale industry. It follows that, beauty parlour 12 (24.0 %), grocery 5 (10.0 %) shop and medical store 3 (6.0 %) respectively.

### FINDINGS

- Majority of the women entrepreneurs are 31-40 age.

- Majority of the women entrepreneurs are married.
- Majority of the women entrepreneurs have studied Under Graduate.
- Majority of the women entrepreneurs are nuclear family.
- Majority of the women entrepreneurs are having 10000-15000 monthly income in the study area.

## **CONCLUSION**

Socio-economic factors play an important role in developing women into successful entrepreneurs. This analysis refers to the socio-economic status of women entrepreneurs in the Thoothukudi district. The growth of women entrepreneurs depends on their educational qualifications and the government helps to improve their socio-economic status by providing them with proper education and training.

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