



Emotional Intelligence and Harms Being Faced by Women Entrepreneurs in Rural Areas (With special evidence from MSME in Tamilnadu)

R. Subhashini¹, N. Santhosh Kumar*

¹Research Scholar, Bharathiar University, Coimbatore, Tamilnadu, India.

*Assistant Professor, SRM School of Management, SRM University, Kancheepuram, India.

*Corresponding author's E-mail: subhashiniparthiban@gmail.com

Accepted on: 10-04-2016; Finalized on: 31-05-2016.

ABSTRACT

Women have been successful in breaking their confinement within the limits of their homes by entering into varied kinds of professionals and services women entrepreneurs have proved to be on par with their men counterparts in business acumen and are emerging as smart and dynamic entrepreneurs. Women owned businesses are highly increasing in the economies of almost all countries. The hidden entrepreneurial potentials of women have gradually been changing with the growing sensitivity to the role and economic status in the society. Skill, knowledge and adaptability in business are the main reasons for women to emerge into business ventures and personal needs and become economically independent. The state of Tamilnadu is the industrially developing area in which some of the entrepreneurs excel in small scale industry. Even though the government organizes women by various associations, they are not ready to undertake the business. As compared to men, women are less motivated to start business units due to some unwanted fear, lack of motivation and kind of activities. Thus, the study aims at undertaking the entrepreneurial development among women highlights their motivational forces and relationship between socio-economic background of women entrepreneurs, motivational factors and their existing entrepreneurial traits.

Keywords: Emotional intelligence, rural areas, women.

INTRODUCTION

Women have been successful in breaking their confinement within the limits of their homes by entering into varied kinds of professionals and services women entrepreneurs have proved to be on par with their men counterparts in business acumen and are emerging as smart and dynamic entrepreneurs.

There are many reasons for women to enter into entrepreneurial ventures in a predominantly society. Entrepreneurship among women is an important avenue through which women can overcome their subordination within the family and the family and the society as a whole.

Therefore, development of entrepreneurship among women has received special attention of the policy makers. In this direction, a special character in the seventh plan has converted into the integration of women in economic development.

The new industrial policy has stressed the need for conducting special Entrepreneurial Development Programme (EDPs) for women. Besides this, today, a network of institutions exists in the country to promote women entrepreneurship. The commercial banks and the financial institution are an integral part of this network. Many organizations/institutions and association promote and develop women entrepreneurship by providing financial assistance at concessional rates of interest and also organize industrial fairs and exhibitions. Entrepreneurship Development Programme (EDPs) for women creates entrepreneurial awareness among them.

“Women” As Entrepreneurs in India

Women owned businesses are highly increasing in the economies of almost all countries. The hidden entrepreneurial potentials of women have gradually been changing with the growing sensitivity to the role and economic status in the society. Skill, knowledge and adaptability in business are the main reasons for women to meet her personal needs and become economically independent. A strong desire to do something positive is an inbuilt quality of entrepreneurial women, who is capable of contributing values in both family and social life. With the advent of media, women are aware of their own traits, rights and also the work situations. The challenges and opportunities provided to the women of digital era are growing rapidly that the job seekers are turning into job creators. They are flourishing as designers, interior decorators, exporters, publishers, garment manufacturers and still exploring new avenues of economic participation. In India, although women constitute the majority of the total population, the entrepreneurial world is still a male dominated one. Women in advanced nations are recognized and are more prominent in the business world. But the Indian women entrepreneurs are facing some major constraints like Lack of confidence in their strength and competence.

Objectives of the study

The present study has been carried out with the following objectives in

- To study the socio-economic background of the women entrepreneurs in Erode District.



- To analyze the motivational factors and other factors that influence women to become entrepreneurs.
- To analyze the major strength and weakness of women entrepreneurs and the environmental opportunities and threats which promote the entrepreneurship.
- To offer suggestions to improve the satisfaction of women entrepreneurs and to framework for the promotion of women entrepreneurship of selected districts in Tamil Nadu.

Data Analysis and Interpretations

Personal interview is the major tool of data collection. Interview technique is to be made at women entrepreneurs. The secondary data are also proposed to collect from various departments. All these data are to be arranged in various form of tables and proposed to critically analyse with the help of a number of statistical tools. Percentage Analysis and Chi-Square Test are the various statistical tools applied.

Socio Economic Background

The personnel characteristics of the selected respondents like age, educational status, marital status, family income, business type, size of the business, financial sources and spend expenses are discussed in this section.

Table 1: Socio-Economic Background of the Respondents

Factors	Category	No. of Respondents	Percentage (%)
Age	Below - 30	20	22.22
	30 - 40	32	35.56
	40 -50	26	28.89
	50 and above	12	13.33
Marital Status	Unmarried	31	31
	Married	69	69
Educational Qualification	Illiterate	5	5.56
	Primary	9	10
	Secondary	16	17.78
	Higher Secondary	42	46.67
	Graduate Level	18	20
Annual Income	Below 10,000	15	16.67
	10,000 - 20,000	32	35.56
	20,000 - 30,000	21	23.33
	30,000 - 40,000	14	15.56
	40,000 and above	8	8.89

This study is aims the problems and prospects of women entrepreneurs in erode districts. For this purpose the study conducted for 90 respondents of the women entrepreneurs. An attempt has been made in this section to analyses the collected data with reference to activities

of the women entrepreneurs a detailed analysis are given below. The table 1.1 shows that problems faced by women entrepreneurs, the weighted ranking method applied. It inferred that the most number of the respondents have given First rank for Lack of strong leadership; the respondents have given Second rank for financial deficit. The third rank was lack of systematic planning and working and followed by health problem, Non -awareness of Government scheme, Non- repayment of loan by the members, Leaders misusing the group's money, other problems, Lack of Education. The opinion of the respondents and socio-economic characters relationship is applied for chi square test. The selected variables only to applied in this model. Table 1.3 reveals that the summary of the respondents. The chi-square analysis reveals that the factors are Age and Education are significant at 1% level. Marital status, business type and sources of finance are significant at 5% level of significance. The remaining factors are not significant at 5% level. Open training.

Findings

- 35.56% of the respondents are belonging to 30 – 40 years age group of the entrepreneurs. 28.89% of the respondents are between the age of 40 - 50 year. The 22.22% of the respondents are below the 30 years age group and rest of the respondents are above the 50 years.
- 46.67% of the respondents are belonging to higher secondary level of the entrepreneurs. 20% of the respondents are graduates and 17.78% of the respondents are secondary level of education. The 10% of the respondents are primary level and rests of the respondent are illiterates.
- 35.56% of the respondents are belonging to 10,000 to 20,000 incomes of families. 23.33% of the respondents are Rs. 20,000 to 30,000 income group and only 8% of the respondents are their family income of above 40,000.
- 42.22% of the respondents are deals with manufacturing types of business. 26.67% of the respondents who are engaged in trading type of business. Only 16% of the respondents are doing our business for service sectors. 10% of the respondents are combined all type of business.
- 69% of the respondents are married category and rest of the respondents are unmarried. Therefore, marital status is important factor to determine the women entrepreneurs.
- 46.67% of the respondents are invested below 1 Lakhs in their business. 24.44% of the respondents are 1 lakhs to 5 lakhs category.

Suggestions

- Most of the women entrepreneurs are of the opinion that because of lack of training, they are not able to



survive in the market. Hence, the government should conduct frequent training programmes with regard to new production techniques, sales techniques, etc. This training should be made compulsory for women entrepreneurs.

- Finance is the first major problem for women entrepreneurs. Hence, the government can provide interest free loans to encourage women entrepreneurs. To attract more women entrepreneurs, the subsidy for loans should be increased.
- Since the number of entrepreneurs from scheduled caste and most backward communities is very low, awareness is to be created those women, by providing special attention.

CONCLUSION

It is evident from the study that women are ready to face the challenges associated with setting up of business. Society is very much receptive to the concept of women entrepreneur, so is the family. Women are not into business for survival but to satisfy their inner urge of creativity and to prove their capabilities. Women

education is contributing to a great extent to the social transformation.

The future will see more women venturing into areas traditionally dominated by men.

The socio background including factors, type and mode of business, training programmes are the important problems of women entrepreneurs in Erode District.

REFERENCES

1. Bhatia Anju (2000) "Women Development and NGOs". Rawat Publication, New Delhi.
2. 2nd OECD conference of Ministers Responsible for Small and Medium-Sized enterprises promoting entrepreneurship and innovative SMEs in a Global Economy (2004) Organisation for Economic co-operation and development, Istabul, Tukey.
3. Lalita N, (2005) "Micro Finance and Rural Development", Gandhi gram Rural Institute, Gandhi gram, Dindigal, Tamilnadu.
4. Ram Naresh Thakur (2009). "Rural Women Empowerment in India" in Empowerment of Rural Women in India Kanishka Publishers, New Delhi.

Source of Support: Nil, Conflict of Interest: None.

