

## **A Study on Analysis the Factors Responcible For Women To Become Entrepreneurs With Special Reference To Tirupur District**

**Mr. D.Nithyananth , Mr.P.Prabhakaran ,**

*Asst. professor, Department of Management Studies, Erode Sengunthar Engineering College, Erode 638057, Tamil Nadu, India.*

*II-MBA Student, Erode Sengunthar Engineering College, Erode,*

**ABSTRACT:** This study is to know about the ‘factor responsible for women entrepreneur special reference to tirupur district’. It also helps to know about the women entrepreneurs.

The source of data is collected from women entrepreneur. The sample size is 50 and time constraint is the major problem in the study. The tool used for analysis and interpretation is simple percentage analysis. Both open end and close end questions are used in the questionnaire.

From the analysis of the study it is found that most of the women entrepreneur made start the own business for support from family.

The study helps to know about the factor responsible for women entrepreneur special reference to tirupur district’. It helps to develop in monetary and Non-Monetary basis for women entrepreneur..

The study helps to know about the women entrepreneurs are start up funding of main source for borrow from bank and sell personal valuables. The government have to improve the service in the financial sectors. From this study, it is concluded that the entrepreneurs perceived both has to improve all service facilities.

### **I. INTRODUCTION**

#### **Women Entrepreneurship**

Women entrepreneurship has been recognized as an important source of economic growth. Women entrepreneurs create new jobs for themselves and others and also provide society with different solutions to management, organization and business problems. However, they still represent a minority of all entrepreneurs. Women entrepreneurs often face gender-based barriers to starting and growing their businesses, like discriminatory property, matrimonial and inheritance laws and/or cultural practices; lack of access to formal finance mechanisms; limited mobility and access to information and networks, etc.

Women’s entrepreneurship can make a particularly strong contribution to the economic well-being of the family and communities, poverty reduction and women’s empowerment, thus contributing to the Millennium Development Goals (MDGs). Thus, governments across the world as well as various developmental organization are actively undertaking promotion of women entrepreneurs through various schemes, incentives and promotional measure

#### **2.1.OBJECTIVES**

- ❖ To know the main source of funding for starting up of business

#### **SCOPE OF THE STUDY**

- ❖ A study on analyzing the problem and expectation of women entrepreneurs level in the tirupurdistrict.
- ❖ It can provide the what are the problems facing women entrepreneurs.
- ❖ It can help to view about and improve business.

#### **LIMITATION OF THE STUDY**

- ❖ which is limited to 50 may not reflect the entire view of the tirupur district
- ❖ There may be the chances of biased information provided by the entrepreneurs

#### **2.4. RESEARCH METHODOLOGY**

Methodology is route to solve the research problem systematically.

**1. AREA OF THE STUDY**

For this study a survey was conducted in tirupur district. Tirupur is an industrial and agriculture area. In this area all kind of people like middle class business men, agri people are living. This area provider requiring scope of study.

**2. SOURCE OF DATA**

The study has used both primary data and secondary data.

**1) Primary Data**

Primary data were collected from Women entrepreneurs and for this purpose an questionnaire is prepared in a detailed manners so as to collect required data. The data collected were analyzed and tabulated systematically.

**2) Secondary Data**

The secondary data were collected from books, Magazines, journals, websites etc,

**3. SAMPLE SIZE**

For the purpose of the study 50 respondents are selected and data were collected by using questionnaire.

**4. SAMPLING METHODS**

In this study convenient sampling method was used.

**II. Review Of Literature**

S. Vargheese Antony Jesurajan & Dr. M. Edwin Gnanadhas (2011) in their study revealed that husbands/fathers were the main motivators for taking up entrepreneurship. So motivation of husbands/fathers/family members would certainly prove to be fruitful. Once they get convinced about significance of women entrepreneurship then their attitude will change, their roles and expectations will change and they will provide moral support, necessary guidance and help as needed.

**DEMOGRAPHIC FACTORS RESULTS:**

The data collected was analyzed using SPSS 17.0 software and to the percentage analysis,

PARTICULARS	CATEGORIES	NO.OF RESPONDENTS	PERCENTAGE
AGE	BELOW-20	02	04
	21-30	21	42
	31-40	19	38
	Above40	08	16
EDUCATIONAL QUALIFICATION	PRIMARY	10	20
	SECONDARY	09	18
	GRADUATION	20	40
	POST GRADUATION		
	NOFORMAL EDUCATION	05	10
	OTHERS	03	06
		03	06

**CHI-SQURE:**

**Chi-Square Tests**

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	14.603 <sup>a</sup>	12	.264
Likelihood Ratio	14.653	12	.261
Linear-by-Linear Association	.118	1	.731
N of Valid Cases	50		

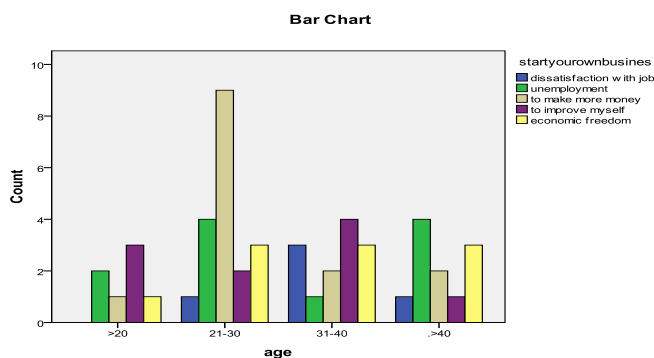
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a. 19 cells (95.0%) have expected count less than 5. The minimum expected count is .70.

**INFRENCE:**

Since  $14.603 < 21.026$  We reject the null hypothesis there is the relationship between the age and start up the own business.



**FINDING**

Majority respondents are belongs to age group of 21-30 years Category.

- ❖ Majority of respondents are belongs to family members have to respect my line of work group of high Category
- ❖ Majority of respondents are belongs to main source of start –up funding of the respondents group of Borrow from bank Category

**SUGGESTION**

- ❖ Most of the respondents doing the small scale industry because of that to improve the business.
- ❖ Women entrepreneurs face lots of problems at start-up as well as operating stage like, role conflict, lack of motivation, lack of finance, maintaining work life balance, discriminating treatment, understanding government rules and regulations etc.
- ❖ Further, it is noted that these women entrepreneurs are both “willing” as well as “forced” entrepreneurs. For some of them factors motivating to start their own enterprise is to support family financially, while for some of them it is the urge to be economically independent

**III. Conclusion**

- ❖ From the study the women entrepreneur are belong to the hindu and bc category. It was developed to all other religion and community. The financial support should be provider for the women entrepreneur. The government should take support to develop the women entrepreneur both monitory and non monitory basis.The support has to improve the women entrepreneurs in the family.
- ❖ It help to develop skills of women entrepreneurs,the skills of women entrepreneurs .improve by prowling various training for them,
- ❖ The sustained and coordinated effort from all dimensions would pave the wayfor the women moving into entrepreneurial activity thus contributing to the social and economic development of the members of the family and thereby gaining equality and equal importance for themselves.