

A STUDY ON ENTREPRENEURIAL TRAITS AMONG THE WOMEN COLLEGE STUDENTS WITH SPECIAL REFERENCE TO DINDIGUL DISTRICT

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Abstract

In the era of liberalization, Privatization and Globalization along with ongoing IT revolution, today's world is changing at a surprising level. Political and economic transformations appear to be taking place everywhere-as countries convert from command to demand economics, dictatorships move toward democratic system, and monarchies build new civil institutions. These changes have created economic opportunities for women who want to own and operate businesses.

Today, women entrepreneurs represent a group of women who have broken away from the beaten track and are exploring new avenues of economic participation. Among the reasons for women to run organized enterprises are their skill and knowledge, their talents, abilities and creativity in business and a compelling desire of wanting to do something positive. It is high time that countries should rise to the challenge and create more support systems for encouraging more entrepreneurship amongst women. At the same time, it is up to women to break away from stereotyped mindsets.

This paper focuses on the concept of women entrepreneurs in India; their traits in business, the problems faced by them when they set up and make some suggestions for future prospects for development of women entrepreneurs.

Introduction

Entrepreneurship plays a crucial role in the growth of any society particularly in a fast developing country like India. The entrepreneur is an important agent in our society who can be a catalyst of social and economic changes.

Entrepreneurship offers excellent scope for women to give expression to their urge for independence, he surpass men and to prove their mettle as a potent economic factor. Self - employment creates confidence in women and makes them independent within the constraints of their culture, relationship and family responsibilities.

As a career, it can offer unlimited scope for development, and diversity of choices. It is the only profession where there is absolutely no bar of any sort be it age, sex, education or any other. If there is any bar whether traditional, social or even personal, it is the bar imposed by women themselves.

Review of Literature

McClelland (1961) in his study titled "The Achieving Society" stated that people perception of risk is a critical factor in taking up some new independent occupations and they always consider a new economic activity in terms of prevailing circumstances and their capability to bear loss in case of failure. So an individual well versed with the circumstances and knowledge about future activity will come up to take higher level of risk.

McClelland and winter (1965) in his work entitled "Achievement Motivation can be Developed", pointed out that moderate risk taking as a characteristic of successful entrepreneurs.

Mohiuddin, Asghari (1971) in his research paper titled "Identification and Selection of Entrepreneurs" discussed that personal efficiency is the tendency of an individual to accept success or failure which is within his control.

Rao T.V. and Metha P. (1978) in his work "Psychological factors in Entrepreneurship" stated that the achievement motivation leads into the parlour of entrepreneurship though it may not be adequate to secure success.

T.K. Chakravarthy (1987) in Development - Emerging priorities the current entrepreneurial scene introduction of the entrepreneurship training programs for the students.

Birundha (1990) in their research in Madurai District "Examined dimensional perspectives such as and economic factors, risk analysis". It was inferred from the symbiosis of all the four.

Statement of the Problem

Entrepreneurship is relatively a new discipline in formal education and the curriculum presented at different levels of formal education should include school, college and professional courses, the success of the courses depends on how many students are prepared to take up business as a career.

The girl student normally finishes her higher secondary course at the age of seventeen. In India children grow in a very protective atmosphere specially girl children due to social concerns. They are always accompanied by a family member and this has made girl children feel very insecure and different. When they finish their higher secondary, however great may be the economical need of the family the girls are kept at home safely till they are comfortably married. Even if they search for a job they do not get a decent job with a good salary and even if they are lucky to obtain a job they get a very meager salary which in no way suits their level of education.

Methodology for Data Collection

The study is based on both primary and secondary data for measuring the existing entrepreneurial skills. The study is based on the questionnaire method.

Assessment of Entrepreneurial Traits

1. Independence

Table 1

| S. No | Variables | Mean | Std Deviation | Co-efficient of variance | Rank |
|-------|------------------------------------------|------|---------------|--------------------------|------|
| 1 | I shall take quick and prompt decision | 4.16 | 0.946674 | 22.7566 | 2 |
| 2 | I make use of my talent | 4.16 | 0.784622 | 18.8611 | 1 |
| 3 | I don't like to work under others | 3.84 | 1.173522 | 30.56047 | 5 |
| 4 | I solve my problems quickly | 3.9 | 0.900901 | 23.10003 | 3 |
| 5 | I ready to take decisions when convinced | 4.08 | 0.956782 | 23.45053 | 4 |

2. Persistence and Determination

Table 2

| S. No | Variables | Mean | Std Deviation | Co-efficient of variance | Rank |
|-------|-----------------------------------------------------|------|---------------|--------------------------|------|
| 1 | I wish to relate with all to support my views | 4.06 | 0.705262 | 17.37099 | 1 |
| 2 | I convince others of my ideas | 3.74 | 0.844883 | 22.59046 | 4 |
| 3 | I always go for excellence | 4.08 | 0.821553 | 20.13611 | 2 |
| 4 | I am courageous enough to face challenges | 4.08 | 0.821553 | 20.13611 | 2 |
| 5 | I am well-balanced both physically and emotionally. | 3.84 | 0.946674 | 24.65298 | 5 |

3. Self-Confidence

Table 3

| S.No | Variables | Mean | Std Deviation | Co-efficient of variance | Rank |
|------|---------------------------------|------|---------------|--------------------------|------|
| 1 | I am capable of achieving | 4.34 | 0.86365 | 19.89978 | 3 |
| 2 | I have positive attitudes | 4 | 1.020825 | 25.52063 | 5 |
| 3 | I know my strength and weakness | 4.42 | 0.0827629 | 18.72464 | 2 |
| 4 | I trust on my own belief | 4.44 | 0.0829322 | 18.67843 | 1 |
| 5 | I venture with self-confidence | 4.14 | 0.872882 | 21.08412 | 4 |

4. Creativity

Table 4

| S.No | Variables | Mean | Std Deviation | Co-efficient of variance | Rank |
|------|------------------------------------------------------------|------|---------------|--------------------------|------|
| 1 | I love newness | 4.38 | 0.846779 | 19.33285 | 2 |
| 2 | I like creativity | 4.4 | 0.721832 | 16.40528 | 1 |
| 3 | I always apply my fantasy views | 4.04 | 0.894427 | 22.13929 | 3 |
| 4 | I want to do adventures | 3.86 | 1.18457 | 30.68835 | 4 |
| 5 | I like to go for mountaineering whenever there is a chance | 3.96 | 1.327375 | 33.51957 | 5 |

5. Organized and goal-oriented

Table 5

| S.No | Variables | Mean | Std Deviation | Co-efficient of variance | Rank |
|------|---------------------------------------------|------|---------------|--------------------------|------|
| 1 | I made daily schedules to attain goals | 3.62 | 1.165468 | 32.19526 | 5 |
| 2 | I depend best use of opportunities | 4.14 | 0.872882 | 21.08412 | 1 |
| 3 | I am very interested in maintaining records | 3.76 | 0.950899 | 25.28986 | 4 |
| 4 | I take remedial measures when needed | 3.94 | 0.882018 | 22.38625 | 2 |
| 5 | I do things that are goal-oriented | 3.92 | 0.956782 | 24.40769 | 3 |

6. Visionary

Table 6

| S.No | Variables | Mean | Standard Deviation | Co-efficient of variance | Rank |
|------|---------------------------------------------|------|--------------------|--------------------------|------|
| 1 | My friendship circle is wider | 4.46 | 0.727639 | 16.31478 | 1 |
| 2 | I have an idea to solve problems personally | 4.16 | 0.967612 | 23.2599 | 3 |
| 3 | My courtesy towards dignity of labour | 3.84 | 0.85783 | 22.33931 | 2 |
| 4 | I always prefer to work with others | 3.82 | 0.85783 | 29.50275 | 4 |
| 5 | I don't lose temperaments often | 3.3 | 1.127005 | 37.52032 | 5 |

7. Risk-taking and Tolerance

Table 7

| S.No | Variables | Mean | Standard Deviation | Co-efficient of variance | Rank |
|------|---------------------------------------------|------|--------------------|--------------------------|------|
| 1 | I take decision without knowing outcome | 3.7 | 0.944343 | 25.52278 | 1 |
| 2 | I am capable of taking risk in relationship | 3.54 | 1.316003 | 37.17522 | 3 |
| 3 | I am bold to face unknown persons | 3.64 | 1.383556 | 38.00979 | 4 |
| 4 | I have alternative strategy | 3.7 | 1.064079 | 28.7589 | 2 |
| 5 | I depend upon in my luck | 3.38 | 1.399828 | 41.41504 | 5 |

8. Perseverance and Hard Work

Table 8

| S.No | Variables | Mean | Standard Deviation | Co-efficient of variance | Rank |
|------|------------------------------|------|--------------------|--------------------------|------|
| 1 | I realize my failure | 3.96 | 1.3149 | 33.13612 | 2 |
| 2 | I am sincere and hard work | 3.8 | 1.297446 | 34.14332 | 3 |
| 3 | I can stand on my own stress | 4.04 | 0.662781 | 16.40547 | 1 |
| 4 | I won't postpone anything | 3.44 | 1.403688 | 40.80489 | 5 |
| 5 | I work for long hours | 3.58 | 1.314174 | 36.70878 | 4 |

9. Commitment

Table 9

| S.No | Variables | Mean | Standard Deviation | Co-efficient of variance | Rank |
|------|--------------------------------------------|------|--------------------|--------------------------|------|
| 1 | I have entertainment | 3.94 | 1.319045 | 33.4783 | 3 |
| 2 | My plans are systematically and reasonably | 3.74 | 1.231028 | 32.9152 | 1 |
| 3 | I have various plans for my future | 3.94 | 1.319045 | 33.4783 | 3 |
| 4 | I plan for the day and future | 3.86 | 1.343134 | 34.79621 | 5 |
| 5 | I am trying to look neat and tidy | 3.9 | 1.301302 | 33.36672 | 2 |

10. Honesty and Honor

Table 10

| S.No | Variables | Mean | Standard Deviation | Co-efficient of variance | Rank |
|------|-----------------------------------------------|------|--------------------|--------------------------|------|
| 1 | I believe on accurate information | 4.04 | 1.0395 | 25.73021 | 3 |
| 2 | My plans are formal one | 4.02 | 0.787935 | 19.60038 | 1 |
| 3 | My activities are good and realistic | 3.84 | 1.223681 | 31.86669 | 4 |
| 4 | My friends look up to me for setting standard | 4.14 | 0.82569 | 19.9442 | 2 |
| 5 | I am shrewd and straight forward | 3.72 | 1.298064 | 34.89419 | 5 |

11. Personality

Table 11

| S.No | Variables | Mean | Standard Deviation | Co-efficient of variance | Rank |
|------|---------------------------------------------|------|--------------------|--------------------------|------|
| 1 | I will find chance where others are lacking | 4.12 | 0.840841 | 20.40877 | 1 |
| 2 | I have habit to complete my commitment | 3.86 | 1.18457 | 30.68835 | 4 |
| 3 | I am strong in maintaining my reputation | 3.98 | 0.949422 | 23.85483 | 2 |
| 4 | I am an optimist | 3.6 | 1.167358 | 32.42662 | 5 |
| 5 | I implement my activities what I wish to do | 3.82 | 1.109081 | 29.03353 | 3 |

12. Leadership

Table 12

| S.No | Variables | Mean | Standard Deviation | Co-efficient of variance | Rank |
|------|------------------------------------------------|------|--------------------|--------------------------|------|
| 1 | I represent the problems to higher authorities | 4.1 | 1.154411 | 28.15637 | 1 |
| 2 | I appreciate others for their best | 3.94 | 1.288301 | 32.69799 | 5 |
| 3 | I participate in other related activities | 3.92 | 1.129669 | 28.81809 | 2 |
| 4 | I am accepting leadership | 3.72 | 1.185078 | 31.85692 | 4 |
| 5 | I will motivate others for their best | 3.92 | 1.247683 | 31.82865 | 3 |

13. Problem-Solving

Table 13

| S.No | Variables | Mean | Standard Deviation | Co-efficient of variance | Rank |
|------|----------------------------------------------------------------------------|------|--------------------|--------------------------|------|
| 1 | I solve my problems with usual solutions | 4.22 | 0.856193 | 20.28893 | 1 |
| 2 | I always go with new ideas | 3.82 | 1.261262 | 33.01733 | 4 |
| 3 | If I selected an approach to solve the problem, at any sack I won't change | 3.86 | 0.939236 | 24.33254 | 2 |
| 4 | I find many ways to solve the problem | 3.74 | 1.164092 | 31.12545 | 3 |
| 5 | I won't think another way to solve the problem if one way does not work | 3.52 | 1.346561 | 38.25457 | 5 |

14. Efficient

Table 14

| S. No | Variables | Mean | Standard Deviation | Co-efficient of variance | Rank |
|-------|--------------------------------------------------------------|------|--------------------|--------------------------|------|
| 1 | I find ways to do things at less cost | 3.98 | 1.225808 | 30.7992 | 3 |
| 2 | I feel bad when time is wasted | 3.9 | 0.965331 | 24.75207 | 1 |
| 3 | I do my work by keeping time | 3.86 | 1.078297 | 27.93517 | 2 |
| 4 | I always do the things faster | 3.66 | 1.275796 | 34.85781 | 5 |
| 5 | I complete my project (or) task to the most out of the money | 3.6 | 1.201202 | 33.36672 | 4 |

15. Assertiveness

Table 15

| S.No | Variables | Mean | Standard Deviation | Co-efficient of variance | Rank |
|------|--------------------------------------------------------------|------|--------------------|--------------------------|------|
| 1 | I wish that other work according to my expectations | 4.02 | 0.9703 | 24.13683 | 1 |
| 2 | If the work is not good I get angry (or) upset with some one | 3.62 | 1.199365 | 33.13164 | 3 |
| 3 | If I disagree with others I change their attitude | 3.52 | 1.285654 | 36.52426 | 4 |
| 4 | I make the people to work if they do not do it | 3.44 | 1.299915 | 37.78823 | 5 |
| 5 | I appreciate others when something praise-worth | 3.98 | 1.192663 | 29.96641 | 2 |

Findings

1. Major of the students use their talents for their independence.
2. Most of the students prefer their views for persistence and determination.
3. Majority of the students believe their own belief.
4. Most of the students possesses own creative knowledge.
5. Most of the students use their opportunities in best.
6. Major of the students have a vision to have friendship circle is wider.
7. Students take risk without knowing them outcome.
8. Most of the students wont postpone anything
9. Students prefer to have the plan systematically and reasonably.
10. Students' plans are formal one for their honest.
11. Students find chance where others are lacking.
12. Students prefer to represent problems to higher authorities.
13. Students solve their problems by usual solutions.
14. Most of the students won't waste their times
15. Major of the students work according their expectations.

Conclusion

Women entrepreneurs faced lots of problems at start-up as well as operating stage like, non-availability of finance, restricted mobility freedom and having to perform dual role one at home and other at work. Technological advancement and information technology explosion have reduced the problem of women entrepreneurs. Along with technological revolution, mental revolution of society is needed to change the attitude of the society and provide women with democratic and entrepreneurial platform.

More-over with increasing government and non-government and other financial institutions assistance for various women entrepreneurs within the economy there can be significant increase brought about in the growth of women entrepreneurship process. Still efforts are being made to coordinate with the enterprise activities of women and providing them almost financial, morale, psychological support by various institutions working within the economy and world-wide.

Thus, women have the potential and the determination to set up, uphold and supervise their own enterprises in a very systematic manner. Appropriate support and encouragement from the society in general and family members in particular is required to help these women scale new heights in their business ventures. The right kind of assistance from family, society and government can make these women entrepreneurs a part of the mainstream of national economy and they can contribute to the economic progress of India.

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