
AN ANALYSIS OF SOCIAL CHARACTERISTICS OF WOMEN ENTREPRENEURS IN COIMBATORE CITY

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Abstract

The Study lays its focus on the social characteristics of women entrepreneurs in Coimbatore city. The Social characteristics include Marital status, Types of family, Nature of family, Ancestral background of women Entrepreneurs. Data was collected by questionnaire pattern. The researcher made personal interview with the respondents who were women Entrepreneurs of Coimbatore city. The Data was analysed with SPSS Package. The Study reveals that there are lot of differences between the marital status, nature of family spouse occupation, Parent occupation among the women Entrepreneurs Coimbatore city.

Introduction

Women constitute nearly half of the total population in India and are regarded as better half of the society. Those days society was predominantly a male dominated society. It is with these reasons that women workforce in Industry was negligible and their contribution towards economy was almost zero.

But with the change of time, particularly after independence, there was the recognition of women power. Women started realizing their own strengths and demanded their participation in various walks of life. They have started taking up careers in selected professions such as education, nursing, medicine and office work and thus, contributing in economic activities.

Review of Literature

Mahiuddin (1983)⁷ made an attempt to study the development of entrepreneurship among women. This study revealed the reasons for women becoming entrepreneurs. Some important reasons identified were family occupation, economic independence, a challenge to satisfy some of their personality needs, the

desire of the educated women to utilize their knowledge gained and leisure time activity.

Panadikar (1985)⁸ in an article on "Women Entrepreneurs. Problems and potentials" observed that efficient Management involves a futuristic outlook that is the capacity to plan for the future. Like Male entrepreneurs, the women entrepreneurs by nature have an attribute of futuristic planning with aggressiveness. Such women entrepreneurs have achieved success in the production of T.V. Capacitors in orissa and also in the manufacturing of solar cookers in Gujarat.

Singh and Gupta (1985)⁹ conducted a study entitled "Potential women Entrepreneurs: Their profile, vision and motivation". Some of the objectives of the study were to study the factors that prompted women to start their own business and to identify the motivational factors. The conclusion drawn from the study were

1. The profile of a women entrepreneur was not dominated by either education or lack of it or any other characteristics.
2. Women, more educationally qualified, perceived entrepreneurship as a challenge, ambition, fulfillment and an opportunity for doing something fruitful whereas less educationally qualified entrepreneur perceived it as only a tool for earning quick money.

Vinze (1987)¹⁰ in her study on "Women Entrepreneurs in India" has examined the problems faced by women entrepreneurs from Industrial estates of Delhi. In the instance of failure in obtaining information from the formal interview method. She has adopted the method of informal discussion with respondents for collecting the required information. Her study has revealed that the sample women entrepreneurs were mostly hailing from low and middle income groups but with some level of education and moderate experience in specific line of manufacturers. She has also observed that there was a need for constant interactions between women entrepreneurs and financial institutions for matters pertaining to financial discipline though financial assistance from banks were instrumental for these entrepreneurs to run their enterprises. The study has made a number of suggestion like streamlining of the assistance required, co-ordination of different agencies, evolving a better code of agencies and simplifying the procedure for promoting entrepreneurship culture. Over and above, it has pointed out that the success of women entrepreneurs did lie in efficient management.

Ayadurai, Selvakumar and Sohail (1987)¹¹ in their study "The Profile of Women entrepreneurs in war-time area" in the North-East, Srilanka by examining the demographic profile of "Tamil" women entrepreneurs who become entrepreneurs as a result of war. The study examined five main areas their characteristics, factors that spurred them into entrepreneurs, their challenges, their measures of success and their demographic profile. The study revealed that majority of them were in business for the

first time as they lost their husbands to the war and saw business as a means to end and their success in the venture is making a balance between family and work.

K.Sundaravalli (1988)¹² in her study titled "A study of women entrepreneurs in Thiruchirappalli Region" assessed the effectiveness of services of several agencies both governmental and voluntary in assisting the women entrepreneurs. She has also apprehended the entrepreneurial environment for the development of women entrepreneurs in SSI.

Azad (1989)¹³ in his study on "Development of entrepreneurship among women analyzed the Motivating Factors underlying women entrepreneurship. The study also made a critical evaluation of the differences between psycho-social factors impeding the growth of entrepreneurship among women in our country.

Objective of Study

It aims to study on the social Characteristics of women Entrepreneurs. The Entrepreneurs seek help, assistance or some moral support from their husband and family members. Their marital status. Benefits there in terms of finance, social base, cultural Identity and decision making process.

Methodology

The Primary data was collected by survey research through Interview schedules from successful women Entrepreneurs and the Secondary data were collected from standard text books related topic, leading journals and published documents, records, reports and booklets issued and maintained by District Industries centre- Coimbatore The Researcher used percentage method for statistical analysis.

Analysis

Marital Status of Sample Women Entrepreneurs

S.No	Status	Manufacturing	Service	Trading	Total
1	Single	31(15.5)	17(8.5)	24(12)	72(36)
2	Married	24(12)	37(18.5)	27(13.5)	88(44)
3	Widow	12(6)	9(4.5)	13(6.5)	34(17)
4	Separated	6(3)	-	-	6(3)
	Total	73(36.5)	63(31.5)	64(32)	200(100)

Source: Primary Data

Note: Figures in parentheses indicate Percentages.

Shows that 44 Per cent of sample women entrepreneurs in Coimbatore city are married, 36 per cent are Unmarried, 17 Per cent of the sample respondents are widow and Only 3 Per cent are separated.

From the table it can be concluded that the Married women entrepreneurs are having more Managerial capacity as they are managing both business and family at the same time, and they are doing their business successfully in Coimbatore city.

Nature of Family

The following table shows the details about the nature of family.

Nature of Family of Sample Women Entrepreneurs

S.No	Type	Manufacturing	Service	Trading	Total
1	Nuclear	60(30)	50(25)	47(23.5)	157(78.5)
2	Joint	13(6.5)	13(6.5)	17(8.5)	43(21.5)
	Total	73(36.5)	63(31.5)	64(32)	200(100)

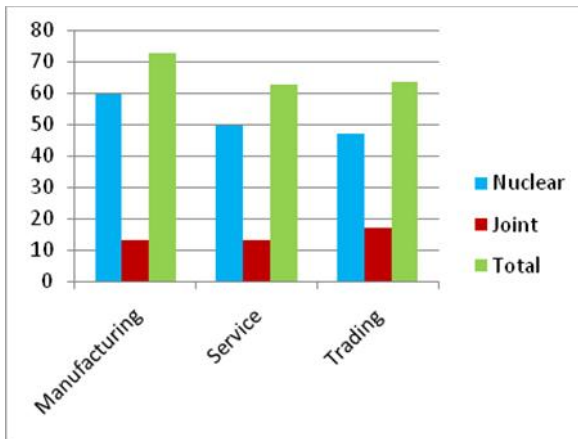
Source: Primary Data

Note: Figures in parentheses indicate Percentages.

Shows that 78.5 percent of sample women entrepreneurs are in nuclear family and 21.5 percent are in Joint family.

From the table, it can be concluded that more percentage of sample respondents in Coimbatore city are in nuclear family which helps them to carry out their business activities successfully without having more family burden as in Joint family.

Nature of Family of Sample Women Entrepreneurs



Spouse Occupation

Today women earn almost 60 percent of all bachelor's degrees and more than half of masters and Ph.D.'s. Many people believe that, while this may be good for women as income earners. Reveals the details about the occupation of the sample women entrepreneur's spouse.

Spouse Occupation of Sample Women Entrepreneurs

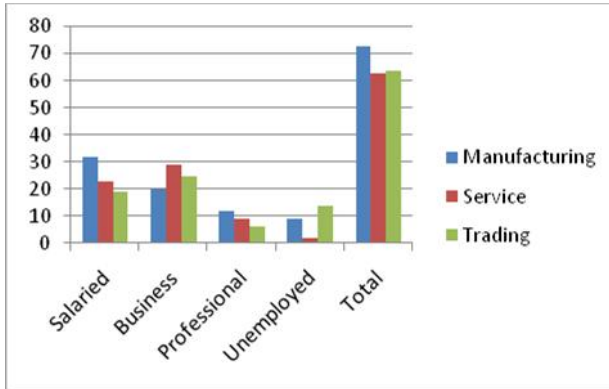
S.No	Occupation	Manufacturing	Service	Trading	Total
1	Salaried	32(16)	23(11.5)	19(9.5)	74(37)
2	Business	20(10)	29(14.5)	25(12.5)	74(37)
3	Professional	12(6)	9(4.5)	6(3)	27(13.5)
4	Unemployed	9(4.5)	2(1)	14(7)	25(12.5)
	Total	73(36.5)	63(31.5)	64(32)	200(100)

Source: Primary Data

Note: Figures in parentheses indicate Percentages.

It can be concluded that 37 Per cent of Sample women entrepreneurs Spouse are salaried people and business Person each; 13.5 Per cent of them are Professional people and 12.5 Per cent are Unemployed people. This shows that the business serves to be motivational factor of the spouse and the salaried persons encourage their spouse to be an entrepreneur.

Spouse Occupation of Sample Women Entrepreneurs



Parent Occupation

Today's norm is that employment is an expectation of all parental guardians. It is expected of all parents, not because of a devaluing of parenting, but because of the premium placed on the individual in today's society, through allowances made by modern birth control and childcare services. Shows the details about the Sample women entrepreneurs in Coimbatore city.

Parents Occupation of Sample Women Entrepreneurs

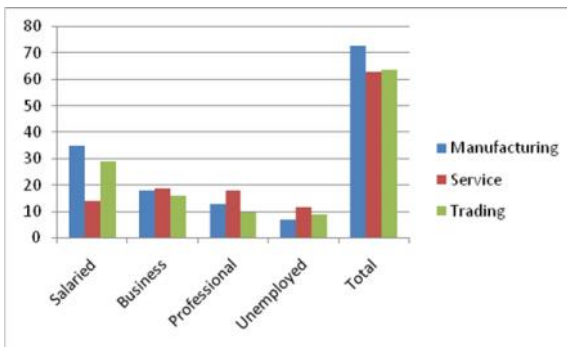
S.No	Occupation	Manufacturing	Service	Trading	Total
1	Salaried	35(17.5)	14(7)	29(14.5)	78(39)
2	Business	18(9)	19(9.5)	16(8)	53(26.5)
3	Professional	13(6.5)	18(9)	10(5)	41(20.5)
4	Unemployed	7(3.5)	12(6)	9(4.5)	28(14)
	Total	73(36.5)	63(31.5)	64(32)	200(100)

Source: Primary Data

Note: Figures in parentheses indicate Percentages.

Shows that 39 Per cent of Sample women entrepreneur's Parent are salaried People;.26.5 Per cent are business people; 20.5 Per cent of Sample respondents are Professional People and 14 Per cent of the sample respondents are unemployed.

Parent Occupation



Conclusion

Social Emancipation of women gains social status. It creates more respect in the family and gives self-prestige avoids gender tries and eliminates doury deaths. It promoters leadership qualities among women and swells the family Income.

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