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An Economic Analysis of Women Entrepreneurs in Namakkal District, Tamil Nadu

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Abstract

The paper analyses the economics of women entrepreneurs in Namakkal District, Tamil Nadu. The paper examines the importance and problems of women entrepreneurs in Tamil Nadu and India. In particular, two blocks of Namakkal District is selected for the study where 240 women entrepreneurs are randomly selected, i.e. 120 from Tiruchengode and another 120 from Namakkal block. The profile of the women entrepreneurs are discussed in the first part of the paper and second part examines the economics of women entrepreneurs. That is, nature of business, form of business, sources of funds, sales turnover, net income and return on investment are examined. Of the selected women entrepreneurs, majority of them engage in business,

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industrial and service sector constitutes next. In both rural and urban areas, most of the women entrepreneurs opted for sole proprietorship for unified control. Maximum number of women entrepreneurs both rural and urban has invested from their own fund. No entrepreneurs have borrowed money from private money lenders due to the high rate of interest. The sales turnover is high in urban area as compared to rural area. Business and service sector contributes more comparatively. Average returns are high in business sector, industrial sector and service sector respectively. The paper suggests the government and NGOs to give training and orientation to women entrepreneurs thereby to earn more returns.

1. INTRODUCTION

Entrepreneurship is an economic activity, which is undertaken by an individual or group of individuals. Entrepreneurship can be defined as the making of a new combination of already existing material and forces, which entrepreneurship throws up as innovative as opposed to inventions and that no one is entrepreneur forever, only when he/she is actually doing the innovative activity (Schumpeter Joseph, 1961). A women entrepreneur is a person who is an enterprising individual with an eye for opportunities and an uncanny vision, commercial acumen, with tremendous perseverance and above all a person who is willing to take risks with the unknown business because of the adventurous spirit she possesses (Medha Dubhashi Vinze, 1987).

Thus, a woman entrepreneur is one who starts business and manages it independently and tactfully takes all the risks, faces the challenges boldly with an iron will to succeed. Women entrepreneurship is economic activities of those women who think of a business enterprise

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initiate it, organise and combine the factors of production, operate the enterprise and undertake risks and handle economic uncertainty involved in running a business enterprise (Medha Dubhashi Vinze, 1987).

Women entrepreneurship is much specialised field where success depends strictly on personal ability in management creativity, self-discipline, imagination, emotional stability and objective thinking. Entrepreneur is the key-factor of entrepreneurship and now women have been recognised as successful entrepreneurs as they have qualities desirable and relevant for entrepreneurship development. In the process of entrepreneurship, women have to face various problems associated with entrepreneurship and these problems get doubled because of their dual role as a wage earner and a home maker (Reddy, 1991).

1.1 Importance of Women Entrepreneurship

Women perform an important role in building the real backbone of a nation's economy. There is considerable entrepreneurial talent among women. Many women's domestic skills such as people and time management and household budgeting are directly transferable in the business context. Women have the ability to balance different tasks and priorities and tend to find satisfaction and success in and from building relationship with customers and employees, in having control of their own destiny, and in doing something that they consider worthwhile. They have the potential and he will to establish and management enterprises of their own. Those qualities and strengths of women are to be tapped for productive channels. But simultaneous creation and development of small business among women is a difficult task.

Women suffer the most in India. Their involvement in economic activities is marked by low work participation rates, excessive concentration in the unorganised sector of the economy

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and in low-skill jobs. There is a greater dynamism in the rate of growth of female employment. However in rural areas, agriculture has provided more employment for women. Their literacy rate, which itself is the cause for low economic conditions, creates a vicious circle of low social and economic status. In 1991 the rural female literacy rate was 30.4 percent, where the rural male literacy rate was 57.8 percent. In the year 2001, female literacy rate was 53.60 percent and male literacy rate was 75/2 percent. The growth rate of male and female literacy rate is 2001 was 47/1 percent and 73/9 percent respectively (Subburaj, 2007). It is in this specific background, that the emergence of women entrepreneurs is to be viewed as a socio-economic emancipation of women. The status of women in India is an illustration of paradox. Hence the emergence of women as entrepreneurs in India should be seen as a resurgence of the rightfully respectable socio-economic status of women.

1.2 Women Entrepreneurs in India

Women entrepreneurship in India represents a group of women who have broken away from the beaten track and are exploring new vistas of economic participation. Women in India entered business due to pull and push factors. Their task has been full of challenges. In spite of the family opposition, many women have proved themselves independent and successful entrepreneurs. The emergence of women entrepreneurs and women-owned firms and their significant contributions to the economy are visible in India and these businesses are ready for continued growth in the future. As per the 2001 census the Female Work Participation Rate was 25.7 percent. Though women constitute almost of the world population, out of the total workforce, the percentage of women in the work force in Russia is 41.5 percent, West Germany 33.2 percent, Japan 39.1 percent USA 24.6 percent and India 12.4 percent.

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In India women are relatively powerless with little or no control over resources and little decision making power. Women in the informal sector are found to be home-based workers, engaged in the petty manufacture of goods either on piece rate basis or on own account, petty traders and petty shopkeepers or service specialists. Studies reveal that 89 percent of India's women workers toil in the informal sectors in sub-human conditions. Over 2/3 of the enterprises are self owned and have a fixed capital of less than Rs.50/-. Over 4/5 of the women workers in the sector earn less than Rs.500/- p.m. The income earned by women in this sector is said to be about ¼ of that of a woman in the organised sector.

In recent years, the entrepreneurship development in India is very much needed. For entrepreneurship in India in the past was confined mostly to functionally designated communities and regions. This trend has been reserved and at present individuals down from all communities and regions has turned entrepreneurs. In the sixth plan period a special chapter on Women Development has been included for the better involvement of women in business.

1.3 Women Entrepreneurship in Tamil Nadu

Women in Tamil Nadu are the best entrepreneurs in the country, they have shown that they could make excellent entrepreneurs if they get support by way of finance and guidance. In Tamil Nadu women were engaged more in agriculture than in manufacturing or services. In the manufacturing sector, women worked as beedi workers and as manual labour for cotton textiles, fish and food processing and match industries. A few were involved in the manufacturing of electronics and electrical goods. Risk-aversion is a common factor in a traditional society like Tamil Nadu. Majority of the entrepreneurs in Tamil Nadu those who are living in the rural areas are now running micro enterprises or home-based production units such as basket making, mat

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weaving, *beedi* making, lace making and the production of *agarbathi*, garments, candles, telephone mats, handicrafts, pepper dice, ink, soap, washing powder, snacks, fruit juice, jams squash, vattal preparation, small *petti* shops, etc.

1.4 Women Entrepreneurs in Namakkal

The present study makes an attempt to analyse the economic aspects of women entrepreneurship in Namakkal District, Tamil Nadu. Women entrepreneurship in Namakkal district is of recent origin. There were 10071 small units registered as on 31st March 2008. Among them 3,540 are women entrepreneurs. There is an enormous scope for the expansion of small scale industries, tiny industries, and cotton industries in the area.

2. METHODOLOGY

The present study concentrates on Women Entrepreneurs in Namakkal District. The main thrust of the study is to investigate the motives, characteristics, socio-economic background and problems of women entrepreneurs in Namakkal district. Apart from the women entrepreneurs registered with District Industries Centre, Indian Bank and TIIC, other entrepreneurs are also included in the study. The investigator had adopted multi stage sampling method for the present study. First the investigator has selected two blocks viz. Tiruchengode and Namakkal among the total of five blocks in Namakkal districts. Compared to the other blocks, the selected two blocks are having more number of small scale and cottage industries. From the two selected blocks, the researcher randomly selected 240 women entrepreneurs i.e. 120 from Tiruchengode and another 120 from Namakkal block. Besides, the respondents are selected from the three sectors: industry (80 respondents), business (97 respondents) and service

(63 respondents). Out of the total 240 selected women entrepreneurs the researcher also selected the respondents from rural area and urban area of the two blocks.

3. PROFILE OF THE WOMEN ENTREPRENEURS

This section examines the profile of the women entrepreneurs. Socio-economic status of women should be improved along with that of men. Socio-economic freedom gives the women the right to determine the course of their lives. Entrepreneurship enhances the women's social standing. The entrepreneurial activity is dependent on several complex economic, social and psychological factors. Thus for any attempt made to understand the entrepreneurial activity among women an analysis of their socio-economic origins is important and essential.

3.1 Age Classification

Table 1 shows the age wise distribution of the selected entrepreneurs of the study. In rural areas all the respondents (100%) falls in the age group of 20-50. Out of 73 respondents 30 (32.6%) of them are belongs to 20-30 and 27 (32.5%) of them are in the age group of 30-40. Remaining 16 women entrepreneurs were under the age group of 40-60. In urban areas, out of 167 selected women entrepreneurs 62 (67.4%) of them are belongs to 20-30, 56 (67.5%) respondents are belongs to 30-40 and 35 (79.5%) are under the age group of 40-50. Remaining 14% are belongs to the age group of 50-60. From the analysis it was noticed that both in rural and urban areas a majority of the women entrepreneurs (98.0%) in Namakkal district fall under the age group of 20-50.

The competences of a person in undertaking various occupations differ at various ages as perceptions, physical endurance, confidence level and time available due to other responsibilities

will vary with age. The Table 1 also reveals the percentage of women entrepreneurs selected in Namakkal district. Out of 80 industrial sector women entrepreneurs 73 of them are belongs to the age group of 20-40. Among the 97 women entrepreneurs involved in business sector 88 of them are in the age group of 20-40. Out of 63 services sector entrepreneurs 58 entrepreneurs are belong to the age group of 20-40. The above data reveals that a higher percentage of women had taken up managing enterprises in the age group of 20-40.

Table 1 Age Wise Distribution of Sample Women Entrepreneurs

Age Group	Rural			Total	Urban			Total	Overall Total
	Industry	Business	Service		Industry	Business	Service		
0-30	08 (32.0)	12 (54.5)	10 (38.5)	30 (32.6)	16 (29.1)	27 (36.0)	19 (51.4)	62 (67.4)	92 (100)
0-40	12 (48.0)	07 (31.8)	08 (30.7)	27 (32.5)	22 (40.0)	22 (29.3)	12 (32.4)	56 (67.5)	83 (100)
40-50	03 (12.0)	02 (9.2)	04 (15.4)	09 (20.5)	12 (21.8)	18 (24.1)	05 (13.5)	35 (79.5)	44 (100)
50-60	02 (8.0)	01 (4.5)	04 (15.4)	07 (36.8)	04 (7.3)	07 (9.3)	01 (2.7)	12 (63.2)	19 (100)
Above 60	0 (0)	0 (0)	0 (0)	0 (0)	01 (1.8)	01 (1.3)	0 (0)	02 (100)	02 (100)
Total	25 (100)	22 (100)	26 (100)	73 (30.4)	55 (100)	75 (100)	37 (100)	167 (69.6)	240 (100)

Source: Primary data

3.2 Religious Classification

The Table 2 exhibits that in rural areas out of 73 respondents 68 (93.2 percent) of them are Hindus, 4 respondents (5.4 percent) are Christian and remaining 1 (1.4 percent) is belongs to Muslim Community. In urban area, out of 167 women entrepreneurs 154 (92.5 percent) are Hindus, 9 (5.4 percent) are Christians, only 4 (2.4 percent) are Muslim community. Overall a majority of 222 (92.5) are Hindus followed by 13 (5.4 percent), and 5 (2.1 percent) of to Christians and Muslims in rural and urban areas.

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Out of 80 women entrepreneurs in industry 72 (90.0 percent) are Hindus, 5 (6.3 percent) are Christians and remaining 3 (3.7 percent) are Muslims. Among 97 business sector women entrepreneurs 92 (94.8 percent) are Hindus and 04 (4.2 percent) are Christians and remaining 01 (1.0 percent) women entrepreneurs are Muslims. Out of 63 service sector women respondents 58 (92.1 percent) of them are Hindus, 4 (6.3 percent) respondents are Christians and remaining 1 (1.6 percent) women entrepreneur belong to Muslim religion.

The above tabular analysis clearly indicates that the Hindu entrepreneurial population is higher than Christian and Muslim religions. It may be due to that economically the Hindus of this area are better off and socially more acceptable as entrepreneurs being the majority community.

Table 2 Religion Wise Distribution of Sample Women Entrepreneurs

Religion	Rural				Urban				Overall Total
	Industry	Business	Service	Total	Industry	Business	Service	Total	
Hindu	22 (88.0)	20 (90.9)	26 (100)	68 (93.2)	50 (90.9)	72 (96.0)	32 (86.5)	154 (92.2)	222 (92.5)
Christian	02 (08.0)	02 (9.1)	0 (0)	04 (5.4)	03 (5.5)	02 (2.7)	04 (10.8)	09 (5.4)	13 (5.4)
Muslims	01 (04.0)	0 (0)	0 (0)	01 (1.4)	02 (3.6)	01 (1.3)	01 (2.7)	04 (2.4)	05 (2.1)
Total	25 (100)	22 (100)	26 (100)	73 (100)	55 (100)	75 (100)	37 (100)	167 (100)	240 (100)

Source: Primary data

3.3 Communal Classification

Table 3 manifests the community wise distribution of selected women entrepreneurs both rural and urban areas of selected Namakkal district. Out of 73 rural women entrepreneurs 50 (68.5 percent) are Backward Class community, 20 (27.4 percent) are Most Backward Community and remaining 3 (4.1 percent) are belongs to SC/ST community. Out of 167 urban

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women entrepreneurs 107 (64.1 percent) are Backward Community, 49 (29.3 percent) are Most Backward Community and remaining 11 (6.6 percent) respondents are SC/ST community. Overall, the majority of (94.2 percent) are belongs to Backward and Most Backward Communities. It is because these two communities are economically strong and majority in population.

From the data, out of 80 industry sector women entrepreneurs, 53 of them are Backward Community, 23 are Most Backward Community and 4 of them are SC/ST. Among the 97 business sector women entrepreneurs 57 of them are Backward Community, 33 of them are Most Backward Community and remaining 7 of them are SC/ST. Among the 63 service sector women entrepreneurs 47 of them are Backward, 13 of them are Most Backward and remaining 3 of them are SC/ST. The table emphasizes the fact that the majority of women entrepreneurs were from Backward and Most Backward communities in all the three sectors. A very insignificant number of women entrepreneurs were from SC/ST.

Table 3 Communal Distribution of Sample Women Entrepreneurs

Religion	Rural				Urban				Overall Total
	Industry	Business	Service	Total	Industry	Business	Service	Total	
BC	18 (72.0)	12 (54.5)	20 (76.9)	50 (68.5)	35 (63.6)	45 (60.0)	27 (73.0)	107 (64.1)	157 (65.4)
MBC	07 (28.0)	08 (36.4)	05 (19.3)	20 (27.4)	16 (29.1)	25 (33.3)	08 (21.6)	49 (29.3)	69 (28.8)
SC/ST	00 (00.00)	02 (9.1)	01 (3.8)	03 (4.1)	04 (7.3)	05 (6.7)	02 (5.4)	11 (6.6)	14 (5.8)
Total	25 (100)	22 (100)	26 (100)	73 (100)	55 (100)	75 (100)	37 (100)	167 (100)	240 (100)

Source: Primary data

3.4 Marital Status

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The data shown in Table 4 makes it obvious that a high proportion of the women entrepreneurs both in rural and urban areas are married. 57 women entrepreneurs from rural and 117 from urban are married i.e. totally 174 are married (72.5 percent). 11 from urban and 32 from rural are unmarried i.e. overall 43 (17.9 percent) are unmarried. Remaining 5 from rural and 18 from urban areas are under the category of widow/separated i.e. 23 (9.6) women entrepreneurs are widow/separated. It was noticed that both in rural and urban the majority of the respondents are married.

It is clearly seen from the Tale 4.4 that out of 80 industry sector women entrepreneurs 60 are unmarried, 14 are unmarried and remaining 6 are widow/separated. Among 97 business sector women entrepreneurs 72 are married, 17 are unmarried and 8 of them are widow/separated. Out of 63 service sector women entrepreneurs 42 are married, 12 are unmarried and 9 are widow/separated. Sector wise analysis indicated that the unmarried women are also opted for all the sectors.

Table 4 Marital Status of Sample Women Entrepreneurs

Religion	Rural				Urban				Overall Total
	Industry	Business	Service	Total	Industry	Business	Service	Total	
Married	18 (72.0)	17 (77.3)	22 (84.6)	57 (78.1)	42 (76.4)	55 (73.3)	20 (54.1)	117 (70.1)	174 (72.5)
Unmarried	05 (20.0)	04 (18.2)	02 (7.7)	11 (15.1)	09 (16.4)	13 (17.3)	10 (27.0)	32 (19.2)	43 (17.9)
Widow/ Separated	02 (8.0)	01 (4.5)	02 (7.7)	05 (6.8)	04 (7.3)	07 (9.4)	07 (18.9)	18 (10.7)	23 (9.6)
Total	25 (100)	22 (100)	26 (100)	73 (100)	55 (100)	75 (100)	37 (100)	167 (100)	240 (100)

Source: Primary data

3.5 Educational Attainment

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It was identified from the Table 5 that out of 240 women entrepreneurs 114 (47.5 percent) i.e. 34 from rural and 77 from urban had higher secondary level of education, followed by 59 (24.6 percent) (rural 19, urban 40) women entrepreneurs were Graduates and Post Graduates, 57 (23.7 percent) (rural 15, urban 42) were having primary level education. Remaining 10 (4.2) (rural 2, urban 8) had technical education.

Sector-wise classification shows majority of women entrepreneurs from upto high school level prefer business sector since business sector did not need much education as no technical knowledge was involved. Among the 10 technical graduates 5 of them prefer service sector. They are having nursing, beauty parlour and lab technician's certificates. Hence women seemed to have selected their activity on the basis of their education in line with certain other important factors.

Table 5 Educational Level of the Sample Women Entrepreneurs

Religion	Rural			Total	Urban			Total	Overall Total
	Industry	Business	Service		Industry	Business	Service		
Primary	03 (12.0)	09 (40.9)	03 (11.5)	15 (20.5)	14 (25.5)	25 (33.3)	03 (8.2)	42 (25.1)	57 (23.7)
Hr. Secondary	15 (60.0)	12 (54.6)	10 (38.5)	37 (50.7)	27 (49.1)	35 (46.7)	15 (40.5)	77 (46.1)	114 (47.5)
Graduates	06 (24.0)	01 (4.5)	12 (46.2)	19 (26.1)	12 (21.8)	13 (17.3)	15 (40.5)	40 (24.0)	59 (24.6)
Technical	01 (4.0)	00 (00.00)	01 (3.8)	02 (2.7)	02 (3.6)	02 (2.7)	04 (10.8)	08 (4.8)	10 (4.2)
Total	25 (100)	22 (100)	26 (100)	73 (100)	55 (100)	75 (100)	37 (100)	167 (100)	240 (100)

Source: Primary data

4. ECONOMIC ANALYSIS OF WOMEN ENTREPRENEURS

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This section examines the business profile of the selected women entrepreneurs of Namakkal district. Economic variable like nature of business, form of business, investment and returns are discussed under.

4.1 Nature of Business

Table 6 shows the nature of business of the selected women entrepreneurs of the present study areas of rural and urban. The different activities engaged by the women entrepreneurs are classified into three basic sectors viz. Industry sector, business sector and service sector. The data reveals that 34.2 percent of women entrepreneurs in rural and 55 percent of women entrepreneurs in urban are engaged in industrial sector. 30.2 percent of rural and 44.8 percent of women urban women entrepreneurs are engaged in business sectors remaining 35.6 percent of rural and 22.2 percent of urban women entrepreneurs are engaged in service sectors. Among the 240 selected women entrepreneurs 97 (40.4%) are engaged in business, 80 (33.3%) are engaged in industry and 63 (26.3%) are engaged in service sector.

Table 6 Nature of Business of Women Entrepreneurs

Sector	Area		Total
	Rural	Urban	
Industry	25 (34.2)	55 (3.0)	80 (33.3)
Business	22 (30.2)	75 (44.8)	97 (40.4)
Service	26 (35.6)	37 (22.2)	63 (26.3)
Total	73 (100)	167 (100)	240 (100)

Source: Primary data

4.2 Form of Business

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Form of organisation was normally classified into sole proprietorship, partnership or Joint Stock Company. In sole proprietorship organisation there was financial constraints, and in the case of partnership and cooperative firms co-ordination and expansion problems are arise. The form of business was based on certain factors such as capital invested and scale of operation. From the results, it was identified that sole proprietorship seems to be more popular in rural and urban areas and also in three sectors. In both rural and urban areas most of the women entrepreneurs opted for sole proprietorship for unified control. The number of women engaged in sole proprietorship business is greater in urban than that of rural as most of them run small units. The relative percentages in the rural and urban are 57.5 and 74.8 percent respectively.

Table 7 Form of Business of the Women Entrepreneurs

Form of Business	Rural			Total	Urban			Total	Overall Total
	Industry	Business	Service		Industry	Business	Service		
Sole Proprietorship	12 (48.0)	10 (45.5)	20 (76.9)	42 (57.5)	38 (69.2)	62 (82.6)	25 (67.6)	125 (74.8)	167 (69.6)
Partnership firm	04 (16.0)	06 (27.3)	02 (07.7)	12 (16.5)	10 (18.1)	22 (16.1)	08 (21.6)	30 (18.0)	42 (17.5)
Co-operative	08 (32.0)	05 (22.7)	04 (15.4)	17 (23.3)	06 (10.9)	01 (1.3)	03 (8.1)	10 (6.0)	27 (11.3)
Limited Company	01 (04.0)	01 (4.5)	00	02 (2.7)	01 (1.8)	00	01 (2.7)	02 (1.2)	04 (1.6)
Total	25 (100)	22 (100)	26 (100)	73 (100)	55 (100)	75 (100)	37 (100)	167 (100)	240 (100)

Source: Primary data

4.3 Sources of Funds for Business

The Table 8 shows the various sources of funds for establishing the enterprises by the selected women entrepreneurs in the study area during the period under consideration. The sources are classified into five heads viz., own, own and bank, parents, commercial banks and private money lenders. From the table it was identified that maximum number of women entrepreneurs both rural and urban i.e. 42 (51.53 percent) and 97 (58.0 percent) are invested from their own fund. 14 (19.1 percent) of the women entrepreneurs in rural and 61 (25.4 percent) of

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the urban women entrepreneurs have utilised own funds and bank funds for the business. 8 (1.2 percent) of rural and 23 (9.58 percent) of urban women entrepreneurs invested with the help of their parents. Remaining 09 (12.3 percent) of rural and 17 (7.1percent) of rural women entrepreneurs borrowed from commercial banks. No entrepreneurs borrowed money from private money lenders due to the high rate of interest.

Sector wise classification shows that 45 industrial sector 58 business sector 36 service sector entrepreneurs utilised their own fund followed by own and bank fund investment with 19 industrial sector, 26 business sector and 16 service sector entrepreneurs.

Table 8 Sources of Funds for Business

Amount in Lakhs	Rural			Total	Urban			Total	Overall Total
	Industry	Business	Service		Industry	Business	Service		
Own	15 (60.0)	13 (59.1)	14 (53.8)	52 (57.5)	3.0 (54.5)	45 (60.0)	22 (59.5)	97 (58.1)	139 (58.0)
Own and Bank	04 (16.0)	04 (18.2)	06 (23.1)	14 (19.2)	15 (27.3)	22 (29.3)	10 (27.0)	47 (28.1)	61 (25.4)
Parents	01 (04.0)	03 (13.6)	04 (15.4)	08 (1.2)	06 (10.9)	05 (6.7)	04 (10.8)	15 (9.0)	23 (9.6)
Commercial Banks	05 (20.0)	02 (09.1)	02 (07.7)	09 (12.3)	04 (07.3)	03 (4.0)	01 (2.7)	08 (4.8)	17 (7.1)
Private Money Lenders	0 (0)	0 (0)	0 (0)	0 (0)	0 (0)	0 (0)	0 (0)	0 (0)	0 (0)
Total	25 (100)	22 (100)	26 (100)	73 (100)	55 (100)	75 (100)	37 (100)	167 (100)	240 (100)

Source: Primary data

4.4 Sales Turnover

Sales Turnover is one of the important tools to find out the relative size of a unit. It is considered as a common yardstick to compare the various fields of the enterprise started by the women entrepreneurs. The table 9 reveals the distribution of Sales turnover among various selected units of Industry, Business and Service Sectors of Namakkal district during the study

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period. 29 (39.7 percent) in rural and 70 (41.3 percent) units in urban area had sales turnover between Rs.4 and Rs.6 lakhs. 21 (28.8 percent) in rural and 41 (24.6 percent) in urban units are had Rs.1-4 lakhs of sales turnover. 15 (20.5 percent) and 45 (26.9) units of rural and urban area had up to Rs.1 lakh sales turnover which is low turnover. Remaining 8 (11.0) in rural and 11 (6.6 percent) in urban were had higher turnover of above Rs.6 lakhs sales turnover. It was noticed from the analysis that out of 240 units 99 of them were had 1-4 lakhs of turnover.

Among the high sales turn over units i.e. above Rs.6 lakhs, service sector was in top with 5 from rural and 4 from urban. In the lower turnover industry sector stood first with 51.0 percent. Among the Rs.1-4 lakhs turn over units also Industry Units are in the first rank (64.7 percent) followed by service sector (48.5 percent).

Table 9 Sales Turn Over

Amount in Lakhs	Rural			Total	Urban			Total	Overall Total
	Industry	Business	Service		Industry	Business	Service		
Upto 1 lakh	06 (24.0)	04 (18.2)	05 (19.3)	15 (20.5)	15 (27.3)	20 (26.7)	10 (27.0)	45 (26.9)	60 (25.0)
1-4	08 (32.0)	06 (27.3)	07 (26.9)	21 (28.8)	18 (32.7)	15 (20.0)	08 (21.6)	41 (24.6)	62 (25.8)
4-6	10 (40.0)	10 (45.4)	09 (34.6)	29 (39.7)	20 (36.4)	35 (46.6)	15 (40.6)	70 (41.9)	99 (41.3)
Above 6	01 (04.0)	02 (9.1)	05 (19.2)	08 (11.0)	02 (3.6)	05 (6.7)	04 (10.8)	11 (6.6)	19 (7.9)
Total	25 (100)	22 (100)	26 (100)	73 (100)	55 (100)	75 (100)	37 (100)	167 (100)	240 (100)

Source: Primary data

4.5 Estimation of Net Income

The total net income earned by the unit decides the performance of the enterprise. The net income of the selected unit was estimated with the help of the data collected from the

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interview schedule. It was identified from the Table 10 that 21 (28.8 percent) rural unit and 58 (34.7 percent) urban units are earning income between Rs.1500-2000 which constitute majority. 15 (20.5 percent) rural and 43 (25.7 percent) urban units are earning less than Rs.1000. 12 (16.4 percent) of rural units and 29 (17.4) percent of urban units are getting average monthly income of Rs.1000-1500. 14 (19.2 percent) rural units and 22 (13.2 percent) of urban units are earning Rs.2000-2500. Remaining 11 (15.1percent) of rural and 15 (9.0 percent) of urban units are earning more than Rs.2500 per month.

In sector wise analysis maximum of 25 industrial sector units, 32 business sector units and 22 service sector units are earning Rs.1500-2000. 22 industrial sector units, 22 business sector units and 14 service sector units are earning less than Rs.1000. 9 industrial units, 11 business sector units and 6 service sector units are earning above Rs.2500.00. It was noticed from the above analysis that out of 240 selected units 79 of them are earning monthly return between Rs.1500 and Rs.2000 in all the three sectors.

Table 10 Estimation of Net Income from the Enterprises

Monthly Income (in Rs.)	Rural			Total	Urban			Total	Overall Total
	Industry	Business	Service		Industry	Business	Service		
Less than 1000	06 (24.0)	04 (18.2)	05 (19.2)	15 (20.5)	16 (29.2)	18 (24.0)	09 (24.3)	43 (25.7)	58 (24.2)
1000-1500	05 (20.0)	03 (13.6)	04 (15.4)	12 (16.4)	07 (12.7)	14 (18.7)	08 (21.6)	29 (17.4)	41 (17.1)
1500-2000	07 (28.0)	06 (27.3)	08 (30.8)	21 (28.8)	18 (32.7)	26 (34.7)	14 (37.8)	58 (34.7)	79 (32.9)
2000-2500	04 (16.0)	05 (22.7)	05 (19.2)	14 (19.2)	08 (14.5)	10 (13.3)	04 (10.8)	22 (13.2)	36 (15.0)
More than 2500	03 (12.0)	04 (18.2)	04 (15.4)	11 (15.1)	06 (10.9)	07 (9.3)	02 (5.4)	15 (9.0)	26 (10.8)
Total	25 (100)	22 (100)	26 (100)	73 (100)	55 (100)	75 (100)	37 (100)	167 (100)	240 (100)

Source: Primary data

4.6 Estimation of Return on Investment

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The return on investment is estimated by the annual return and annual investment invested during the period under consideration. The profitability of the unit is identified by the return on investment.

From the table 11 it was noticed that 36 (49.3 percent) and 95 (56.5 percent) of urban units are having 10-15 percent of average return on investment which is maximum i.e. 131 units out of 240 selected units. It was followed by 19 (26.0 percent) units of rural and 32 (19.2 percent) urban units with less than 10 percent of return on investment. 14 (19.2 percent) rural units and 28 (16.8 percent) urban units are having 15-20 percent. It was also found that only 4 rural units (5.5 percent) and 12 (7.2) urban units are reaping more than 20 percent of return on investment. In sector wise classification the maximum of 44 industrial units, 52 business sector units and 35 service sector are having 10-15 percent average return on investment. In all the sectors out of 240 units only 16 of them are earning more than 20 percent of return on investment.

Table 11 Estimation of Return on Investment

Investment-Return Ratio (in percent)	Rural				Urban				Overall Total
	Industry	Business	Service	Total	Industry	Business	Service	Total	
Less than 10	06 (24.0)	05 (22.7)	08 (30.8)	19 (26.0)	12 (21.8)	11 (14.7)	09 (24.3)	32 (19.2)	51 (21.3)
10-15	12 (48.0)	10 (45.5)	14 (53.8)	36 (49.3)	32 (58.2)	42 (56.0)	21 (56.8)	95 (56.9)	131 (54.6)
15-20	05 (20.0)	06 (27.3)	03 (11.5)	14 (19.2)	08 (14.5)	15 (20.0)	05 (13.5)	28 (16.8)	42 (17.5)
Above 20	02 (8.0)	01 (4.5)	01 (3.8)	04 (5.5)	03 (5.5)	07 (9.3)	02 (5.4)	12 (7.2)	16 (6.6)
Total	25 (100)	22 (100)	26 (100)	73 (100)	55 (100)	75 (100)	37 (100)	167 (100)	240 (100)

Source: Primary data

5. CONCLUSION

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From the above findings, this section presents the conclusions of the study. In rural and urban areas, majority of the women entrepreneurs are young and they manage their enterprises. Most of the respondents have faith in Hindu religion while few in Christianity and Islam. The respondents belong to Backward and Most Backward Communities whereas insignificant number of women entrepreneurs is SC/ST. Both in rural and urban areas, majority of the respondents are married. Of the total surveyed women entrepreneurs, most of them have school level education and few had technical education. Respondents those have school level education select business sector and technical graduates prefer service sector.

Of the selected women entrepreneurs, majority of them engage in business, industrial and service sector constitutes next. In both rural and urban areas, most of the women entrepreneurs opted for sole proprietorship for unified control. The number of women engaged in sole proprietorship business is greater in urban than that of rural as most of them run small units. Maximum number of women entrepreneurs both rural and urban has invested from their own fund. No entrepreneurs have borrowed money from private money lenders due to the high rate of interest. The sales turnover is high in urban area as compared to rural area. Majority of the respondents earn monthly income of Rs. 1000–2500 where business and service sector contributes more comparatively. In most cases, the average return on investment is 10 to 15 per cent and few entrepreneurs report to 15 to 20 per cent. In sector wise classification, average returns is high in business sector, industrial sector and service sector respectively, which is from 10-15 per cent. As a whole, few units earn more than 20 per cent return on investment.

6. SUGGESTIONS

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From the above conclusions, few suggestions are drawn as follows:

1. The surveyed women entrepreneurs are educated up to school level education. Therefore, the government has to create awareness of women education among the population where higher education may help them still to reach further heights.
2. The sales turnover is high in urban area as compared to rural area. Thus, the government and NGOs has to analyze the business activity in the rural area thereby to suggest appropriate business strategy to improve the same.
3. Average returns are found to be less which constitutes between 10-20 per cent. The women entrepreneurs have to be given training and orientation to develop their activity and earn more returns.

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