

# Traits Of Women Entrepreneurs In Theni District

<sup>1</sup>Sheeladevi S, <sup>2</sup>Mary Suganthi Bai J

<sup>1</sup>Research Scholar, <sup>2</sup>Head of Department

<sup>1</sup>Jayaraj Annapackiam College for Women (Autonomous),

<sup>2</sup>Jayaraj Annapackiam College for Women (Autonomous)

**Abstract** - Women entrepreneurs are playing very vital role and they have become important part of the economic development of a nation. A woman play critical roles in the family and outside of the business, but still their women entrepreneurial traits may be developed in the minds of prospective women entrepreneurs by proper training. The main purpose of this paper is to find out the 'Traits of Women Entrepreneurs in Theni District'. This paper also includes the traits of women entrepreneurs are hard work, self confidence, risk taking and problem solving, leadership and motivation, innovativeness, technical knowledge, decision making and need for achievement ect. The sample has been collected from 200 respondents. In the selection of respondents, convenient sampling method was used. Chi - square test has been used by the researcher in order to reach conclusions. On the basis of this study some suggestion are given to encourage spirit of women entrepreneurs to become a successful entrepreneurs.

**keywords** - Entrepreneurs, Women entrepreneurs, Traits

## I. INTRODUCTION

India is one of the empowered economies in the world especially in South Asia. The major problems of Indian economy are unemployment and poverty. India is a mixed economy where both public sector and the private sector are working together. The State and private entrepreneurship co- exist and hence entrepreneurial competence makes all the difference in the process of economic growth<sup>1</sup>. India has an interesting favourable climate where entrepreneurship can be nurtured very well.

The Indian women entrepreneurs have the ideal climate for exhibiting their talents. The governments do have the responsibility to improve the lot of women in economic life and prepare them to participate in industrial estates as entrepreneurs. On their own part, Indian women have to overcome their own limitations. It is essential that Indian women must be ready to reach out for new jobs, new responsibilities and new experiences<sup>2</sup>.

Women entrepreneurial traits are vital that one must possess to come out successfully in one's venture. Though many of the qualities are in born, experience shows that these traits may be developed in the minds of prospective women entrepreneurs by proper training. Some of the traits of women entrepreneurs are hard work, self confidence, risk taking and problem solving, leadership and motivation, innovativeness, technical knowledge, decision making and need for achievement of women entrepreneurs for their overall development.

## II. STATEMENT OF THE PROBLEM:

Women in India are very emotionally attached to their families. They are supposed to attend to all the domestic work and look after the children and other members of the family. They are over burdened with family responsibilities like attention to husband, children and in laws which take away a lot of their time and energy. In such situation, it will be very difficult to concentrate and run the enterprise successfully. Women are not treated equal to men. Their entry to business requires the approval of the head of the family. Entrepreneurship has traditionally been seen as a male preserve. All these arrest the growth of women entrepreneurs. Most of the women (around sixty per cent of total women) are illiterates. Those, who are educated, are provided either less or inadequate education than their male counterparts partly due to early marriage, partly due to son's higher education and partly due to poverty. Due to lack of proper education, women entrepreneurs remain in dark about the development of new technology, new methods of production, marketing and other governmental support. Hence the present study has been undertaken to evaluate the various traits of women entrepreneurs for their overall development.

## III. OBJECTIVES OF THE STUDY

To analyze the attitude of the respondents towards traits of women entrepreneurs in the study area.

## IV. PERIOD OF THE STUDY

The primary data were collected from the entrepreneurs directly during the month of December 2018 to April 2019. The secondary data were collected with the help of the official records of MSME (Micro Small and Medium Enterprises) and DIC (District Industrial Center) in Theni District, Theni.

## V. TOOLS OF ANALYSIS

To know the significance of personal factors based on the opinions towards the traits of women entrepreneurs. The following formula of Chi – square test was applied.

The women entrepreneurial traits and their association with the respondents' socioeconomic factors such as age and education have been analyzed by framing relevant null hypotheses and tested with the help of the chi-square test.

The formula used for the analysis is

$$\chi^2 = \sum \frac{(O - E)^2}{E}$$

Where,

O = Observed frequency

E = Expected frequency

E = Row Total \* Column Total / Grand Total

## VI. ATTITUDE OF THE RESPONDENTS TOWARDS TRAITS OF WOMEN ENTREPRENEURS

### 6.1 Age of Respondents

Age is one of the important parameters to decide the efficiency and maturity of the women entrepreneurs. Table 1.1 shows the relationship between age group and level of attitude towards traits of women entrepreneurs.

**Table 1.1**  
**Relationship between Age Group and Level of Attitude towards Traits of Women Entrepreneurs**

Relationship	$\chi^2$ Value	Degrees of Freedom	Table Value at 5% Level of Significance	Null Hypothesis Accepted (or) Rejected
Age group and level of attitude towards hard work	12.374	8	15.51	Accepted
Age group and level of attitude towards self confidence	6.963	8	15.51	Accepted
Age group and level of attitude towards risk taking and problem solving	6.049	8	15.51	Accepted
Age group and level of attitude towards leadership and motivation	9.896	8	15.51	Accepted
Age group and level of attitude towards innovativeness	10.923	8	15.51	Accepted
Age group and level of attitude towards technical knowledge	13.488	8	15.51	Accepted
Age group and level of attitude towards decision making	19.962	8	15.51	Rejected
Age group and level of attitude towards need for achievement	8.836	8	15.51	Accepted

**Source:** Computed data

As revealed by the results, the relationship between age group of the respondents and their level of attitude towards hard work, self confidence, risk taking and problem solving, leadership and motivation, innovativeness, technical knowledge and need for achievement were statically not significant and education of the respondents and their level of attitude towards had decision making statically significant.

### 6.2 Educational Level of the Respondents

The level of education is one of the important factors that determine the problem management and innovations among the respondents; it is included in the present study. Table 2.1 shows the relationship between educational level and their level of attitude towards traits of women entrepreneurs

**Table 1.2**  
**Relationship between Education level and Level of Attitude towards Traits of Women Entrepreneurs**

Relationship	$\chi^2$ Value	Degrees of Freedom	Table Value at 5% Level of Significance	Null Hypothesis Accepted (or) Rejected
Education level and level of attitude towards hard work	17.75	6	12.6	Rejected
Education level and level of attitude towards self confidence	11.786	6	12.6	Accepted
Education level and level of attitude towards risk taking and problem solving	5.830	6	12.6	Accepted
Education level and level of attitude towards leadership and motivation	18.106	6	12.6	Rejected
Education level and level of attitude towards innovativeness	3.234	6	12.6	Accepted
Education level and level of attitude towards technical knowledge	12.901	6	12.6	Rejected
Education level and level of attitude towards decision making	11.883	6	12.6	Accepted

Education level and level of attitude towards need for achievement	10.998	6	12.6	Accepted
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**Source:** Computed data

As revealed by the results, the relationship between education of the respondents and their level of attitude towards self confidence, risk taking and problem solving, innovativeness, decision making and need for achievement were statically not significant and education of the respondents and their level of attitude towards hard work, leadership and motivation and technical knowledge had statically significant.

## VII SUGGESTIONS

1. Government should arrange special training programmes specifically for the women to increase the traits of women entrepreneurs.
2. Government should take initiatives to conduct awareness programs on Entrepreneurship Development Programs in villages to promote traits of women entrepreneurs.
3. Adequate training programs may enhance the traits, skills and talents of women entrepreneurs to face the competition.
4. Technology acquisition at subsidized charges should be made available to gain technological development and marketing knowledge.
5. Government should award top ranked women entrepreneurs.

## VIII. CONCLUSION

The emergence of women entrepreneurs and their contribution to the national economy is quite large in India. The glass ceilings are shattered and women are found to be indulging in every line of business from papad to power cables. It is concluded from the study "Traits of Women Entrepreneurs in Theni district", that there are successful women entrepreneurs in our country, in a male dominated culture but there are many challenges to be faced by women entrepreneurs both from family and society. The need of the hour is to provide an opportunity in a conducive atmosphere free from gender differences. Therefore, motivation has to be extended to educated young women to join the entrepreneurial stream; provision of scientifically designed package of technical and financial assistance to women entrepreneurs is the need of the hour.

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