“Evaluation of Strategies and Performance of Women Micro Entrepreneurs”

ABSTRACT

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Micro enterprise sector has received quite a lot of attention from all sections of society especially from the micro credit practitioners. Micro enterprise is an effective mean of combating poverty and creating employment and income for large segment of Indian women population. Evidence shows that micro enterprises substantially contribute to the most vulnerable segment of society. The success and failure of such enterprises are determined by the strategies adopted in the date to day operations. Development of micro enterprises offers tremendous worth, by creating an overall impact in the lives of those who involve in micro enterprises activities.

On this back drop the present study attempts to understand the strategies and impact of micro enterprises in kanyakumari district. Primary data required for the study were collected from the respondents representing 215 micro enterprises of nine blocks of kanyakumari district. The objective of the study includes evaluation of the Socio-economic and behavioural impact of micro enterprises, evaluate the performance of micro enterprises, to study the problems of women micro entrepreneurs, to provide suggestions for the growth and development of micro enterprises. Hypothesis related to change in socio-economical and behavioural character development and the relationship between problems of micro enterprises and the elements of expansion strategy. Weighted average methods, paired sign test, man whitney test correlation analysis and t test were used in the study to analyse the collected data. The study which has been conducted among 215 women entrepreneurs in Kanyakumari District shows that the women members had empowered economically and socially. They could able to come up in their lives colorfully and are able to manage both their family and society. It is suggested that better infrastructure facilities, adoption of modern technologies and finding suitable markets will pave a better avenue to enrich their life. If the diversion of fund is properly monitored and adhered into there will be more profit through the business. Hence, it is firmly concluded that the Self help Group based women micro enterprises is a viable movement in the uplift of women folk not only in the district through micro entrepreneurs but in the nation too.