

CHAPTER – 1

INTRODUCTION AND RESEARCH DESIGN

1.1. Introduction

Nowadays women entrepreneurship contributes a lot to the economic growth. They are job creators for themselves and others and also provide society with different solutions to management, organization and business problems. However, the number of Women entrepreneurs is quite less and often face gender-based barriers to start and develop their businesses.

As women entrepreneurs see the world through a different lens they do things in a different manner. Women are better connectors and possess proficiency in networking. Women are perfectionists and never settle for mediocre results. Multitasking has been in their blood for ages. They build businesses that deliver value for multiple stakeholders - customers, employees, investors, and founders. Women think success comes from hard work and not just from being “awesome”. They build companies where employees feel valued for their contribution and input. They work in a calculated and well thought out manner. Its time to provide support and tools for the success of women-led businesses.

Development of Entrepreneurship: Entrepreneur is an Economic Agent who plays a key role in the economic development of a country which denotes a steady growth in the income levels. An Entrepreneur is an individual with knowledge, skills, initiative, drive and spirit of innovation who is all set for achieving goals through identification and deft use of opportunities for economic upliftment.

Entrepreneurship is a dynamic activity which helps the entrepreneur effect changes in the process of production, innovation in production, new usage of materials, and creation of market. The mental agility of the entrepreneur enables him/her to foresee risk and uncertainties so as to overcome them through proper planning and prompt execution which means doing something in a new and effective manner.

1.2. Development of Women Entrepreneurship

Economic development is the result of contributions of the working population, both male and female in the region. Women constitute almost half of the population in the world which naturally makes their contribution to the economy significant. In the patriarchal traditional society, women were not allowed to play a direct role in industrial and commercial activities. In the modern society, the role and degree of integration and magnitude of participation of women in economic development is considered as the indicator of social advancement and the women's economic independence and empowerment.

In the developed and developing economy all over the world, women emerge as active entrepreneurs. The profound structural changes taking place in the developed countries generate new opportunities for women. Changing sociological factors also contribute to this. Since the Second World War, great flow of women to labour markets in the western world was caused by several factors such as need for independence and self reliance, domestic financial requirements, increasing rate of divorcing and increasing number of women as heads of households. Changing values and attitudes towards paid work also encourage members of wealthy families to seek self-realization outside the home. The pattern emerged in the developed countries duly reflected in the developing countries too. In any economy, whether developed or developing, not all women are content to be employees. Instead of being subservient they emerge as entrepreneurs. The low wages in the work place forces a considerable number of workers to seek new employee or start their own business with a view to earning more while other objectives as self-realization or doing something worthwhile motivated some other women to suffer into entrepreneurship.

Self-employment is suitable for women in general and for those educated in particular as household women's cannot accept a regular full-time employment because of the double role they have to play both in the work place and at home. It is not easy for them to find a suitable job which will allow them to perform both the functions. Such women begin to run their own enterprises which enable them to develop a working schedule that allows them to fulfil their domestic responsibilities as well as entrepreneurial duties. It not only gives them an independent income but also ensures self reliance and social status. Promotion of self -employment of educated women has additional advantage of creating more jobs for aspiring educated women.

Thus entrepreneurship paves the way for generation of income and employment opportunities to uplift other women.

1.3 Evolution of Women Entrepreneurship

Although women form a very large proportion of the self-employed group their work is often not recognised as “work”. The prevailing ‘household strategy’ catalyses the devaluation of women’s productive activities as secondary and subordinate to men’s work. Women’s contributions vary according to the structure, needs, customs and attitudes of society. Women entered entrepreneurial activities because of poor economic conditions, high unemployment rates and divorce catapult. In Babylonia, about 200 B.C., women were permitted to engage in business and to work as scribes. By 14th century, in England and France, women were frequently accepted on a par with men as carpenters, saddlers, barbers and tailors. Dressmaking and lace making guilds competed more with men for some jobs, but were concentrated primarily on textile mills and clothing factories¹. In 1950, women made up nearly 25 per cent of both industrial and service sectors of the developing countries. In 1980, it increased to 28 per cent and 31 per cent respectively. Meanwhile, in 1950, 53 per cent of females and 65 per cent of males of industrialized countries were in non-agricultural sector².

The economic crisis of the 1980s and the commercialization and modernization of economy, forced women out of employment in agriculture and industries as a result of which women in urban areas had to find a suitable solution for generating income, which in turn resulted in the emergence of self-employment, largely in micro-businesses in the informal sector³.

1.4 Need for Women Entrepreneurship

Entrepreneurship for Women development is an essential part of human resource. In comparison to other countries, the development of women entrepreneurship is very low in India, especially in rural areas. Middle class women however are not too eager to alter their role because of fear of social backlash. The progress is more visible among upper class families in urban areas.

According to Jawaharlal Nehru, the first Premier of India “When women move forward, the family moves, the village moves and the nation moves”.

Entrepreneurship is necessary to initiate the process of economic development of both developed and developing countries as it is the backbone of economy of any country. Entrepreneurship refers to combining the available resources of production in such a new way that it produces the goods and services more satisfactorily to the customers. Entrepreneur is a catalytic agent of change. It is also instrumental in sustaining the process of economic development. Every country tries to achieve economic development for prosperity and better life standard of its people. Development has economic, social and political dimensions and is incomplete without the development of women who constitute about 50 per cent of total population. So, contribution of women is essential in economic activities for a healthy nation building. Women entrepreneur has begun to be recognized from the last decade as an important untapped source of economic growth. Women entrepreneurs create new jobs for themselves and others and by finding different solutions to management. In the modern Indian scenario when India is growing an economic power house the recent financial crisis which has affected countries has had its impact on the minds of women and they realize the necessity to earn more.

1.5 Role of Women Entrepreneurship

Women's pivotal role in the development of economy makes them the backbone of a nation's economy. The considerable entrepreneurial talent among women as found in their domestic skills such as people and time management and household budgeting would fetch rich harvest if they are transferred to 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. By perfectly planning and neatly executing their work which is not only worthwhile but also profitable they emerge as the architect of their own destiny and others as well. Their potential and the will and strength to establish and manage enterprises of their own have to be tapped for productive channels. But simultaneous creation and development of small business among women is a difficult task.

Entrepreneurship is found to be the most suitable area for women as they can turn to their own business as and when they find time or leisure. Self-employed women have no restrictions of time bound work which makes it easy for them to fulfil their responsibilities of workplace and home. Hence it is convenient for women to run a small business as it suits their dual role. Moreover, there is a growing realization that the strength of a country is in the small business.

The emerging women entrepreneurs of modernity are self-confident, self-assured, self-reliant and endowed with rich managerial efficiency. They grow confident and courageous to face any challenge and run any risk in business. In spite of dual responsibilities, many women efficiently plan their life and succeed in filling these dual roles in a smooth way. The experience gained outside her home enables her to enrich family relationships through new attitude towards and outlook on tradition in a changing world. By continuously seeking connection with the world of science and culture, she can become a better organizer and help to promote and sustain growth in business without sacrificing domestic harmony. Though women represent almost half the humanity, their contribution to leadership and management is much less. Time has come for women to come out of the drudgery of domestic work and put to proper and prompt use their creativity and entrepreneurial ability for the advancement of their house, society and ultimately the nation with the qualities and creativity which enable women to contribute significantly to the national economic productivity they can take a lead in upholding ethics in business and human approach in social economic relation and make this world a better place to live.

1.6 Growth of Women Entrepreneurs at the Global Level

The field of entrepreneurship has recently gained vast popularity at global level. The rate of increase of women entrepreneurs is higher than that of men. The fastest growing groups of women in the United States are women entrepreneurs. According to US International Revenue Service (IRS), Beauty parlours, dry cleaning shops, photographic studios, textile mills, trucking firms, highway and construction firms and such other business are successfully run by women.

Attention of international bodies has been attracted in recent years by the growing number of Women Entrepreneurs in economic field. The period 1975-1985 was declared as “Decade for Women” by UNO. In November 1978 in the UNIDO Preparatory Meeting on the role of women in industrialization in developing countries held at Vienna. Various constraints hampering the effective participation of women in the industrialization of developing countries were identified. The report on “Status and Role of Women in Education and in the Economic and Social Field” presented at the Thirty-Fourth Session by the Secretary General of United Nations clearly cites the inadequacy of basic education and lack of necessary professional, technical and vocational training as the main hindrances to equal access to employment.

At its 20th Plenary Meeting held on July 30 in 1980 at Copenhagen, Denmark, the World Conference of the United Nations Decade for Women decided on a programme of action aiming at promoting equal and complete opportunities and treatment of women in employment, equality in remuneration for work of equal value and equal education and training opportunities for women in both rural and urban areas. Number of women workers participating in the total work of their countries at the global level, is presented in Table 1.1

TABLE 1.1

Women Work Participation in Global Level

S.No	Country	Percentage
1	India	31.6
2	USA	45
3	U.K	43
4	Indonesia	40
5	Sri Lanka	45
6	Brazil	35

Source: Women Entrepreneurs in India, Arakeri, V. Shanta National Monthly Referred Journal of Research in Arts and Education, Vol.No.1, Issue No.3, ISSN 2277-1182, p.5.

Table 1.1 shows that, USA, Sri Lanka top the list with 45 per cent closely followed by, U.K and Indonesia with 43 per cent and 40 per cent respectively. Brazil is in the fourth place. India is in the last place among the countries shown in the table. It is thus found that the growth of women entrepreneurs in India does not equal other countries.

1.7 Growth of Women Entrepreneurs in India

If the society is a vehicle, both men and women are its two wheels. Without the contribution of both the establishment and sustenance of a healthy and harmonious society is quite difficult, if not impossible. Women entrepreneurs in India comprise a small proportion of the total entrepreneurs. The emergence of women entrepreneurs has been hampered by attitudinal constraints, social traditions and kinship system in a patriarchal society. The lack of technical knowledge and tough competition from men, force the Indian women to concentrate on household industries. The spread of education and growing awareness among women have motivated women to enter the fields of engineering, electronics, energy and such other industries. Women have started units of manufacturing solar cookers, TV capacitors, electronic ancillaries, and small foundries. The growth of women entrepreneurs in the country has been accelerated by several government agencies and voluntary organizations like Mahilamandals and the like. Indian women have grown more career-minded, economically independent and more achievement-oriented. They would like to widen their scope of work and taste the fruit of achievement. Now, the changing scenario with modernization, urbanization and development of education and business. The opportunities of employment for women have increased.

Number of Women Entrepreneurs Registered in India

The number of registered women entrepreneurs in India is shown in Table 1.2

TABLE 1.2**Numbers of Women Entrepreneurs Registered in India**

S.No	State	No.of Units Registered	Rank	No.of Women Entrepreneurs	Rank
1	Tamil Nadu	9,618	1	2,930	2
2	Uttar Pradesh	7,980	2	3,180	1
3	Kerala	5,487	3	1,618	3
4	Punjab	4,791	4	1,618	3
5	Maharastra	4,339	5	1,394	6
6	Gujarat	3,872	6	1,538	5
7	Karnataka	3,822	7	1,026	7
8	Madhya Pradesh	2,967	8	842	8
9	Other States and UTs	14,576	9	4,185	9
	Total	57,452		18,331	

Source: Report of MSMEs, 12th Five year plan2012-2017.

Table 1.2 reveals that Tamil Nadu stands first in terms of number of units registered in India. Regarding the number of women entrepreneurs in India, the first place goes to Uttar Pradesh followed by Tamil Nadu. It is understood from the table that Tamil Nadu moves fast forwards the growth and development of women entrepreneurs with the help of financial institutions and government agencies.

1.8 Women Entrepreneurship in Tamil Nadu

Though Tamil Nadu occupies an important place in the industrial map of India, it is very poor in the important industrialized inputs such as coal, coke, iron, ore and the like. Tamil Nadu is an advanced industrial state among the four states in the southern region the other three being Andhra Pradesh, Karnataka, Kerala.

As the industries of cotton, textile, cement, engineering and chemicals rely upon the northern region for raw material it is not profitable to establish such industrial units in Tamil Nadu from the economic point of view. Yet, the entrepreneurs in Tamil Nadu with entrepreneurial zeal overcome the economic handicap to make Tamil Nadu an industrially developed state. In order to fulfil some of the national objectives like balanced regional development, industrialization, import substitution, promotion of employment and so on, the Government of Tamil Nadu encourages business by motivating the unemployed women with traits of enterprising and hard work to set up agro- based industries in their villages. With due focus on the development of women entrepreneurship Tamil Nadu Government arranges special entrepreneurship development programs from time to time exclusively for the promotion of women entrepreneurs through the agencies such as Small Industries Service Institute at Chennai, the Industrial and Technology Consultancy Organization of Tamil Nadu and the Tamil Nadu Industrial Investment Corporation.

Registered Entrepreneurs by the MSMEs

Number of Registered entrepreneurs under the Micro, Small and Medium Enterprises in Tamil Nadu is shown in Table 1.3

TABLE 1.3

**Number of Entrepreneurs by the MSMEs at District Industrial Centres under the
Tamil Nadu during 2007-08 to 2015-16**

S.No	Year	Registered Entrepreneurs for MSMEs at DICs (in Nos)
1	2007-2008	27,309
2	2008-2009	32,049
3	2009-2010	41,799
4	2010-2011	57,902
5	2011-2012	70,639
6	2012-2013	90,974
7	2013-2014	116,393
8	2014-2015	143,104
9	2015-2016	85,229
	Total	665,398

Source: Entrepreneurs Memorandum, Ministry of Micro, Small & Medium Enterprises, Annual Report, 2015-2016

Table 1.3 shows the number of registered entrepreneurs under the Micro, Small and Medium Enterprises in Tamil Nadu from 2007-2008 to 2015-2016.

1.9 Statement of the Problem

Women empowerment plays an important role in nation's economy. Since women constitute half of the total population, their role in the development of the country is essential and indispensable. The government of India has taken efforts to instil confidence and the spirit of entrepreneurship in women. Several developmental programmes have been implemented by the government with a view to making women job providers instead of job seekers. Besides, the problems faced by women necessitate detailed serious discussions. So that sustained and speedy growth of women entrepreneurship would be ensured. The basic problem is that the women themselves are, in certain areas, particularly villages, are totally unaware of the schemes and the sources of funding and assistance.

Women entrepreneurs in India have to encounter various socio-economic problems. Society's attitude and support are the major determinants of women's entrepreneurial success. The social and cultural roles played by women may place an additional burden on them. As a part of their social binding, women have to perform household duties while simultaneously operating as business magnets. Thus a woman entrepreneur dons the roles of wife, mother, daughter, daughter-in-law and of course, business woman. Women are forced into entrepreneurship largely, if not fully, by "Pull factors" and "Push factors". While the former refers to the irresistible urge in women to undertake ventures with an inclination to start a business the latter refers to the pressing financial need which pushes women into entrepreneurship.

Virudhunagar is a renowned business centre the southern part of Tamil Nadu. It is a prosperous business hub which exports all kinds of oil to Dubai and Srilanka and Cotton, chilli, spices, cardamom to USA and Singapore. It is interesting to note that Virudhunagar has grown into big business market without a local market in Virudhunagar. Business people of Virudhunagar play an important role in price fixation of consumer goods. The popular saying, "virudhunagar produces nothing but controls everything" proves the veracity of this settlement.

Virudhunagar district is known for concentration of multiple enterprises in different parts of the district. Each block is unique in nature with industries like Match, Fireworks, Printing, Oil Extraction, readymade garments, Brick Making, Surgical cotton, textile products, cement, lime

based products, rice mills, paper products, food industries, tin containers, gold jewellery making. The district offers multiple intervention for further development. It attracts the attention of the policy makers and triggers the industrial development in a balanced manner across the district.

From start to development, the entrepreneurs are always in need of finance. The inadequacy of their own resources forces them to seek the support of others-family, friends, relatives, financial institutions and the departments of Government-central or state or both. These supporters can be categorized as internal and external. If even when the internal support of family, friends, relatives is also insufficient, they have to depend on external sources such as financial institutions and the departments of Government-central or state. Through District Industrial Centre, Collectorate, NGO's, Advertisement in print and visual media and so on the design so many schemes to cater to the needs of the entrepreneurs. Each and every scheme has its own criteria for availing loan - age, gender, loan amount, payment period, mode of payment, interest and so on. The initiatives of the government to popularize the entrepreneurship are laudable but the growth of entrepreneurs as per statistics 'stand up India' to promote entrepreneurship among women does not show an encouraging sign perhaps because there is less awareness of the schemes of the government or financial institutions or because the terms and conditions are not customer- friendly such as cumbersome procedure, inordinate delay in sanctioning loan and so on.

Without adequate finance which is the life line of business it is not easy to start the business or run the day to day affairs. Inadequate or untimely support will prove detrimental to the development of entrepreneurs. Hence an attempt is made to analyse entrepreneurial schemes introduced and implemented for the development of women entrepreneurs in Virudhunagar district.

1.10 Objectives of the Study

The following are the main objectives of the present study:

1. To study the socio-economic background of the selected women entrepreneurs in the study area.
2. To examine the Promotional Schemes available for the development of women Entrepreneurs in Tamil Nadu

3. To analyze the awareness level of women entrepreneurs of the study area on various schemes and raising loan.
4. To measure the level of satisfaction of the women entrepreneurs on the available schemes.
5. To offer valuable suggestions on the basis of the findings to promote Women Entrepreneurship in the study area.

1.11 Hypotheses

Based on the objectives, the following hypotheses were formulated.

H01: There is no significance difference in mean state, central, banking schemes and Women Entrepreneurs opinion about support agencies between educational level.

H02: There is no significance difference in mean state, central, banking schemes and Women Entrepreneurs opinion about support agencies between different annual income.

H03: There is no significance difference in mean state, central, banking schemes and Women Entrepreneurs opinion about support agencies between different economic status before availing Entrepreneurial Schemes.

H04: There is no significance difference in mean state, central, banking schemes and Women Entrepreneurs opinion about support agencies between different economic status after availing Entrepreneurial Schemes.

H05: There is no significance difference in mean state, central, banking schemes and Women Entrepreneurs opinion about support agencies between different age group.

H06: There is no significance difference in mean state, central, banking schemes and Women Entrepreneurs opinion about support agencies between Initial Investment.

H07: There is no association between type of family and possession of gold before availing entrepreneurial schemes.

H08: There is no association between age and possession of house before availing the scheme.

H09: There is no association between age and possession of other properties before availing of Entrepreneurial schemes.

H010: There is no association between type of family and respect from husband availing Entrepreneurial schemes.

H011: There is no association between annual income and number of employees before availing of Entrepreneurial schemes.

H012: There is no association between respect from children and religion of the entrepreneurs before availing of Women Entrepreneurial schemes.

H013: There is no significance relationship between state, central, banking schemes and women entrepreneurs' opinion about support agencies.

H014: There is no significant impact of age, education, initial investment and number of employees on before economic status.

H015: There is no significant impact of age, education, initial investment and number of employees on after economic status.

H016: There is no significant impact of state, central, banking schemes and women entrepreneurs' opinion about support agencies on age.

H017: There is no association between level of awareness of Usability and schemes available.

H018: There is no significant difference in mean state, central and banking schemes between different schemes.

H019: There is no association between level of satisfaction and available schemes.

1.12 Study Area

Virudhunagar District in the southern part of Tamil Nadu is rich in infrastructural facilities and resources, which contribute to development of the industries in general and the small-scale industries in particular. Though the pace of development in Virudhunagar District is found to be relatively slow, this district is better endowed with several facilities for the sustained

growth of women entrepreneurs compared to other districts in Tamil Nadu which makes it ideally suited for a study on women entrepreneurship.

The industrial growth is significant as it contributes much to the economic development of the district in providing employment for many. There is ample scope for the development of resource-based and demand-based industries in this district. With the highest number of match factories Sivakasi and Sattur are well known for their chemical-based industries. The production of safety matches in the district accounts for about one-third of the all India output.

1.13 Scope of the Study

The present study aims to analyze the development of women entrepreneurs in Virudhunagar District under the light of various schemes.

1.14 Operational Definitions

Definition of Woman Entrepreneur: The term entrepreneur has been derived from the French word - *entreprendre* which means to undertake. The term entrepreneur may thus denote a person who combines capital and labour for production.

According to Cantillon entrepreneur is the agent who buys means of production at certain prices, in order to sell at prices that are certain at the moment at which he/she commits him/herself to his cost.

Schumpeter's Definition —The entrepreneur in an advanced economy is an individual who introduces something new in the economy- a method of production not yet tested by experience in the branch of manufacturing, a product with which consumers are not yet familiar, a new source of raw material or of new markets and the like.

Drucker's Views on Entrepreneur —An entrepreneur is the one who always searches for change, responds to it and exploits it as an opportunity. Innovation is the specific tool of entrepreneurs, the means by which they exploit changes as an opportunity for a different business or different service.

Entrepreneurial Development Programme (EDP) - This programme was developed to induce motivation and competition among young prospective entrepreneurs. It aims at developing and strengthening their entrepreneurial quality. The knowledge imparted through these programme may lead to the growth of women entrepreneurs.

Micro Unit- A micro enterprise is an organization where the investment in equipment does not exceed ten lakhs of rupees.

Financial Institution – An Organization, which may be either for-profit or non profit, takes money from clients and places it in any of a variety of investment vehicles for the benefit of both the client and the organization. Common examples of financial institutions are banks, trust companies, insurance companies and investment dealers. Almost everyone has to deal with a take deposits into safe keeping and use them to make loans to other customers and insurance companies which do not take deposits but provide guarantees of payment if a certain situation occurs in exchange for a premium.

Non Government Organization – Any Organization working for a social, cultural, economic, educational or religious cause is termed as a Non Government Organizations (NGOs). It is a voluntary organization established to undertake social intermediation. NGOs are also the key players in micro finance sector. NGOs can be formed under various legal identifies.

MEDP (Micro Enterprises Development Programme) – Micro Enterprises Development Programme works to strengthen entrepreneur management skills through capacity building and training resources that faster adoption of good workplace practises. Its general objective is to contribute towards the creation of an enterprise culture in a country or society, as stipulated by the NGO, by promoting awareness among young people of the opportunities and challenges of entrepreneurship and self-employment.

1.15 Methodology

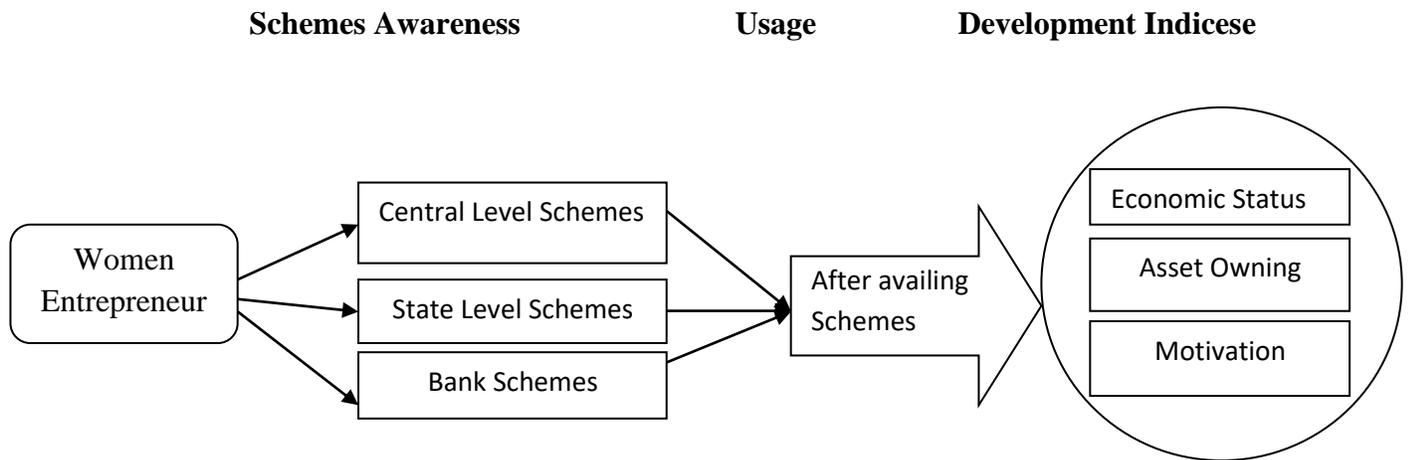
This study depends on survey method and is based on descriptive analysis. The survey is conducted among the women entrepreneurs who registered their concerns under District Industrial Centre. Interview schedule is used to collect the opinion from women entrepreneurs' on their awareness level and the usage of various schemes available for them to promote entrepreneurship. The study uses both primary and secondary data. The primary data have been collected through interview schedule.

1.16 Research Design and Tools

The data collected were duly classified and analyzed keeping in view the objectives of the study. The survey conducted for the research has generated mass data. Data have also been

collected from secondary sources. To present, describe and interpret such data in the research report, descriptive research is considered the most appropriate. Various statistical tools have been employed in the analysis of the data. Therefore this study can be termed as descriptive as well as analytical.

1.17 Research Model



1.18 Source of Data

1.18.1 Primary Data

The present study is an empirical research based on survey method. Through a well structured interview schedule the primary data have been collected.

1.18.2 Secondary Data

The present study also depends on secondary data particularly to trace the history, growth and development of women entrepreneurs. The secondary data were gathered from standard textbooks, journals, magazines, brochures, newspapers and surfing through internet.

1.19 Sampling Techniques

A simple random sampling procedure was used for selecting the participants in this study. This technique ensures a fairly equal representation of the variables for the study. The stratification was based on state government, central government and banking institutions in Virudhunagar District. Within each section, selection of women entrepreneur was made by

simple random sampling. Disproportionate stratified random sampling technique was employed to select 400 women entrepreneurs in Virudhunagar District. The disproportionate sampling was based on the fact that there were more women entrepreneurs in Taluks.

1.19.1 Test Adequacy of Sample

The Kaiser-Meyer-Olkin is the measure of sampling adequacy, which varies between 0 and 1. The values closer to 1 are better and the value of 0.6 is the suggested minimum. The Bartlett's Test of Sphericity is the test for null hypothesis that the correlation matrix has an identity matrix. Taking this into consideration, these tests provide the minimum standard to proceed for Factor Analysis.

Table 1.4
KMO and Bartlett's Test

	Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.751
Bartlett's Test of Sphericity	Approx. Chi-Square	7261.913
	Df	300
	Sig.	.000

Normally, $0 < \text{KMO} < 1$

If $\text{KMO} > 0.5$, the sample is adequate.

Here, $\text{KMO} = 0.751$ which indicates that the sample is adequate.

Bartlett's Test of Sphericity

Taking a 95 % level of Significance, $\alpha = 0.05$

The p-value (Sig.) of $.000 < 0.05$.

The Kaiser- Meyer Olkin (KMO) and Bartlett's Test measure of sampling adequacy was used to examine the appropriateness of Factor Analysis. The approximate of Chi-square is 7261.913 with

300 degrees of freedom, which is significant at 0.05 Level of significance. The KMO statistic of 0.751 is also large (greater than 0.05). Hence Factor Analysis is considered as an appropriate technique for further analysis of the data.

1.19.2 Locale of Research and sample size: The district of Virudhunagar was selected as locale where a vast majority of people are engaged in business. Most of the women here are self employed. Table 1.4 presents the details of the sample selection from the eight Taluks of the study area.

1.19.3 Selection of Sample: The district of Virudhunagar was selected as the locale because of its large population women including are engaged in business.

Virudhunagar was divided into 8 taluks and Table 1.5 shows the number of Micro units registered under District Industries Centre. All the taluks consist of variety of sectors like textile, garments, tailoring, weaving and so on. But in the study sectoral basis importance was not given. Though the units are run by women, they are unaware of the schemes because they are virtually under the control of the male numbers of the family of financial constrains. Hence area sampling is applied in selection of the units. Since some units are dormant in nature disproportionate sampling method is adopted and is presented in Table 1.5

Table 1.5
Sample Selection

S. No	Taluk	No. of Sample Selected	Total Number of Women Entrepreneurs	Percentage
1	Aruppukottai	54	146	37
2	Kariapatti	45	114	39
3	Rajapalayam	47	212	22
4	Sattur	42	243	17

5	Sivakasi	46	276	17
6	Srivilliputtur	53	184	29
7	Tiruchuli	45	207	22
8	Virudhunagar	68	225	30
Total		400	1607	

Source: Unpublished Records of District Industrial Centre, 2015-2016

1.20 Designing of Interview Schedule and Pre-Test

The Variables to be studied have been identified by the researcher through discussions with experts and women entrepreneurs. The questions of the interview schedule were prepared on the basis of the objectives of the study. For the easy understanding and quick response some of the questions were framed on multiple-choice base. In the preliminary meeting with the Women Entrepreneur's the questions were explained in Tamil for the better understanding of those who are less educated.

Based on the interviews, discussions and the literature review, the researcher prepared the interview schedule. After the preparation, pre- test was conducted with twenty women entrepreneurs. In the light of the pre-test, every aspect of interview schedule was examined and revised to the necessary extent to ensure greater accuracy of the final questionnaire.

The modification resulted there from were considered in making the interview schedule ready for survey the Women Entrepreneurs.

1.20.1 Pilot Study

In order to collect the necessary primary data, a pilot study was conducted with the help of interview schedule. The researcher chose 50 women entrepreneurs to analyze the data. Some schemes are not available in the study area. This pilot study enabled the researcher to modify the interview schedule. On the basis of the suggestions given by the respondents, a well-arranged questionnaire was prepared and finally primary data were collected for the main study.

1.21 Field Work

After finalizing the interview schedule, the field work was carried out through interaction with the respondents for obtaining the necessary data. The opinions and suggestions of the respondents on the topic were also recorded. The completed interview schedule was checked and edited immediately to ensure completeness and correctness.

1.22 Tabulation and Statistical Analysis of Data

The responses for each item in the interview schedule were scored and tabulated into a master sheet. The statistical tools include Percentage Analysis, ANOVA Two-way, Garrett Ranking Technique, Co-efficient of variation, Correlation Chi Square test, Factor analysis, F-test, Regression and Structure Equation Modeling are used. The analysis was done using SPSS/PC package.

1.22.1 Interpretation and Report writing

The analyzed data were finally interpreted to draw the inference and report on the basis of the objective of the study in view.

1.22.2 Study Period

The data for this research have been collected from March to July 2016.

1.23 Limitations of the study

The study was carried out with some assumptions regarding time, study area and sample size. The identification of the respondents and gathering information from them was too difficult a task for the researcher. Accessibility to the rural areas was also difficult. This study focuses on one and only the finding may not be generalized. Similarly the responses from women entrepreneurs cannot be taken for granted as free from errors as most of them might have felt reluctant to reveal the whole truth, particularly about their financial position.

1.24 Chapter Scheme

The in-depth study entitled “An Analysis of Entrepreneurial Schemes for the Development of Women Entrepreneurs in Virudhunagar District” is presented in six chapters. Under the title of “Introduction and Research Design of the Study”, the first chapter introduces the subject chosen for the study which necessitates the definition, description and explanation of the key words associated with the title such as entrepreneurship, women empowerment and the like. Also the chapter throws light on the aspects of the study such as statement of the problem, Limitations, Study area, Selection of sample respondents, the tools used and so on. The chapter ends with a brief note on chapterization.

A thorough study of the past literature pertaining to the present study helps the budding researcher in more than one way. First and foremost in enlightens the researcher on the subject chosen. Further it puts him/her on the right path by showing the gaps hitherto neglected or unattempted. Thirdly it shows the areas to be focused. Such a manifold help makes Review of Literature an integral and indispensable part of any modern thesis. Faithfully following the footsteps the predecessors this researcher also has allocated the second chapter exclusively for Review of Literature

The title of the third chapter “Schemes for the development of Women Entrepreneurship” is self explanatory. It throws sufficient light on the various schemes introduced and implemented by the Governments both at centre and states for the welfare of the Women Entrepreneurs. The chapter also highlights the crucial role played by various financial institutions including private and public sector bank which extend services for the growth and development of women entrepreneurship. Though this chapter deals in detail with the schemes meant for the entrepreneurs in general, due emphasis is laid on those schemes which have a specific aim of improving the lot of Women Entrepreneurs.

The personal factors such as age, education, family type, marital status and the like play a key role in the making of successful Women Entrepreneurs. Hence these variables were gathered from all the 400 respondents through a well planned and well organized interview schedule. The primary data thus collected were put to a thread bare analysis with the help of percentage analysis in the fourth chapter. The results of the analysis are presented in the tabular form and in

the form of figures as well. The tables and the necessary and relevant inferences that follow make the fourth chapter the backbone of the thesis.

A microscopic analysis of all the aspects of Women Entrepreneur's such as assets, motivation, income both before and after availing the entrepreneurial Schemes offered by state, central, banks and the like makes the fifth chapter nucleus of this study. All data are brought under scanner and a careful and deft use of scientific and statistical tools such as ANOVA, Factor Analysis, Structural Equation Modelling helps in arriving at the exact results.

Reference

1. INFOPEDIA- Women, Employment of Funk and Wagnalls New Encycloedia- softkey international, funk and wagnalls, Corp. 1995, p.1.
2. Shirley Nuss, Ettore Denti and David Viry, Women in the World of Work: Statistical Analysis and Projections to the year 2000, International Labour Office, Geneva, 1989, p.42.
3. Economic Survey of Europe in 1991-92, United Nations Economic Commission for Europe, United Nations, New York, 1992
4. MSME Annual report, 2015-2016
5. Virudhunagar District Industrial Profile, 2015-2016
6. www.msme.gov.in