

A STUDY ON SOCIO ECONOMIC PROFILE OF WOMEN ENTREPRENEURS IN TIRUPUR KNITWEAR SECTOR

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Abstract

Women Entrepreneur are creating something new, organizing production, undertaking risks and they are essential ingredient of economic development all over the worlds. The main objective of the study is to find the socio economic profile of women entrepreneurs in Tirupur Knitwear sector. In the present research primary data were collected by structured questionnaire from 100 women entrepreneurs in Tirupur knitwear sector. The collected data was analyzed using percentage analysis, simple ranking method and weighted average method. The study concludes that “Equal treatment and respect” is the women entrepreneur’s expectation towards the society.

Keywords: Women, Entrepreneur, Knitwear sector, cotton, government, industry, segments, production etc.,

Introduction

The textile industry is one of the leading segments of the Indian economy and it is the largest source of foreign exchange earnings for India. In India knitwear industry is a century old and well-diversified industry. In India first it is originated in Calcutta and later spread to other parts of the country like Ludhiana, Tirupur, Delhi, Bengaluru, Mumbai, Kolkata etc., Tiruppur is known as the *knitwear capital* of India, and it accounts for 90% of India's cotton knitwear export. The city provides employment to around 400,000 workers, with the average salary per worker being around Rs. 9,000 per month and also this city produce more number of entrepreneurs.

Concept of women Entrepreneur

Women entrepreneur is a woman or a group of women who initiate, organize, and operate a business enterprise. For establishing an enterprise a women entrepreneur has to perform all the activities.

According to Frederick Harrison “Any woman or group of women which innovates, imitates or adapts an economic activity may be called woman entrepreneurship”.

According to Government of India, A woman entrepreneur is defined as an enterprise owned and controlled by a woman and having a minimum financial interest of 51 percent of the capital and giving at least 51 percent of the employment generated in the enterprise to women

According to J. Schumpeter “Woman who innovates, imitates or adopts a business activity is called woman entrepreneur”.

Advantages Of Women Entrepreneurs

- Social Networking
- Intuition
- Pain Tolerance
- Multi-tasking
- Patience.
- Listening

Problem of Women Entrepreneurs

- Finance
- Male Dominated Society
- A Lack Of Education
- Market Oriented Risk
- Motivational Factors.
- Balancing Business And Family
- Lack of Confidence
- Training Programs
- Scarcity Of Raw Materials

Review of literature:

Singal (1995) identified that the major problem faced by women workers in knitwear industry were low wages, overwork , problems related to supervisors, termination difference between wages of men and women, harassment by male, hard physical work etc. The study has given suggestions to overcome their problems included provision of training, promotions transportation facilities, housing facilities, rest room facilities, crèches, canteen facilities etc

Nagi (2010) explained in India that knitwear industry has its roots since 1902. The turning point for knitwear industries in India started from Kolkata and today the major production centers of knitwear is Ludhiana in Punjab, Tirupur, Delhi, Bengaluru, Mumbai and Kolkata. Ludhiana's is a diversified knitwear industry and mainly famous for acrylic and woollen knitwear. In Ludhiana small knitwear units are located in the Sunder Nagar, Madhopuri, Brahmpuri, Shivpuri, Purana Bazar, and Bahadur ke Road. Ludhiana in Industrial Area, Focal Point, Chandigarh and Jalandhar are the medium and large units are generally located. Most of the small units are based in the residential

areas and very few big units are located in the government promoted industrial estates in Ludhiana district.

Dr.D. Gnana senthil kumar and K.Prabha kumara (2017) revealed that entrepreneurship refers to setting up of a new business to take advantages from new opportunities and to face challenges in the present world. Entrepreneur is considered as the key factor of entrepreneurship and now women entrepreneurship in India are also successful they have qualities desirable for development. Women entrepreneurship is a suitable business for women than regular employment. In every nation women are considered an important human resource and every where women entrepreneurs are utilized for economic growth and development. The main objective of the study is to examine the expectations faced by women entrepreneurs and a sample of 250 respondents are taken for the study. The data was collected using structured questionnaire and the collected data are analysed using percentage analysis, and weighted average.

Scope of the study

Understanding women entrepreneur's socio economic profile is the important aspect of business. Tirupur knitwear sector provides the women entrepreneur to produce lot of innovative goods and helps to stand on their own legs. The present research work covers the socio economic profile, factor influence women entrepreneur and problems faced by them.

Methodology

Primary data needed for the study was collected through the structured questionnaire from 100 women entrepreneurs in Tirupur Knitwear sector. The data collected were further analyzed by using statistical tools like percentages, Z test , ANOVA , Regression , and Weighted average.

Objectives

- To study the socio economic profile of women entrepreneurs in Tirupur Knitwear sector.
- To identify the problems faced by the women entrepreneurs.

Analysis of the Study

- ✓ **Percentage analysis**

Table No. 1

Demographic profile of the Respondents

Factors	No of respondents n=100	Percentage
Age(years)		
Up to 25	28	28
26 to 50	46	46
Above 50	26	26

Educational qualification		
Up to SSLC	22	22
HSC	36	36
UG Degree	24	24
PG Degree	18	18
Occupation		
Knitting	10	10
Stitching	22	22
Labeling	19	19
Embroiding	28	56
Packing	21	42
Monthly Income		
Up to Rs. 10000	26	26
Rs.10,001 to Rs.25,000	54	54
Above Rs.25,000	20	20
Marital Status		
Married	56	56
Un married	44	44
Type of Family		
Joint Family	64	64
Nuclear family	36	36

Table No.1 describes the socio- economic profile of women entrepreneur in Tirupur knitwear sector. Out of 100 women entrepreneurs who were taken for the study: it has been identified that (46%) of the respondents age group is between 26 to 50 years, most (46%) of the respondents are studied up to HSC, 28% respondents occupation is embroiding, the monthly income of (54%) customers is between Rs.10, 001 to Rs.25,000, 58% of the respondents are married and (64%) respondents belong to joint family

Table No 2

Business Details

Factors	Number of respondents N=100	Percentage
Location of Business		
Nearness to Home/ Own Building	22	22
Marketing Facilities	34	34
Availability of Raw Materials	20	20

Availability of Skilled Labour	24	24
Investment Made		
Below Rs. 1,00,000	15	15
Rs. 1,00,001 to Rs.5,00,000	52	52
Above Rs.5,00,000	33	33
Source of Contribution		
Own Funds	26	26
Own and Loan	47	47
Money Lenders	27	27
Marketing Strategy		
Personal selling	13	13
Quality	39	39
Word of mouth	17	17
Product Differentiation	21	21
Advertising/Hoardings	10	10
Mode of Sales		
Cash	42	42
Credit	25	25
Both	33	33
Nature of Help from Family Members		
Marketing of products	56	56
Tackling problems	44	44

The above table shows that, out of 100 numbers of respondents 34% women entrepreneurs have their business near to the market, 52% of the respondents made investment for their between Rs.1,00,001 to Rs. 5,00,000, 39% of the respondents have quality of the product as their marketing strategy, 42% of the respondents sell their products for cash and 56% of the respondents family members help them to market the products.

✓ **Simple Ranking Method.****Table No.3****Problems Faced by Women Entrepreneurs**

Problems	Average Score	Rank
Lack of time to look after family affairs	8.76	1
No time for personal grooming	6.48	3
No time to participate in social function	4.65	6
Role conflict	7.12	2
Lack of support from husband and family	3.12	8
Marketing Problems	5.23	5
Understanding Government Rules and Regulations	6.93	4
Management of the Workforce	2.38	10
Lack of Latest Technology	3.47	7
Lack of Social Acceptance	2.87	9

From the table 3 observed that, “Lack of time to look after family affairs” is assigned first rank followed by Role conflict (Rank 2) and No time for personal grooming (Rank 3).

✓ **Weighted Average** is used to find the women entrepreneurs expectation towards the society in Tirupur knitwear sector.**Table No.4****Women Entrepreneurs Expectation Towards The Society**

Factors	1	2	3	4	5	Total	weighted average	Rank
Respect the profession	22	41	26	6	5			
wx1	22	82	78	24	25	231	15.4	9
Low rate on interest on loans	6	66	26	2	0			
wx2	6	132	78	8	0	224	14.93	8
Maximum availability of loans	21	41	28	4	6			
wx3	21	82	84	16	30	233	15.53	10

Provide Motivation	26	54	20	0	0			
wx4	26	108	60	0	0	194	12.93333	3
Provide Security	30	46	21	2	1			
wx5	30	92	63	8	5	198	13.2	4
Help to grow market beyond the district	20	58	22	0	0			
wx6	20	116	66	0	0	202	13.45	5
Easy to understand policies	24	41	34	1	0			
wx7	24	82	102	4	0	212	14.13	7
Special grants incentives and subsidies for female entrepreneurs	22	48	28	2	0			
wx8	22	96	84	8	0	210	14	6
Equal treatment and respect	72	28	0	0	0			
wx9	72	56	0	0	0	128	8.53	1
Govt. provides women benefits of various schemes	58	30	12	0	0			
wx10	58	60	36	0	0	154	10.26	2

The table 4 observed that, “Equal treatment and respect” is assigned first rank followed by Rank Govt. provides women benefits of various schemes (Rank 2) and Provide Motivation (Rank 3).

Conclusion

In the present world due to modernization, urbanization, liberalization, socialization, globalization and development of education, with increasing awareness, women are entering into all types of fields.. Women entrepreneurs earn money of their own and becoming economically independent. Due to advancement of communication and technology women will develop self-confidence, awareness and ability to get more environmental support by means of social networking. Women entrepreneurs will have a better health, education ,improvement in her living condition and this will leads to have better house, better sanitation facilities, better education and. infrastructural facilities. This all leads to women entrepreneurs to become a stronger personality and all types of improvement in her quality of life. Encouraging women entrepreneurs is very important task to reduce the difficulties of unemployment in the society. Women entrepreneurs attain enormous growth with the help from government as well as non-Government agencies.

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