

Encouraging Women Entrepreneurs in Coimbatore District

Dr. R. Suraj Begum¹, Dr.A.ShajithaBanu² & Dr.P.Saravanamoorthi³

¹Professor, Department of Science and Humanities, Sri Krishna College of Engineering and Technology, Kuniamuthur, Coimbatore-641008.Tamil Nadu, India

E-mail: Surajbegum@skcet.ac.in

²Assistant Professor, Department of Science and Humanities, Sri Eshwar College of Engineering, Coimbatore.Tamil Nadu, India

E-mail: shajithabanu@sece.ac.in

³Assistant Professor, Department of Mathematics, Bannari Amman Institute of Technology, Erode, Tamilnadu.

E-mail _SARAVANAMOORTHIP@bitsathy.ac.in

ABSTRACT

Liberated women are always considered to economically independent and contribute more for the societal development and for the nation's welfare. Women's engagement in any kind of economic activities not only support her in uplifting her economic standards, but it also provides an opportunities to a woman in rediscovering herself i.e., in understanding her skills, capabilities, ability to work and produce productive results, being innovative, being initiator any new plans, being a motivator for others and many more things to claim. In short, women participation in economic activities is closely related with their well-being and empowerment in an Indian society. Drawing relevance with the above discussion this chapter of the study draws a detailed introspective analysis and discussion on the women entrepreneur's working in tiny and small hosiery garment making units in Coimbatore cluster and nature of empowerment realised by them.

Introduction

Man and women are the two important part of a society. Both these element of the society equally contributed to the economic development of the nation. Indian nationalists have paid high recognition to the contribution made by the men to the national and societal development, but in many cases the contribution of worker is generally ignored. Women play a very vital role both in family and nations' development. A contribution of women is always associated with her economic i.e., financial contribution to the nation's development. Economic contribution of the women can be assessed by her participation in entrepreneurial activities. Yes, women's participation in entrepreneurial activities not only provide her an opportunity to earn an income, but it also supports other in creating employment opportunities, production or manufacturing activities needed for the society and it in turn supports in upliftment of society i.e., in terms of economic development improvement in living standards and to bring equality in gender development.

In spite of women contribution much for the development of Coimbatore knitwear cluster still, date they face lot of emotional and financial challenges, that create doubt on her well-being social and economic independence¹. Policy planners and NGO's (non-Governmental Agencies) those who work for women empowerment considered that motivating women to venture into entrepreneurial activities is a possible approach to enhance the standard of living and empowerment of women in a society². Raised issues in the above has motivated the researcher undertake this study. This study aims to analyze socio-economic empowerment of Women entrepreneurs in Coimbatore knitwear sector. Women empowerment always included various concepts like: equality of work and wages, expansion of education, autonomy over reproductive life, access to ownership of land and property, training and technology, access to credit and owning of wealth, when women were empowered in a society the destiny of the nation is defined³. As per the Mast Index of Women Entrepreneurs Report (2018), Indian women prefer to venture into any kind of manufacturing or service business due to compliment of social, economic and financial needs⁴.

1.2 Contribution of Women Entrepreneurs to the Indian Economy Growth

Women entrepreneurs are considered as important agents of Indian economic development. Selected theoretical discussion on the contribution of women entrepreneurs to the Indian economy growth is presented in this section.

Neethu (2002)⁵ claim that success of the Tirupur knitwear sector is depended on the contribution of women to this sector. Women have been integral part of this industrial sector as 50 per cent of work force recruited by this sector or

women and women are directly and indirectly involved in both manufacturing and in rendering indigenous service to the exporters of this cluster.

Working paper of Kollan and Parikh (2005)⁶ explored the growth and progress of women entrepreneurs at different stages of time period i.e., from 1950s to 21st century. The study commented that role of women in the Indian society has experienced number of transformation over the years due to rise in her educational status and awareness on various entrepreneurial activities.

The article mentioned that various financial institutions and banks have set-up separate cells for financing women entrepreneurs. In spite of number of shortcoming faced by women entrepreneurs, they have registered a successive and positive growth over the years. According to Kamalakannan (2005)⁷ development of entrepreneurship skills among women has been considered as an important for the overall economic development. This article emphasised the active role played by financial institutions commercial banks and NGOs (Non-Governmental agencies) engaged in promoting of women entrepreneurship.

According to Chatterjee (2007)⁸ these days women entrepreneurs are seems to be more visible like their male counterparts, as women have succeeded in breaking out the strong huddles of cultural and social taboos. Women are seen as successful entrepreneurs in various filed of occupation like: engineering, packaging, textile, clothing, fashion, chemical engineering, pharmaceuticals and many more.

Munshi et al., (2011)⁹ commented that women as entrepreneur have created significant impact in the growth any industrial activities. Although the number of women participation in various industrial or service entrepreneurial activities have increased in the recent past, her contribution in the formal sector is noticed to be less than five per cent. The study mentioned that though women faces number of obstacles in the past in running her business, they have succeed to a greater extent in overcoming the issues faced by them i.e, by means of attaining training and development programmes organised by Government of India's agencies and NGOs.

According to Dwivedi and Mishra (2013)¹⁰ women entrepreneurs are considered as important agents of Indian economic development. Women by venturing into entrepreneurial activities significantly contribute to improve the standard of living of her family. By participating in entrepreneurial activities women have succeed in overcoming the caste, religion and gender discriminations prevailing in the Indian society. Moreover, successful women become a motivator for other woman to achieve success in their work-life.

In a study on entrepreneurial development of women conducted by Sharma (2013)¹¹ it has been mentioned that percentage of women participation in regular workforce have increased from 14.20 per cent in 1970-71 to 31.60 per cent by 2000-01, i.e., over a period of thirty years. Participation of women in entrepreneurial activities not only supports a women to develop her personality and decision making capabilities, but it also influences the growth, decision making abilities and well-being of her family members too. Government of India has initiated number of education, training and facilitating schemes for the growth of women entrepreneurs in India.

According Singh (2014)¹² these days female entrepreneurs significant contributions to economic growth and they have support the economy in reduction of poverty prevailing in the society. The study commented that various women development schemes are introduced by the Government of India for the promotion of women entrepreneurship like: offering them: equipment need for their business activities, skill development training, market development assistance and offering training on managerial skills.

According Malyadri (2014)¹³ women participation in entrepreneurial activities has significantly increased after globalisation and changes in the pattern of various business activities across India. The author commented that women involvement in entrepreneurial activities directly influences economic growth i.e., through creation of more employment opportunities to the educated youth (both male and female), in eliminating poverty levels from the society and reduction of regional imbalances in term of growth. Moreover, the save and utilised saving of women are diversified into business activities in the form of capital.

Priya and Kishore (2015)¹⁴ attempted to compare and assess the contribution of women entrepreneurs to the development of Indian economy. The authors claim that even though women constitute 50 per cent of Indian population, but her participation in entrepreneurial activities or in an occupation is equated to less than 15 per cent of GDP contribution. The authors claim that if Indian women actively involve in entrepreneurial activities her contribution to the nation's GDP (Gross Domestic Product) would rise to 30 per cent by 2020, which will be just 5 per cent in America and 9 per cent in Japan in the same period. The authors stated that successful women corporates are considered as an inspiration for many potential entrepreneurs as they motivate many women to venture into various business activities.

Radha (2015)¹⁵ attempted to register the growth trend of women entrepreneurs across India in her study. The study claimed that as per MSMEs annual report 2011-12, out of 2.15 lakh business enterprises registered in India, only 13.72 per cent are owned or managed by women. Women entrepreneurs' growths are observed to be more in three states

that is Gujarat, Maharashtra and Karnataka. The author claim that though Government of Indian has initiated number of schemes, policies and facilitating programmes for the promotion of women entrepreneurs in the country, only few educated women come forwards to take various traditional or non-traditional business activities. Participation of rural women (15.27 per cent) in entrepreneurial activities is slightly higher than urban women's (12.45 per cent) venture into various business activities.

According to Pal (2016)¹⁶ the women entrepreneurship has doubled over the past one decade. At the same time the revenue and employment opportunities created by women entrepreneurs have also increased in the recent past. At present the Government of India has enacted 27 women entrepreneurial development schemes that are well managed by various Ministries, under different department of operations.

Taku (2017)¹⁷ had commented in "The Economic Times" article that though India's population has crossed the mark of 130 crores. Still Indian is ranked low in entrepreneurial development and innovation. The report also stated that Indian can register double-digit growth in term of economic development in case women started actively participating in various occupations i.e., entrepreneurial activities. The report referred that as women entrepreneurs in India are facing number of challenges and shortcoming, Government of India has to initiate open-window clearance system to smoothen the flow of finance, voluntary services, training and other assistance need for the sustainable growth of women entrepreneurs of the nation.

Inspite of various issues faced by women, still modern women engaged in entrepreneurial activities are they able to balance between motherhood and entrepreneurship. In general, it has been observed that personal money needs, family's socio-economic conditions, support gained from family members, from the society or from the Government etc., influences an individual either men or women to venture into entrepreneurial activities. Researcher through the process of desk research found that not much studies were focused on indigenous women owned business units functioning in Coimbatore knitwear cluster, who act a price axis of support for the growth and prospectus of this sector. The identified shortcoming has motivated the researcher to select this region of the conduct of the research.

I. Socio-Economic Status of Women Entrepreneurs Functioning in Knitwear Sector Coimbatore

A close look on the demographic and socio-economic status of the women clearly reveals their economic situation and factors that influence them to venture into various entrepreneurial activities. This section of the study draw elaborately discusses on the demographic profiles of the women entrepreneurs.

TABLE: 1

SOCIO-ECONOMIC STATUS OF WOMEN ENTREPRENEURS FUNCTIONING IN KNITWEAR SECTOR COIMBATORE

Sl. No	Variables	No. of the Respondents	Percentage
Age			
1.	21-30years	47	14.46
2.	31-40years	239	73.54
3.	41-50years	29	8.92
4.	51years &Above	10	3.08
	Total	325	100
Educational Qualification			
1.	SSLC	67	20.61
2.	HSC	70	21.54
3.	Diploma	31	9.54
4.	UG Degree	95	29.23
5.	PG Degree	62	19.08
	Total	325	100
Marital Status			
1.	Married	315	96.92
2.	Unmarried	10	3.08
	Total	325	100
Nature of the Family			
1.	Joint Family	131	40.31
2.	Nuclear Family	194	59.69
	Total	325	100
Number of Members in the Family			

1.	Small (2-4)	238	73.23
2.	Medium (5-8)	79	24.31
3.	Large (Above 8)	8	2.46
	Total	325	100

Source: Primary Data

Assessment of the demographic cum socio-economic status of the women entrepreneurs surveyed in Coimbatore knitwear cluster reveals that 73.54 per cent of the sample women are aged between 31-40 years. Portion of women i.e., 14.46 per cent are aged between 21-30 years. Another portion of 12 per cent of the women is found to be aged between 41-50 years (8.92 per cent) and 50 years or above (3.08 per cent). All the sample women are found to be literate, their educational qualification varied as: graduates (29.23 per cent), HSC passed (Higher Secondary School) (21.54), SSLC passed Secondary School of Education (20.61 per cent), post-graduation (19.08 per cent) and diploma certification course (9.54 per cent). Majorities i.e. 96.92 per cent of the women surveyed are married and 3.08 per cent of the sample populations are found to be unmarried. Around 59.69 per cent of the sample subjects form a part of nuclear family and the rests 40.13 per cent of the entrepreneurs have said they lived in a joint family. As per survey, 3.23 per cent of the respondents' family size constitutes of small (2-4) members. On the contrary, 24.31 per cent of the sample subject's family consists of medium (5-8) members and the remaining 2.46 per cent of the respondents have more than eight members in their family.

Examination of demographic status of the women entrepreneurs surveyed in Coimbatore knitwear cluster revealed that 73.54 per cent of the samples respondents are aged between 31-40 years of age, 29.23 per cent of the respondents are Under Graduates. Socio-economic status of the women found to be: 96.92 per cent married, 59.69 per cent of the respondents form a part of nuclear family and 73.15 per cent of the respondents' family size constitutes of small (2-4) members.

II. Job Profile of the Women Entrepreneurs

It has been mentioned that more than 80 per cent of employees working in textile and clothing industry are women. In this cluster women in knitwear sector generally work both as a labour and entrepreneurs. Women in knitwear cluster not only work as formal skilled or unskilled employees, but they own small job order units where stitching, pointing, labeling, ironing, buttoning, collar switching and other entrepreneurial activities are rendered. This section of the study discusses on the job profile nature of the sample women entrepreneurs surveyed. Though Indian Government has framed number of policies and had implemented various schemes that facilitate women to easily venture into entrepreneurial activities. Due to poor governance of Government agencies i.e., follow-up of these policies and schemes, women are unable to realise the maximum benefit of the policies and schemes⁵.

TABLE: 2(A)

JOB PROFILE OF THE WOMEN ENTREPRENEURS

Sl. No	Job Profile	No. of Respondents	Percentage
Nature of the Concern			
1.	Small Scale Units	306	94.15
2.	Medium Level	10	3.08
3.	Large Scale Units	9	2.77
	Total	325	100
Ownership Pattern			
1.	Sole Proprietorship Firms	222	68.31
2.	Partnership Firms	85	26.15
3.	Limited Liability Enterprises	18	5.54
	Total	325	100
Partnership Firm			
1.	Spouse	35	41.18
2.	Relatives	34	40.00
3.	Friends	13	15.29
4.	Others	3	3.53
	Total	85	100
Nature of Support			
1.	Self	140	43.07
2.	Spouse	18	5.54

3.	Both	157	48.31
4.	Collectively by the Spouse or Partners or Relatives	10	3.08
	Total	325	100
Types of Entrepreneurship			
1.	First Generation	272	83.69
2.	Second Generation	53	16.31
	Total	325	100
Type of Activities			
1.	Manufacturing Job Work Orders	214	65.85
2.	Tailoring	167	51.38
3.	Readymade Garments	135	41.54
4.	Kaja Button Work	106	32.62
5.	Calendaring, Ironing & Packing	138	42.46
6.	Embroidery Work	123	37.85
7.	Others	95	29.23
Age of the Concern			
1.	Below 5 years	72	22.15
2.	6-10 years	199	61.23
3.	11-15 years	18	5.54
4.	15 years & Above	36	11.08
	Total	325	100

Source: Primary Data

TABLE: 2(B)

JOB PROFILE OF THE WOMEN ENTREPRENEURS

Sl. No	Job Profile	No. of Respondents	Percentage
Area of Market Service			
1.	Local Market	113	34.77
2.	Regional Market	27	8.31
3.	National Market	12	3.69
4.	Foreign Market	173	53.23
	Total	325	100
Nature of Operation			
1.	Knitting	2	0.61
2.	Garment Making	184	56.62
3.	Dyeing & Bleaching	2	0.62
4.	Compacting & Calendaring	10	3.08
5.	Fabric Printing	16	4.92
6.	Embroidery	17	5.23
7.	Other Ancillary Services	94	28.92
	Total	325	100
Initial Capital			
1.	Rs.50,000	47	14.46
2.	Rs. 50,000 to Rs. 1 lakhs	74	22.77
3.	Rs. 1 lakh to Rs. 10 lakhs	150	46.15
4.	Rs. 10 lakhs to Rs. 50 lakhs	36	11.08
5.	Rs. 50 lakhs to Rs. 1 crore	9	2.77
6.	Above Rs. 1 crore	9	2.77
	Total	325	100
Number of Employees			
1.	Below 50	298	91.69
2.	51 to 100	16	4.93
3.	101 to 150	11	3.38
	Total	325	100
Proportion of Women Participation in Business Activities			

1.	Less than 25%	99	30.46
2.	25% to 50%	184	56.62
3.	50% to 75%	26	8.00
4.	75% to 100%	16	4.92
	Total	325	100
Nature of Skills			
1.	High Skilled	88	27.08
2.	Skilled	212	65.23
3.	Semi-Skilled	25	7.69
	Total	325	100

Source: Primary Data

Keen assessment of the occupational profile of the women revealed that majority i.e. 94.15 per cent of the sample entrepreneurs own small scale business units. Rests of the 5.85 per cent of the business units are grouped as medium scale enterprises (3.08 per cent) large scale units (2.77 per cent). It was observed 68.31 per cent of the entrepreneurs surveyed are owned by single proprietor, 26.15 per cent of the sample units are partnership firms (paired with spouse, friends, relatives and other acquaints) and the remaining 5.54 per cent of business units are observed to be Private Limited Companies. The survey data indicated that 43.07 per cent of the sample women are capable enough to manage their business by self. On the contrary, 51.69 per cent seek supports of either parent and spouse supports (48.31 per cent) or either spouse (5.54 per cent) or collective of all family members (3.08 per cent).

Data discussion indicates that 83.69 per cent of the sample subjects have said that they are generation entrepreneurs and remaining 16.31 per cent of the sample subjects are found to be the second generation entrepreneurs. The study found that 65.85 per cent of the sample women are engaged in rendering job works services. Followed by, 51.38 per cent respondents are involved in tailoring service. Similarly, 42.46 per cent of the entrepreneurs are found to be engaged in rendering calendaring, ironing and also packing services. Subsequently, 41.54 of the respondents are engaged in making of readymade garments. Further, 37.85 of the sample subjects are involved in rendering embroidery work. Followed by, 32.62 of the respondents are rendering ancillary services like: creating of button-hole and its stitching services like checking, printing, piece packing etc., and the rests 29.23 of the women entrepreneurs are involved offering of other related works.

Around 61.23 per cent of the women entrepreneurs have said that they run their business for the past 6-10 years and 22.15 per cent of the respondents own 5 years of business start-up. Further, 11.08 per cent of the sample population own business established for more than 15 years and the remaining 5.54 per cent of the entrepreneurs are in operations for the past 11-15 years.

It has been inferred that 53.23 per cent of the women entrepreneurs serve for exporters. Another batch, sample women entrepreneurs concentrate in offering services to local market clients (34.77 per cent), regional market clients (8.31 per cent) and national market (3.69 per cent). Similarly, it was observed that 56.62 per cent of the respondents have opined that they are engaged in garment making. Followed by, 28.92 per cent of the sample populations are involved offering other ancillary services. Small proportion of small population are involved in embroidery designing service (5.23 per cent), fabric printing (4.92 per cent), offering compacting and calendaring job work (3.08 per cent), knitting garments (0.61 per cent) and dyeing and bleaching (0.62 per cent).

Initial start-up capital investment of the sample populations varied as: valued between Rs.50,000 or less (14.46 per cent), Rs.50,000 to 1 lakhs (22.77 per cent), between Rs.1 lakh to 10 lakhs (46.15 per cent), Rs.10 lakhs to Rs.50 lakhs (11.08 per cent), Rs.50 lakhs to Rs.1 crore (2.77 per cent) and more than Rs.1 crore (2.77 per cent). Total employees recruited in the sample women owned business units are observed to be: less than 50 employees (91.69 per cent), 51 to 100 employees (4.93 per cent) and 101 to 150 employees (3.38 per cent). It has been observed that 56.62 per cent of the women entrepreneurs have reserved 25% to 50% of work force for women workers only and 30.46 per cent of the sample units surveyed had recruited less than 25% of worker i.e., women. The proportions of women in 12.93 indigenous job units are filled by recruiting women i.e. 50% to 75% (8 per cent of units) and 75% to 100% (4.92 per cent of units). Skillfulness of women workers are counted as added advantage of women owned knitwear indigenous job work units. In this context, it has been observed that 65.23 per cent of the units have employed skilled workers, 27.08 per cent of the women entrepreneurs have recruited high skilled employees and 7.69 per cent of the sample entrepreneurs have employed semi-skilled employees in their concern.

On the whole 94.15 per cent of sample units surveyed are small scale in nature. Of which 68.31 per cent are identified as sole proprietorship firms, 61.23 per cent of the women owned business are in operations for the past 6-10

years, 53.23 per cent of the women entrepreneurs offer their services to exporting units and 41.18 per cent of women are engaged in the business with their spouse. Nearly 48.31 per cent of the sample women surveyed have opined that they manage their business by themselves and with the assistance of family members or spouse. Majority i.e., 65.85 per cent of women owned knitwear units offer ancillary job work services. Initial start-up capital investment of the 46.15 per cent of the sample populations valued between Rs.1 lakh to 10 lakhs. It was observed that 91.69 per cent of the women owned units have employed less than 50 employees, 56.62 per cent of the units have employed around 25% to 50% of women in their enterprises and 65.23 per cent of the units have employed skilled workers.

III. Personal and Entrepreneurial Character

Skills acquired and learned greatly influence the entrepreneurial activities of women. In this context, data discussion of this section of the study has analysed the personal and entrepreneurial character exhibited by the sample women entrepreneurs of Coimbatore knitwear cluster.

TABLE: 3
PERSONALITY TRAITS OF WOMEN ENTREPRENEURS

Personality	Very True	True	No Comment	Sum	Mean	Rank
Eager to Learn Things	160 (49.23)	165 (50.77)	0 (0.00)	810	2.49	1
Stay Focused	119 (36.62)	182 (56.00)	24 (7.38)	745	2.29	2
Easily Adopting to the Changes	87 (26.77)	236 (72.62)	2 (0.62)	735	2.26	3
Out-Going	41 (12.62)	190 (58.46)	94 (28.92)	597	1.84	8
Seek Novelty	33 (10.15)	64 (19.69)	228 (70.15)	455	1.40	10
Team Player	51 (15.69)	83 (25.54)	191 (58.77)	510	1.57	9
A Preference for Order	82 (25.23)	145 (44.62)	98 (30.15)	634	1.95	6
Management of Uncertainty	40 (12.31)	215 (66.15)	70 (21.54)	620	1.91	7
Trusting	76 (23.38)	190 (58.46)	59 (18.15)	667	2.05	5
On Time (Punctual)	90 (27.69)	211 (64.92)	24 (7.38)	716	2.20	4

Source: Primary Data

Qualities of individual are clearly assessed by keenly watching the personal behaviour of individual with others, by assessing their approach to a concept, issues, problem solving skills etc. Women as labour are found to be migrant from nearby and far South regions. They had entered Coimbatore in want of work. Job opportunities for women as entrepreneurs are found to be in plenty in Coimbatore knitwear cluster. The study conducted in Coimbatore revealed different qualities of women as entrepreneurs like: eagerness to learn things and apply it in their business practices (83 per cent), stay focused i.e., being goal oriented (76.30 per cent) and quality of easy adoptability (75.33 per cent). The study further observed that batches of sample women are keen in time management (punctual 73.33 per cent), being trust worthy/ reliable (68.33 per cent) and preference for priorities of things (65 per cent). In the next stages of research analysis it has been understood that women entrepreneurs also exhibits personal qualities like: management of uncertainty (63.67 per cent), being explorative /explicitly doing things (61.33 per cent), leading teams of employees (52.33 per cent) and seek novelty i.e., being innovative (46.67 per cent).

Majority i.e., 83 per cent of sample women entrepreneurs are found to be eager in to learning new things and apply it in their business practices. The personality i.e., characteristics of women entrepreneurs are measured with the application of Likert's three point scale, the values ranged between 2.49 to 1.40 at the maximum and minimum limits.

EXHIBIT: 1
PERSONALITY TRAITS OF WOMEN ENTREPRENEURS

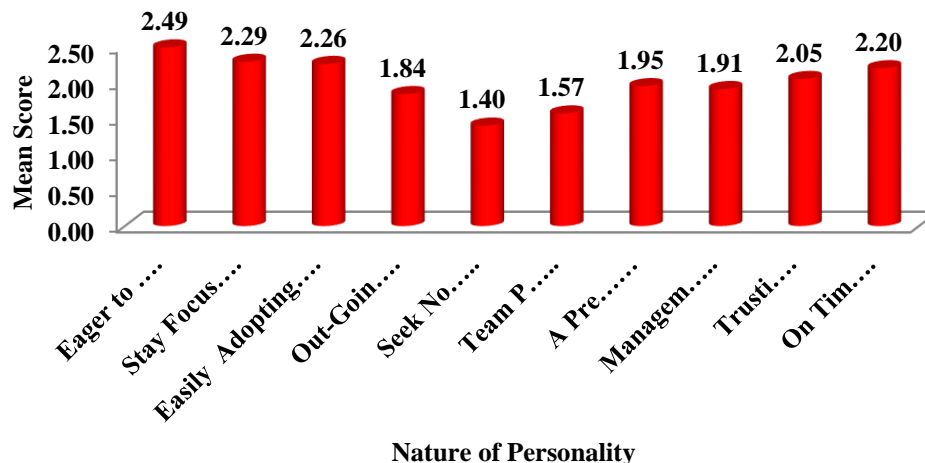


TABLE: 4
LEVEL OF EFFICIENCY EXHIBITED BY WOMEN
ENTREPRENEURS IN ACQURING BASIC QUALITIES

Variables	Very High	High	Moderate	Low	Very Low	Sum	Mean	Rank
Educational Qualification	35 (10.77)	109 (33.54)	80 (24.62)	66 (20.31)	35 (10.77)	1018	3.13	15
Previous Work Experience	20 (6.15)	122 (37.54)	88 (27.08)	77 (23.69)	18 (5.54)	1024	3.15	13
Knowledge About Business Activities	34 (10.46)	212 (65.23)	41 (12.62)	38 (11.69)	0 (0.00)	1217	3.74	1
Possession of Required Skills for Conducting Business	53 (16.31)	184 (56.62)	43 (13.23)	19 (5.85)	26 (8.00)	1194	3.67	2
Innovative thinking and Farsightedness	28 (8.62)	144 (44.31)	119 (36.62)	25 (7.69)	9 (2.77)	1132	3.48	7
Quick and Effective Decision Making Skill	34 (10.46)	127 (39.08)	108 (33.23)	56 (17.23)	0 (0.00)	1114	3.43	10
Ability to Mobilise and Marshal Resources	68 (20.92)	135 (41.54)	67 (20.62)	44 (13.54)	11 (3.38)	1180	3.63	4
Strong Determination and Self-Confidence	85 (26.15)	122 (37.54)	51 (15.69)	59 (18.15)	8 (2.46)	1192	3.67	2
Preparedness to take Risk	63 (19.38)	117 (36.00)	99 (30.46)	19 (5.85)	27 (8.31)	1145	3.52	6
Accepting changes in Right Time	58 (17.85)	112 (34.46)	129 (39.69)	26 (8.00)	0 (0.00)	1177	3.62	5
Access and Alertness to Latest Scientific and Technological Information	61 (18.77)	77 (23.69)	138 (42.46)	49 (15.08)	0 (0.00)	1125	3.46	8
Ability to Use High End Technologies	50 (15.38)	102 (31.38)	63 (19.38)	65 (20.00)	45 (13.85)	1022	3.14	14
Family Support	72 (22.15)	103 (31.69)	72 (22.15)	46 (14.15)	32 (9.85)	1112	3.42	11
Resources Availability	64 (19.69)	145 (44.62)	37 (11.38)	34 (10.46)	45 (13.85)	1124	3.46	8
Others	80 (24.62)	103 (31.69)	56 (17.23)	31 (9.54)	55 (16.92)	1097	3.38	12

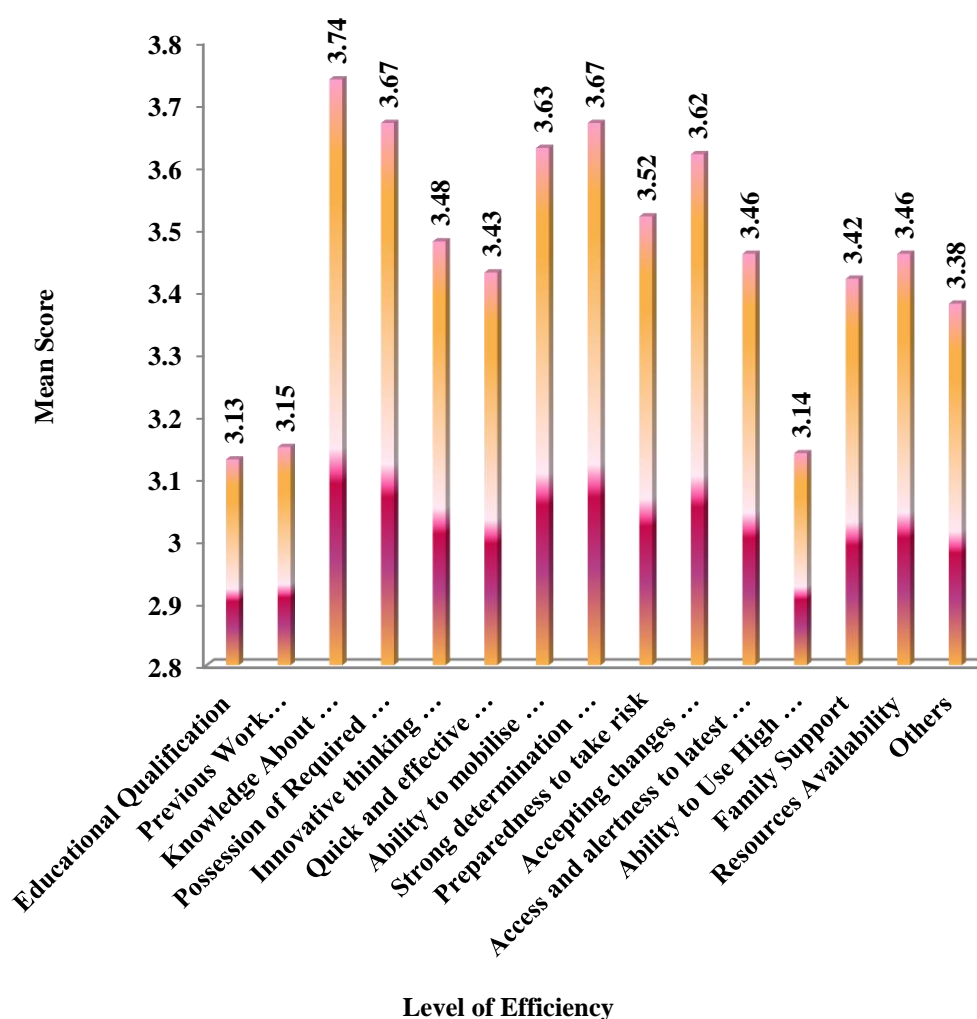
Source: Primary Data

The study found that women entrepreneurs' level of efficiency related entrepreneurial skills require basic qualities. Majority of the women entrepreneurs believed that very highly knowledgeable about business activities i.e., managing business activities effectively and efficiently. Followed by some of the sample populations have said that they are highly efficient in: possessing of required skills for conducting business, determinant cum self- confident, ability to mobilise and marshal resources, accepting changes in right time and preparedness to take risk. Subsequently sample subjects have said that are moderately efficient: in making innovative thinking and farsightedness, searching for resources availability, access and alertness to latest scientific as per technological advancement and being quick and effective decision making. Further, a batch of sample entrepreneurs have said that they are least efficient in resourcing family support for effective rendering of their work, managing various works (multi-tasking) and also lack previous work experience. Moreover, it has been observed that few women entrepreneurs found to not at all efficient in usage of high end technologies as they are educational not enough qualified. Above mentioned skilled /efficiency level of women entrepreneurs are ranked first to fifteenth positions with the support of Likert's five point scale measure on an average score of varied between 3.74to 3.13 respectively.

The study concluded that the majority of the women entrepreneurs believed that very highly knowledgeable about business activities i.e., managing business activities effectively and efficiently.

EXHIBIT: 2

LEVEL OF EFFICIENCY EXHIBITED BY WOMEN ENTREPRENEURS IN ACQURING BASIC QUALITIES



Factor analysis is related to women entrepreneurs level of efficiency related entrepreneurial skills require basic qualities. The variables for Educational Qualification, Previous Work Experience, Knowledge About Business Activities, Possession of Required Skills for Conducting Business, Innovative thinking and Farsightedness, Quick and Effective

Decision Making Skill, Ability to Mobilise and Marshal Resources, Strong Determination and Self- Confidence, Preparedness to take Risk, Accepting changes in Right Time, Access and Alertness to Latest Scientific and Technological Information, Ability to Use High End Technologies, Family Support, Resources Availability and Others.

TABLE: 5**KMO AND BARTLETT'S TEST****LEVEL OF EFFICIENCY EXHIBITED BY WOMEN****ENTREPRENEURS IN ACQUIRING BASIC QUALITIES**

Kaiser-Meyer-Olkin Measure of Sampling Adequacy	.774
Bartlett's Test of Sphericity Approx. Chi-Square	1862.279
DF	105
Sig	.000

Level of Significance: 5 per cent

The approximate value of Chi-square statistic value is 1862.279 with 325 degree of freedom, which is significant at 5 percent level of significance. The value of KMO statistic (0.774) is also large (greater than 0.5).

4.2 Conclusion

Women influenced by social, economic and financial pressure join a regular stream of entrepreneurship. There are number of facilitating factors that influence women to take by business activities in India. Women empowerment is not a just a single word, in encapsulates socio-economic status, recognition, social /political participation and opportunities to exhibit their skills. But, in real terms women participation of workforce is always unnoticed, less accounted, invisible and less paid.

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