

ASTOUNDING PERFORMANCE OF WOMEN ENTREPRENEURS IN UNORGANISED SECTOR WITH SPECIAL REFERENCE TO POLLACHI

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ABSTRACT

Women who take responsibility to organize the resources of enterprises and bear all the risks in expectations of deriving profit can be termed as women entrepreneur. When a women or group of women embark on initiating, organizing and managing their enterprise, they are termed as women entrepreneur. Despite their efforts and expertise, women entrepreneurship often struggles a lot to make rough and get recognized within the business area. Hence, this study has assessed that astounding performance of women entrepreneurs in unorganised sector in Pollachi. The nature of this study is descriptive research design. The population of this study are women entrepreneurs and the sample size is 105. The required sample data are collected by approaching random sampling method. For collecting the astounding performance of women entrepreneurs through 5 points Likert scale method, a structured questionnaire has been administered and distributed among them. The researchers have utilized the MS-Excel software to preserve the collected data and performed the statistical methods namely percentage analysis, mean score, standard deviation and ANOVA. In addition, they framed the null hypotheses to examine the significant difference in mean astounding performance of women entrepreneurs. From the analysis, it is mentioned that maximum level of astounding performance is perceived by the women entrepreneurs who belong to 41-50 years of age category, qualified college level, sole proprietorship, textile garments and run business for 11-15 years.

Keywords: Astounding Performance, Women entrepreneurs, Unorganised sector, Collateral security, Finance support, Loan facility.

1. INTRODUCTION

Women Entrepreneur is a person who accepts challenging role to meet her personal needs and become economically independent. A strong desire to do something positive is an inbuilt quality of entrepreneurial women, who is capable of contributing values in both family and social life. Women entrepreneurship in India is still emerging. The representation of women as entrepreneurs is quite limited. Entrepreneurship is an area of research that has been of immense interest to researchers, academicians and policy makers. Entrepreneurship is significantly correlated to economic development of any economy by accelerating growth and prosperity, and. In the last few decades woman as entrepreneur are emerging both in developed and developing economies. It is evident that women entrepreneurs contribute immensely to improved poverty levels, increased per capita income and employment creation. Women entrepreneurship is instrumental for achieving economic and societal growth. Despite constituting around half of the total population of India, the economic participation of women is very limited. Women entrepreneurs of India are now emerging in non-traditional sectors. Women entrepreneurs are a heterogeneous segment having diverse demographic, economic and educational background. It is imperative that the policies and schemes cater to the unique needs of every segment.

2. REVIEW OF LITERATURE

In view of Rahabhi Mashapure et al. (2022) revealed that the inadequate support from government schemes, patriarchal societal structure of my community, lack of relevant entrepreneurial knowledge to manage the businesses, lack of collateral security to access funding, lack of market information, occurrence of disasters in the localities, time limitation or role conflict to balance family pressures negatively influenced women entrepreneurship. Interestingly interviews