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This is to certify that ...Dr...Mohamed...Siddque..., Associate Professor
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Entrepreneurship as a Career with Reference
in this International Conference. to Trivandrum City



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SL. NO	TOPIC	PAGE NO
1	HRM AND ITS EFFECT ON EMPLOYEE, ORGANIZATIONAL AND FINANCIAL OUTCOMES IN HEALTH CARE ORGANIZATIONS <i>M.Uma Maheswari Pinky And Dr.M.P.Asha Kumari</i>	1
2	GENDER ISSUES FACED BY WOMEN POLICE OFFICERS IN KANNIYAKUMARI DISTRICT <i>A.Anusya, Dr. V.Chitra</i>	4
3	A STUDY ON OCCUPATIONAL STRESS AMONG THE FEMALE EMPLOYEES IN PRIVATE BANKS <i>Dr.P.Amramariyam</i>	8
4	ENTREPRENEURSHIP AS A CAREER OPTION: A STUDY ON ATTITUDE AND BARRIERS IN GRADUATING STUDENTS' PERCEPTION <i>Anjumol Sasi, Lt.Dr.M.Jagathish</i>	11
5	INNOVATIVE AND TECHNOLOGICAL CHANGES IN RETAIL ENTREPRENEURSHIP DEVELOPMENT IN INDIA- COVID 19 PANDEMIC <i>Ayswarya B.M, Lt Dr. M. Jagathish</i>	16
6	IMPACT OF THE PANDEMIC RESULTS ON DIGITAL NOMADISM <i>Archana. H, Lt. Dr. Jagathish</i>	20
7	A STUDY ON THE ATTITUDE OF WOMEN TOWARDS ENTREPRENEURSHIP AS A CAREER WITH REFERENCE TO TRIVANDRUM CITY <i>Sunilkumar C, DR.MOHAMEDSIDDQUE</i>	24
8	A STUDY ON HR STRATEGIES IN COMPANIES <i>Vidya V.J & Dr. A. Safia</i>	30
9	AWARENESS OF PEOPLE REGARDING E GOVERNANCE SERVICES OF KERALA GOVERNMENT: A STUDY AT THIRUVANANTHAPURAM DISTRICT <i>Muhammed Asif A</i>	32
10	A STUDY ON SOCIO-ECONOMIC CONDITIONS OF WOMEN ENTREPRENEURSHIP IN THIRUVANANTHAPURAM DISTRICT <i>Dhanya Rani RL, Dr.P.Antony Raj</i>	35
11	INVESTMENT AWARENESS OF HIGHER SECONDARY SCHOOL TEACHERS SPECIAL REFERNCE TO KARTHIKAPALLY TALUK <i>Mubarak S.A, DR. SABEENA PARVEEN</i>	38
12	CREATIVE PRACTICES OF INDIANDIRECT MARKETING <i>Abhilash Philip, Dr. P. Antony Raj</i>	42
13	THE CENTRALITY OF HUMAN CAPITAL MANAGEMENT IN ENTREPRENEURSHIP DEVELOPMENT WITH SPECIAL REFERENCE TO CRAFTSMEN IN BANGALORE CITY <i>D. Satish, Dr. M. P Asha Kumari</i>	46

A Study on the Attitude of Women towards Entrepreneurship as a Career with Reference to Trivandrum City

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Abstract

Entrepreneurship has its own contribution in the national well-being. Building entrepreneurship everywhere is the necessity of all nations and societies. As compared to men, women are less motivated to start business units due to some unwanted fear, lack of motivation and kind of activities. Women have the potential and will to establish and manage enterprises of their own. What they need is encouragement and support. With the assistance of family members and the Government, women can join the main stream of national economy and thereby, contribute to the country's economic progress. Now the global evidences substantiate that women have been performing admirably well in different spheres of activities like academics, politics, administration, social work, business and so on. It is also proved that those women who have started plunging into industry are running their enterprises successfully. So, while discussing entrepreneurial development, it Women entrepreneurs are highly increasing in the economics of almost all countries. The hidden business potentials of women have been increasing with the growing sensitivity to the role and economic status in the society. The knowledge, skill and come forward into business ventures. A strong desire to do enormous positive is an integral quality of entrepreneurial women, who is competent of contributing values in both family and social life. Over the past few decades women are coming out of the boundaries of houses and proving their ability and competencies in the business world. For any developing country, women entrepreneurs play the vital role particularly in terms of their contribution to the economic development. Women entrepreneurship as bee recognized as an important source of economic growth. By establishing their new venture women entrepreneurs generate new jobs for themselves and others and also provide society with different solution to management, organization and business problems. Thus, governments across the world as well as various developmental organizations are actively assisting and promoting women entrepreneurs through various schemes, incentives and promotional measures.

Keywords: Women Entrepreneurship, Gender and Entrepreneurship, Female Entrepreneurship, New Venture Creation, Literature Review

Introduction

Women entrepreneurs are highly increasing in the economics of almost all countries. The hidden business potentials of women have been increasing with the growing sensitivity to the role and economic status in the society. The knowledge, skill and come forward into business ventures. A strong desire to do enormous positive is an integral quality of entrepreneurial women, who is competent of contributing values in both family and social life. Over the past few decades women are coming out of the boundaries of houses and proving their ability and competencies in the business world. For any developing country, women entrepreneurs play the vital role particularly in terms of their contribution to the economic development. Women entrepreneurship as bee recognized as an important source of economic growth. By establishing their new venture women entrepreneurs generate new jobs for themselves and others and also provide society with different solution to management, organization and business problems. Thus, governments across the world as well as various developmental organizations are actively assisting and promoting women entrepreneurs through various schemes, incentives and promotional measures.

Statement of the Problem

Women, who try to enter the field of industry in either managerial or entrepreneurial role, are generally exposed to various constraints. Women as a group, face additional hurdles when compared with their male counterparts. It is to be remembered that the very concept of entrepreneurship will cease to exist unless there is the element of struggle. So women will have to brave the odds and succeed. Many studies indicate that at the very point of starting a small business, women are found to face more barriers than men. Research has shown that woman faces a number of difficulties are common to both genders, in many cases they tend to be more significant for female entrepreneurs.

Scope of the Study

The article report based on the study of "Attitude of women towards Entrepreneurship as a career with reference to Trivandrum city". The study is conducted among the women of Trivandrum city. This ensures more availability of fresh information and view of women's in particular to the field of entrepreneurship as career. It reveals their interest in the fields and the difficulties faced by them in achieving success. It includes the investigation of factors influencing them and also the role of agencies in developing entrepreneurial traits among women's. The study emphasis on providing better suggestions in regards to the topic to ensure and increase the level of interest of women's in the field of knowledge and entrepreneurship for the better growth of the economy, state, nation, and across the globe.

Objectives of the Study

- To study the attitude of women towards entrepreneur as a career.
- To study the factors that influence entrepreneurship intention among women's.
- To study the status of socio-economic empowerment of women, as a result of self-employment.
- To study the different types of barriers faced by women while selecting entrepreneurship as career.
- To suggest suitable measures to promote entrepreneurship intention among women's.

Research Methodology**Sample design**

A sample of 50 women's is taken out of the entire universe of Trivandrum city based on simple random sampling. The sample is elected in such a way that only women's belonging to different families and financial environment are taken into account for the relevant study. The researcher prepared a well-structured questionnaire for collecting primary data.

Population

The entire women from Trivandrum city are taken

Sources of Data

- **Primary Data:** The primary data necessary for the study has been collected from 50 respondents using well - structured questionnaire.
- **Secondary Data:** Secondary data was collected from Books, Journals, Newspapers, by visiting libraries and also related websites.

Tools for Study

The main statistical tools used for the collection and analysis of data in this project are percentage, Pie chart, Tables, and Diagrams

Review of Literature

- Rani (1996) found that the availability of leisure time motivated women entrepreneurs from higher income classes. Contrary to the above, women entrepreneurs are forced to take entrepreneurship in the absence of any other means of contributing to family income.
- **Sharma K. L. (2018)** in his book *Entrepreneurial Performance in Role Perspective* investigated the rising example of growth of entrepreneurs, their performance and problems. Against the foundation of government help with different structures, entrepreneurs and their problems call for sincere consideration, for the solid and supported financial growth of Indian society. The examination was directed to handle some hypothetical and methodological issues worried about the investigation of the entrepreneurial job of similarity and to toss light on some connected parts of entrepreneurial growth in the territory of Uttar Pradesh. The investigation exposed the absence of reaction of entrepreneurs to the offices made accessible by the government. One may get a kick out of the chance to investigate its reasons, which might be recognized as the insufficiency of entrepreneurs, the lacking terms and states of the offices, the ineffectualness of the foundations giving the offices, and the inefficiency of the personnel employed in that.

Analysis and Interpretation Of Data

Table no.1: Age wise classification

Age	No. of women	percentage
18-20	4	8%
20-30	10	20%
30-40	16	32%
Above40	20	40%
Total	50	100%

Source: primary data Analysis: From the above table, we can see that 40% of women above the age group of 40 have become the entrepreneurs, and less 8% of women falls in the age group of 18-20.

Table no.2: Educational qualifications of women entrepreneur

Educational qualification	No. of women	Percentage
Basic schooling	2	4%
Secondary education	3	6%
Graduation	20	40%
Post-graduation	14	28%
Professionals	10	20%
Others	1	2%
Total	50	100%

Source: primary data

Analysis: from the above table, 40% of women entrepreneurs are graduates, 28% of women are post graduates and rest are having basic schooling and professionals as educational qualification.

Table no.3: Satisfaction about their business

Opinion	No. of women	Percentage
Yes	46	92%
No	4	8%
Total	50	100%

Source: primary data

Analysis: from the table, majority 92% of women are satisfied with their business.

Table no.4: Training gets by the entrepreneur

From	No. of women	Percentage
Government	4	8%
Private institutions	10	20%
Others	36	72%
Total	50	100%

Source: primary data

Analysis: from the above table, majority 72% has got training from other institutions and minority 8% got training from government

Table no.5: Technical problems faced by women entrepreneurs

Opinion	No. of women	Percentage
Yes	46	92%
No	4	8%
Total	50	100%

Source: primary data

Analysis: from the table, 92% of women face technical problems.

Table no.6: Awareness about various schemes launched by government

Opinion	No. of women	Percentage
Yes	36	72%
No	14	28%
Total	50	100%

Source: primary data

Analysis: from the table, majority 72% are aware of the various government schemes.

Table no.7: Changes in level of savings

Changes in savings	No. of women	Percentage
No saving	5	10%
Saving increased	35	70%
No change	10	20%
Total	50	100%

Source: primary data

Analysis: from the table, 35 women respondents' savings has increased and minority 5 have no savings.

Table no.8: Barriers faced by the women Entrepreneurs

Problems	No. of women	Percentage
Lack of support	10	20%
Gender Discrimination	5	10%
Financial assistance	25	50%
Dual duties	2	4%
Lack of self confidence	1	2%
Others	7	14%
Total	50	100%

Source: primary data

Analysis: from the table, majority 42% are aware of the various government schemes.

Table no.9: Type of financial assistance used

Types	No.ofwomen	Percentage
Own funds	10	20%
Loansfrom banks	23	46%
Schemes from banks	2	4%
Others	15	30%
Total	50	100%

Source: primary data

Analysis: from the table, 46% majority of women find their source of funds from others sources and the minority 2% of the women find their source of fund from the schemes available for their in the banks.

Table no.10: Type of enterprise owned by the women entrepreneur

Type	No. of women	Percentage
Food products	15	30%
Textiles	9	18%
Beauty parlour	4	8%
Agriculture	2	4%
Others	20	40%
Total	50	100%

Source: primary data

Analysis: from the table, 40% of women owns other type of enterprises and rest 30% owns enterprises which owns food products and rest textiles and beauty parlours.

Table no.11: Motivators in starting the enterprise

Motivators	No.ofwomen	Percentage
Husband	24	48%
Friends	11	22%
Familymembers	9	18%
Others	6	12%
Total	50	100%

Source: primary data

Analysis: from the table, 48%of motivators for women are husbands and rest are families and friends.

Table no.12: How did you become a women entrepreneur?

Opinion	No.ofwomen	Percentage
Family members	10	20%
Hereditary	4	8%
Interested	24	48%
Others	12	24%
Total	50	100%

Source: primary data

Analysis: from the table, we can understand that 48% of women are interested of becoming a women entrepreneur, 8 % of them doing their hereditary business and rest became entrepreneur due to other reasons.

Table no.13: Ownership details of women entrepreneur

Ownership	No.ofwomen	percentage
Sole proprietorship	24	48%
Partnership	10	20%
Joint stock	5	10%
Corporation	11	22%
Total	50	100%

Source: primary data

Analysis: from the table, majority 48% of women own enterprise as sole proprietorship and minority 10% owns enterprise as joint stock.

Findings

- Out of 50 respondents 40% women falls in the age category of 40-50
- The survey resulted that 40% of women have earned graduation certificate.
- Majority of 48% of women own sole proprietorship.
- According to the survey, majority 48% of women are motivated by their husband and 22% by their family members for starting and running of the business.
- Majority 40% of women own other types of enterprise and 30% of them own food products.
- Majority of women agreed that they face financial problem and lack of support.
- Majority 70% of respondents savings increased by starting their business.
- 72% of total women are aware of various schemes launched by government and rest 28% is not aware.
- Out of 50 respondents, 72% of women have procured training through other sources.
- Majority 92% of women respondents are satisfied with their business.
- According to survey, majority 96% of women support entrepreneurship as career.
- Some people face security issues and sustainability as technical problems.

Suggestion

- Government can implement various programs to help women to start a business, if they are interested.
- Finance should be made available to women entrepreneur at a reduced rate of interest.
- If they attend training programs, seminars, workshops and conference by women entrepreneur is very important. This will help to reduce challenges faced by them.
- Family and society should not only support but also encourage such women who are source of pride for nation.
- District Industries Centres and Single Window Agencies should make use of assisting women in their trade and business guidance.
- Total personal support and awareness is needed- counselling, stress coping skills, public speaking skills, risk bearing ability.

Conclusion

Women constitute almost half of the total population in India but they are not enjoying their freedoms, equalities, privileges, on par with their male counterparts. Since implementation of planning in India, several policies and approaches were made to reduce inequalities between women and men. As a result a shift from 'welfare' to 'development' to 'empowerment' to 'human development' approaches has taken place change the position and status of women. Both government and NGO's sectors were intervening to empower the women. The National Empowerment Policy 2001 also emphasized that women's economic empowerment may be visualized only with the development of women entrepreneurship. The government of India has defined women entrepreneurs based on women participation in equity and employment of a business enterprise. Accordingly, a women entrepreneur is defined as an enterprise owned and controlled by a women having a minimum financial interest of 51% of the capital and giving at least 51% of the employment generated in the enterprise to a women. With the impetus given to women entrepreneurs they have shown significant impact on all segments of the economy in India. It is hoped that the suggestions forwarded in the project with help the women entrepreneurs in particular and policy planners in general to look into the needs and develop the better policies and schemes, programmes, opportunities for women to enter into entrepreneurial ventures.

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