

STUDY ON QUALITY OF LIFE ON RURAL WOMEN ENTREPRENEUR IN PEELAMEDU COIMBATORE

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Abstract

At this days, women are getting socially and economically empowered through generating their possess business. A woman entrepreneur plays a vital role in India to the come around of globalization and financial liberalization. Women entrepreneurship is particularly main concepts for growth of rural areas. Rural Entrepreneurship can make new economic opportunities for rural women and contribute to on the entire growth and leaving from poverty. There's a substantial contribution of girls rural entrepreneurs within the enlargement of developed rural areas but the event of girls entrepreneurship in rural areas is extremely low because the agricultural women's are face more challenges and problems. Economic empowerment of rural women led to development of Quality of lifetime of women therefore it's very necessary to offer keen of our attention over empowerment of girls within the country for the important development of our country altogether spheres. Descriptive research design and purposive sampling technique was adopted for the study. A sample size of 60 was collected using (WHOQOL) questionnaire. this study conclude that majority (58%) of the respondents have moderate level of quality of life, 18 percent of the respondents have with good level of quality of life and 24 percent of the respondents have with poor level of quality of life.

Key Words: Rural Women Entrepreneurship, Quality of Life.

INTRODUCTION

Entrepreneurship plays an essential role in generating employment opportunity for rural societies, providing self-employment for those who started-up their own business and improving the economic status of the rural area as well. Currently women's are also attracted to start their own business in both the rural and urban areas due to overcome poverty, generate family income and developing Standard of living. The emergence of rural women entrepreneurship and their contribution to the national economy is quite perceptible in India. The numbers of women entrepreneurs have grown over a period of time, especially in late 20th century. Women entrepreneurs require to be lauded for their enlarged utilization of up to date technology, increased asset, finding a niche in the worldwide market, creating a widespread employment for others and setting the trend for other women entrepreneurs in the organized sector. Women entrepreneurs have been standard during the last decade as an important unexploited basis of economic growth as they creating original jobs for themselves and others and as well by being different. They also make available the society with different solutions to management, organization and business problems as well as to the utilization of entrepreneurial opportunities.

MEANING AND DEFINITION

An entrepreneur is a human being having exact skill, ability, knowledge, awareness and self-assurance who bears the hazard of operating a business in the face of ambiguity about the future situation. The word "entrepreneur" was applied to business at the start by the French economist Richard Cantillien, who describes as entrepreneur as a person who purchases the means of production for combining them into profitable products at profit purpose in future. An entrepreneur is a person who starts an endeavor.

PROBLEMS OF WOMEN ENTREPRENEURS

Women Entrepreneurs come across two sets of problems, viz, common problems of entrepreneurs and precise to women entrepreneurs like; problem of finance, shortage of raw material, partial mobility, family ties, lack of education, male conquered society, low risk behavior ability etc.

REVIEW OF LITERATURE

The women work participation rate in organized sector was 14.2 per cent in 1970-71; it increased to 19.7 per cent in 1981 and further to 21.3 per cent in 1991. But, it is still much lower to men's

work participation which was 51.6 percent in 1991. As per World Bank Report, 1997 women's work participation in India is quite low as compared to USA (45%), UK (43%), Indonesia (40%), Srilanka (35%) and Brazil (35%).

United Nations confirmed the decade 1975-85 as the Decade for Women: The UNIDO introductory Meeting on the responsibility of Women in industrialization in Developing countries detained at Vienna during 6-10 February 1978 identified several constraints such as social, attitudinal and institutional barriers, inadequate employment opportunities, inappropriate and inadequate training, insufficient information and so on which held women back from participating in industrial activities.

The World meeting of the United Nations Decade for Women detained at Copenhagen in Denmark on 30th June 1980 in addition adopted a programme aimed at promoting full and equivalent opportunities and treatment of women in employment and their right of entry to non-traditional skilled trades.

The 1st National Conference of Women Entrepreneurs detained at New Delhi in November 1981 advocated the requirements for developing women entrepreneurs for the on the whole development of the nation. It called for main concern to women in share of lands, sheds, authorize of power, licensing, etc. The 2nd International Conference of Women Entrepreneurs planned by the National Alliance of Young Entrepreneurs (NAYE) held in 1989 at New Delhi as well adopted certain declarations concerning women's contribution in industry.

Methodology of the Study

Objective of the Study

- To study the Demographic Profile of the Women Entrepreneurs.
- To study the level of Quality of Life of Women Entrepreneurs.
- To study the relationship between Demographic Profile and Quality of Life of Women Entrepreneurs.

Research design: The researcher followed descriptive research design for the study.

Universe of the study: Peelamedu, Coimbatore District.

Sampling: 60 Women entrepreneurs were selected for data collection.

Sampling Methods: Non Probability Sampling technique: Purposive Sampling.

Tools for data collection: The investigator made use of interview scheduled. The researcher used (QOL) Scale was created in (WHO) BREF 2004.

Statistical tools: Simple percentage, Chi-square, ANOVA.

Finds of the Study

Age

Little more than half of the respondents fall within 31- 40 years age group.

Marital Status

Majority (80%) of the respondents have married women.

Educational qualification

More than half of the respondents (63%) have completed 8th standard.

Income

Less than half of the respondents below 5000 (43%) of the respondents have income.

Dependents

The half of the respondents (50%) is 2-3 dependents of the family.

Experience

Majority (70%) of the respondents have 5-10 Years experience.

ANALYSIS AND INTERPRETATION

Quality of life of the women entrepreneur

Quality of life	Frequency	Percentage %
Good	11	18
Moderate	35	58
Poor	14	24
Total	60	100

The above table shows that majority (58%) of the respondents are moderate level of quality of life of women entrepreneur, 18 percent of the respondents have with good level of quality of life and 24 percent of the respondents are with poor level of quality of life.

Influence of Socio Economic Factors on Quality of Life of women entrepreneur

Variables	Statistical tool	Value	Result
Age and Quality of Life	Chi	Df=6 CV=22.391	Significant
Marital status and Quality of Life	Chi	Df=4 CV=18.431	Significant
Education and Quality of Life	Chi	Df=8 CV=22.458	Significant
Income and Quality of Life	Chi	Df=6 CV=9.919	Not Significant
Dependents and Quality of Life	Chi	Df=6 CV=22.803	Significant
Variables	Statistical tool	Value	Result
Age and Quality of Life	ANOVA	F= 6.861 P<0.05	Significant

Marital status and Quality of Life	ANOVA	F= 2.241 P>0.05	Not Significant
Education and Quality of Life	ANOVA	F = 3.303 P<0.05	Significant
Income and Quality of Life	ANOVA	F= 5.070 P>0.05	Not-Significant
Dependents and Quality of Life	ANOVA	F= 1.559 P>0.05	Not Significant

SUGGESTIONS

1. Women empowerment to devise and diversify vocational training, building confidence and encouraging their changing needs and skills.
2. Learning to the rural women regarding new marketing and dealing plans.
3. Infrastructural development by the government to increase the possibility for business service provider and industrial sector to enhance the entrepreneurship of women
4. Micro economics assistance by government to rural women in better scale.
5. Training on gender sensitive issue
6. Marketing support by marketing the products shaped by women entrepreneurs of rural areas.
7. Transmission of trade fairs particularly to promote the work of rural women entrepreneurs

CONCLUSION

Government has devised a lot of programs to empower rural women in a variety of avenues. Empowering women to participate in economic development is not only a daunting and challenging task but also paving path for future sustainable development. Women's entrepreneurship is both about women's position in society and about the role of entrepreneurship in nation. This study concluding that (58%) of the respondents are moderate level of quality of life of women entrepreneur, 18 percent of the respondents have with good level of quality of life and 24 percent of the respondents are with poor level of quality of life.

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