

GENDER EQUALITY AMONG ENTREPRENEURS IN TAMIL NADU**R. Ganga Dharan**

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ABSTRACT

The research paper focuses on the gender equality among entrepreneurs in Tamil Nadu aiming to find the results based on gender equal participation, representation, and success of all entrepreneurs in the study area analysing the business turnover, gender ratio, success ratio, participation of women in the management decision etc. The paper also throws light on the turnover by entrepreneurs and how they support other sources of income. Finally, this paper comes with some important findings of creating equal opportunities, eliminating discrimination, reducing gender-based barriers, and promoting inclusivity and diversity in the business ecosystem, which are relevant to the progress of gender equality among the entrepreneurs in the study area.

Keywords: Gender Equality, Entrepreneurs, Turnovers, Gender Ratio, Discrimination, Business Ecosystem.

INTRODUCTION

Entrepreneurs identify opportunities and gaps in the market and come up with innovative solution to meet that need. This involves risk-assessment, creative thinking, innovative ideas, resources management, and proactive problem-solving skills. The number of entrepreneurs has increased, especially during the 1990's. The new generation of owned enterprises is actively seeking capital for their business, using modern technology to find and create a niche in both the domestic and international markets. While owned businesses possess the potential and can contribute much more. It is essential to formulate strategic support and sustain their efforts in the right direction. Studies show that women entrepreneurs face more challenges than men due to gender-based biases, cultural stereotypes, and structural barriers. These challenges include limited access to funding, lower social capital, less role models and support. However, there is a growing recognition of the importance on gender equality in entrepreneurship for economic growth, innovations, and social empowerment. Many initiatives and programs have emerged to support women entrepreneurs such as mentorship, networking, access to finance and training opportunities.

LITERATURE REVIEW

Jayan (2013) observes that today with the growth of Micro, Small and Medium Enterprises, many women have plunged into entrepreneurship and run their enterprises successfully. It shows that the trend in growth of small-scale industries during the last ten years and the level of investment, employment has increased. There are significant factors to their job success and growing human relation.

Priti Goswami and Yashwant Singh Jhakur (2015) had reviewed the motivating factors of women to be the entrepreneur in the growth of Micro, Small and Medium Enterprises in India. Women entrepreneurs are facing problems but now the scenario is fast changing with modernization, urbanization and development of education and business more and more women are successfully running the business. Thus, it is necessary to increase the opportunities of self-employment for educated unemployed women through development of entrepreneurship.

Ponsindhu and Nirmala (2014) note the availability of schemes and subsidy in Micro, Small and Medium Enterprises to existing and budding women entrepreneurs. The existing women entrepreneurs are availing the schemes like Micro and Small Enterprises Cluster Development Programme, Technology Upgradation, and marketing development export promotion etc. with special subsidies and benefits. The budding women entrepreneurs are availing the schemes such as Trade Related Entrepreneurship Assistance and Development, Entrepreneurship Development Programs etc.

OBJECTIVES OF THIS STUDY

1. To study the age and educational qualification of the entrepreneurs in the study area.
2. To study the nature of business and income earned by the entrepreneurs.
3. To study the reason for starting own business and their previous occupations.
4. To examine specific problems faced by the entrepreneurs in the study area.

RESEARCH METHODOLOGY

This study is based on both primary data and secondary data. Primary data have been collected from 34 sample entrepreneurs who engaged in their personal business, Secondary data have been collected from various books, journals, magazine, and website.

ANALYSIS AND INTERPRETATION

TABLE 1: AGE AND GENDER OF THE ENTREPRENEURS IN TAMIL NADU

S.NO.	Gender category	No. of respondents		Total
		Male	Female	
1.	Below 25 years	3	3	6
2.	26-30	5	7	12

3.	31-40	4	1	5
4.	Above 41 years	7	4	11
Total and Mean age		19	15	34

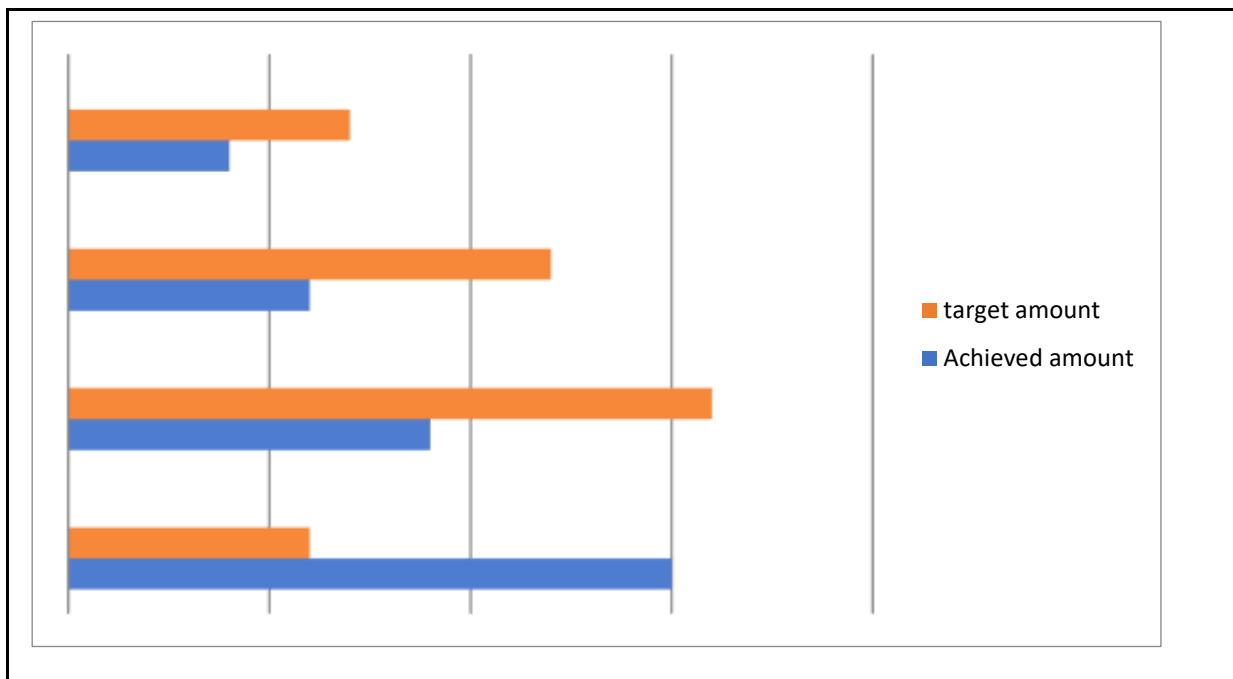
TABLE 2: EDUCATIONAL QUALIFICATION OF THE RESPONDENTS

S.NO.	Education qualification	No. of respondents	Total
1	Graduate	17	17
2	Primary and secondary level	12	12
3	Illiterate	5	5
4	Total	34	34

TABLE 3: ENTERPRISES IN MSME DEVELOPMENT ACT

Characteristics	Registered	Unregistered	Total
Size of the sector	14	3	17
No. of enterprises	13	NA	13
No. of units managed	1	NA	1

TABLE 4: THE PERFORMANCE OF THE ENTREPRENEURS IN THE LAST 5 YEARS ACHIEVEMENTS AND TARGET AMOUNT TURNOVER OF THE UPCOMING YEAR



Monthly income in crores	No. of responds
100-200	15
201-300	9
301-400	6
Above 401 crores	4

TABLE 5: REASON FOR STARTING OWN BUSINESS

S.No.	Reason for starting own business	No. of respondents
1	To earn money	14
2	To become an entrepreneur	7
3	To gain economic independence	6
4	To take over the family	4
5	To Survive in the society alone	3
	Total	34

TABLE 6: PREVIOUS OCCUPATION

S. No.	Previous occupation	No. of respondents
1	Employed in public sector	5
2	Employed in private sector	7
3	Trading	9
4	Other jobs	13
Total		34

CONCLUSION

Entrepreneurship plays an important role. It immensely contributes to the growth of the Indian economy. At present, due to modernization, urbanization, globalisation and the development of education, with increasing awareness, entrepreneurs are seeking gainful participation in several fields. Entrepreneurship helps in earning money and becoming economically independent. The main problems of entrepreneurs are lack of awareness, family support and lack of financial support. Therefore, a pleasant and strong and supportive environment is needed to promote entrepreneurial activities. At the same time, there is a need for policymakers, investors, and business leaders to support and promote gender equality, programs, and practices that address the structural and cultural barriers that entrepreneurs face.

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