



A STUDY ON WOMEN ENTREPRENEURS IN UNORGANISED RETAIL SECTOR

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Abstract: The major part of the Indian economy is dominated by the unorganized sector. The unorganized sector is more apparent in our Indian economy. The unorganized retail sector is a low-cost retail format and is usually managed by the single individuals and is visible in India in various forms such as local Kirana or grocery shops or moms and pops stores, cigarette shops, convenience stores, pavement vendors, hawkers, hand cart etc. It is dominating by having 97% share in the Indian retail market due to the facts such as low real estate prices, cheap labor, low or no taxes, managed by single person, poverty, unemployment, providing credit to the local consumers, convenience to the local consumers etc. It is an evitable part of the economy having a direct and indirect impact on the productivity, job opportunities, transformation, economic cycles and economic growth. It is an instrument of commercial changes in the economy. Women entrepreneurship has been recognized as an important source of economic growth. Women entrepreneurs create new jobs for themselves and others and also provide society with different solutions to management, organization and business problems.

Index Terms – Unorganized Sector, Women Entrepreneurship, Retail Sector.

INTRODUCTION:

The unorganized sector consists of all private enterprise, having less than ten total workers, operating in proprietary or partnership basis. It takes a majority of Indian food processing market as opposed to the organized sector, which only holds a share of 48%. Unorganized sector includes low-cost retailing such as the local Kirana shops, owner-manned general stores, Paan shops, convenience stores, handcart and pavement vendors.

All the strategies aimed at economic development will be lop-sided without involving women who constitute half of the world population. Evidence has unequivocally established that entrepreneurial spirit is not a male prerogative. Women entrepreneurship has gained momentum in the recent decades with the increase in the number of women enterprises and their substantive contribution to economic growth.

The women entrepreneur is a one who owns and managed women enterprise. A women enterprise is a commercial entity which is operated by the women and has at least a minimum financial stake of 51% and is 51% of the jobs are allocated to women only. The women enterprise includes any one or all the three parameters (i) owned by the women (ii) management is undertaken by the women (iii) employment opportunities to women.

STATEMENT OF THE PROBLEM:

The women community constitutes half of this population in the world. But the entrepreneur's workability and social and economic dimension of women are lagging behind the manhood. The women in India are confronting with many problems, though India has got its independence seven decade ago. The government of India has been taking various measures to lift darkness in huts of women. Earlier the woman was treated as a suppressed weaker and vulnerable section of the society. Due to improved literacy, social empowerment, economic independence, improved standard of living, increased representation in electorate bodies the participation of women has improved in all sectors of the industry, however entrepreneurial effort among women is short of what was expected.

OBJECTIVE:

- To study the socio-economic conditions of women entrepreneurs in unorganized retail sector.
- To examine the factors influencing the motivation of women entrepreneurs in unorganized retail sector.
- To examine the problems faced by the women entrepreneurs in unorganized retail sector.

SCOPE OF THE STUDY:

The present study is focused only on unorganized retail sector women entrepreneurs. The data were collected from the sample comprising of various women entrepreneurs engaged in different business activities. The women participation in the business and service sector is increasing due to the globalization process that made the situation quite easier. The female participation in the development process through informalization of work force especially in the rural areas has increased in recent days. In order to have women work force in a more profitable manner in promoting the entrepreneurial behavior among women, this will help in promoting the status of women through their earnings, awareness and improved skill which will enhance their economic situation and their economic development.

SIGNIFICANCE OF THE STUDY

The present study is, "A Study on Women Entrepreneurs in Unorganized Retail Sector". The women participation in the business and service sectors are on the increasing trend due to the globalization process and this made the situation easier in data collection. The female participation in the development process through informalization of work force especially in the rural area has increased in recent days. Promoting the entrepreneurial behavior among women is to channelize the women work force in a more profitable manner.

This will help to promote the status of women through their earnings, awareness and improved skill which will enhance their economic situation and their economic development.

RESEARCH METHODOLOGY:

Research methodology is a way to systematically solve the research problem. Methodology in research is defined as the systematic method to resolve a research problem through data gathering using various techniques, providing an interpretation of data gathered and drawing conclusions about the research data.

SOURCES OF DATA

- Primary data
- Secondary data

PRIMARY DATA

- Primary data were collected through a self-constructed questionnaire, prepared under the Administration of a research guide. The questionnaire was administered to various age grouped respondents.

SECONDARY DATA

- Secondary data for the study were collected from various newspapers, journals, books, Articles, websites etc.,

SAMPLE DESIGN

- Sampling the process of selecting representative subset of a total population for obtaining data for the study. The study is based on a survey method. The simple random sampling technique is used to collect the required information from the respondents.

SAMPLE SIZE

- The number of items selected from the population constitutes the sample size. Total sample size for the study is 150.

AREA OF THE STUDY

- The study is conducted in Coimbatore city.

PERIOD OF STUDY

- The study is conducted during December 2022 to April 2023.

STATISTICAL TOOLS USED FOR DATA ANALYSIS:

- Chi-Square Test.
- Weighted Average Method.

LIMITATIONS OF THE STUDY:

- The study is conducted during a short span of time
- The data collected from the respondents is limited to 150
- The study is conducted in Coimbatore city only.
- Some of the respondents hesitated to answer truly or frankly.

REVIEW OF LITERATURE:

Parveen Kumar (2015) found that the women as an entrepreneur is still at a nascent stage due to various social and personal problems such as poor finance facility, gender inequality, restriction in financial autonomy, inability to take risk, poor support from financial institution etc. He asserted that on encouraging motivation and driving of large-scale awareness campaign for cooperating, supporting and promoting women entrepreneurs in various fields of business activities.

Palaneeswari T and Renuga Devi. P(2012) in their study on the socio-economic status of women entrepreneur found that, increasing socio-economic awareness, need for additional income, utilization of spare time, constant motivation by the government institutions education social status and the impact of role models are some of factors responsible for the development of women entrepreneurship.

Prem Rose Thayammal. I and Murugan Chettiar. K(2012) conducted a study on the personality development of women entrepreneurs in Tirunelveli district of Tamil Nadu. The result of the study shows that planning, information seeking, problem solving, confidence, honesty, faithfulness and persuasiveness are the important determinants of personality of women entrepreneurs in their business.

Naorem. S.S. et.al (2012) in their study found that educational levels, engagement of family member, working hour and financial support have been confirmed to be major determinants of the success of women entrepreneurs in the population through regression analysis. Management of such factors at a level consistent with national goal of economic independence is highly needed.

DATA ANALYSIS:**CHI-SQUARE TEST**

Relationship between education level and area preferred by women entrepreneurs.

Hypothesis:

There is no significant relationship between education level and area preferred by women entrepreneurs

Table

Education Level	Area preferred by women entrepreneurs				Total
	Beauty Care Centers	Marketing	Manufacturing	Event Management	
Under Graduate	48	24	14	9	95
Higher Secondary	10	10	5	5	30
Post Graduate	5	7	2	4	18
SSLC	3	2	0	2	7
Total	66	43	21	20	150

Chi-square Test

Factor	Calculation Value	Df	Table Value	Remarks
Education Level	8.916 ^a	9	16.919	Accepted

INTERPRETATION:

At 9% significance level calculated value is 8.916 and table value is 16.919. The calculated value is less than the table value, therefore the hypothesis is accepted. There is no significant relationship between education level and area preferred by women entrepreneurs.

WEIGHTED AVERAGE METHOD**LEVEL OF SATISFACTION**

Factor	I (5)	II (4)	III (3)	IV (2)	V (1)	Total	Mean Score
	Highly Satisfied	Satisfied	Neutral	Dissatisfied	Highly Dissatisfied		
Workplace	59	58	31	1	1	150	4.15
	295	232	93	2	1	623	
Time	30	82	33	5	-	150	3.91
	150	328	99	10	-	587	
Salary	35	72	39	3	1	150	3.91
	175	288	117	6	1	587	
Stress	29	55	44	17	5	150	3.57
	145	220	132	34	5	536	

INTERPRETATION:

The above table shows the satisfaction level of women entrepreneurs towards different factors such as Workplace, Time, Salary, and Stress. Highest mean score 4.15 from Workplace.

FINDINGS:**CHI-SQUARE ANALYSIS:**

- ❖ There is no significant relationship between education level and area preferred by women entrepreneurs.

WEIGHTED AVERAGE METHOD

- ❖ The Highest mean score is 4.15 for Workplace.

SUGGESTIONS:

- Family becomes a back-bone for the welfare of the women entrepreneurs. In the study, the family support of the women entrepreneurs is neutral. In this situation, the women entrepreneur's face a number of problems such as, personal problem, financial problem, marketing problem etc. So, the support of the members of the family is very essential as far as the economic activities are concerned.
- Improper location and inadequate infrastructure facilities are the hurdles in the way of development of women entrepreneurship. Hence, separate industrial estates may be set up exclusively for women entrepreneurs to reduce the initial investment and to create a special environment.

CONCLUSIONS:

Nowadays women entrepreneurs are the important sector providing vast employment opportunity to rural and urban areas. The sector mainly suffers from financial shortage. So, the government must take necessary measures to improve the financial position of women entrepreneurs. The research concludes that, the women entrepreneurs are our assets. Let us do all our best so that they develop their women entrepreneur, who have proper education, training and contribute their might for their personal development and for the progress of the taluk, district, state and nation.

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