

DEPARTMENT OF COMMERCE

A STUDY ON ENTREPRENEURSHIP POTENTIALS AMONG WOMEN IN THONDAIMANPATTI

OBJECTIVES

- To identify the resources available for entrepreneurial development.
- To assess the entrepreneurial traits among women.
- To find out the entrepreneurship training needs of the women in Thondaimanpatti
- To analyze the institutional support available to the women in Thondaimanpatti
- To find out the marketability for the business output
- To analyze the constraints for entrepreneurship development.

METHODOLOGY

A census survey was conducted among women at Thondaimanpatti. 213 women fall between the age group of 20-45 were surveyed based on Questionnaire method. Statistical tools like percentage analysis, mean and standard deviation are used. Garrett ranking is used for analyzing rank questions. Correlation is used to test the relationship between the variables and regression is used to find out which variable is influential. Internal resourcefulness and External resources attributes were studied.

PLANNING AND IMPLEMENTATION:

- Phase I: Preliminary Survey
- Phase II: Entrepreneurship Awareness Camp
- Phase III: Execution of Questionnaire

FINDINGS:

- The study examines the potential qualities of being an entrepreneur amongst rural women. The results regarding the possession of properties, the respondents

do not have any additional properties except the houses and even if they possess a land it is uninhabited. This is explained by the low level of income category they belong and that the expenses almost match the income level which is a hurdle for starting up a venture.

- The cultural background strongly poses threats and they lack family support which also acts as a strong set back to the entrepreneurial desire. A family education on 'mutual support and family welfare' can help them to better understand family need and contribute in some way or the other
- The traits identified for a potential entrepreneurs are moderately present in the respondents thus a training program would be helpful to trigger the traits. The relationship between traits and educational level of the respondents prove to be significant and thus explains education can bring progress in their traits.
- The leisure time available to each respondent on an average is approximately 9 hrs and this idle time can be channelized to adopt an entrepreneurial venture. A program on 'time management' would help them to better understand the ways of employing their time productively.
- The personal care products are bought mostly in the unbranded segments providing a greater scope for starting a business on their own. The village proves to be the second best market for food items.
- With regard to the training programme the respondents opt for a 15 day basic program on minimal cost basis.
- The respondents can start up ventures on poultry or organic farming in vegetables, which is gaining momentum these days as people are becoming health conscious, in their uninhabited land as their properties possession specify.

OUTCOME:

- Women will be made to realise their internal potentials and channelize them to promote the welfare of their family.
- The women will be made to understand and take up their economic, social and family background to their favour in order to initiate an Entrepreneurial venture.

- They will become time conscious to use it productively in economic venture apart from household responsibilities.
- They can meaningfully relate with the government and non-government organisations to derive the maximum benefits.
- They can make prudent decisions in the choice of products in order to realise promising return on capital employed.

