

The Work Environment of Unorganised Women Entrepreneurs in Palakkad District, Kerala

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Abstract

Entrepreneurship amongst women has been a recent concern in India and the development of women entrepreneurship here is very low. At the present, there is a revolution in the role and status of women, throughout the world. Women worldwide are breaking away from traditional and stereotypic roles and are entering into the conventional male dominated roles and are successfully doing justice to their new found roles. The present study focuses on the work environment of unorganized women entrepreneurs in Palakkad district, Kerala. The primary study found attitude of the family, motivation behind the establishments have significant influence on sustainability in business. The correlation analysis found that the origin of business is the major factor which highly influences the monthly income. Whereas the factors like motivation behind the business and attitude of the family is inter related, which indirectly influence the monthly income.

Key words: entrepreneurship, revolution, unorganized, sustainability...etc.

Introduction

India is a country which is highly populated and people in the country opt for many types of jobs as their livelihood in the sectors like primary, secondary and tertiary. The sector which is registered and follows government rules and regulations, having employees and employee unions is called as organized sector. In India, banks, railways, insurance industry, central government employees, etc can be called as an Organized Sector. The unorganized sector consists of household manufacturing activity and small scale and tiny sector of the industry. It is remained largely

outside the control of the government. According to the recent reports, two by third of the total population in India belongs to the unorganized sector. Generally problems are associated with unorganized sector because of the difference in operation and management of this sector.

At the present, there is a revolution in the role and status of women throughout the world. Women worldwide are breaking away from traditional and stereotypic roles and are entering into the conventional male dominated roles and are successfully doing justice to their new found roles. Hence in this era of social change and evolution, it is essential to study women entrepreneurship and how can it be encouraged and boosted further (Jyoti Rani, 2016). Kerala is the state rank top in sex ratio and many other social development indicators in India. The possibility of women into workforce is convenient for Kerala with more than any state. Several government entrepreneurial programmes and schemes focus on women. Propounded by different departments and initiated at different times, most of the schemes share a lot of common features. The work participation rate of state average is 40.3 per cent, female labour participation rate (per 100 persons) in Kerala is 24.8 percent and that of male is 57.8 percent. According to the report of economic review 2017, the work force participation in Kerala both male and female ranks very lower than male and national average (Bord, 2017). The present study focuses on the work environment and economic challenges of unorganized women entrepreneurs in Palakkad district, Kerala.

Objectives

- To analyses work environment of unorganized women entrepreneurs.

Methodology

The exploratory study is based on both primary and secondary data analysis. The primary data has been collected from Palakkad district. The random sampling of 80 women entrepreneurs in unorganized sector has been administered. The statistical tools like percentage, Correlation analysis, Chi-Square Tests, and Tables are used to interpret the results in study area. The level of significance is identified as 0.05 per cent, and greater of this percent considered not significant and vice versa. The important observations have been enclosed in the place where those tests are administered. The secondary data has been taken from various sources like census report, articles in different journals, yojana etc. the results of the analysis with interpretation has been given wherever the tests are administered.

Data analysis

Entrepreneurship amongst women has been a recent concern in India and the development of women entrepreneurship here is very low. Indian women are striking a balance between traditional and progressive values of the society in transition through playing dual responsibility at home and at the work place. Though women have realized their existence and their rights and increased their involvement in economic activities, only women of upper classes in urban cities do reach their goal in this field and women of middle class are not very much ready to alter their role in fright of social retaliation (Prof. Selvarani Balan, 2010).

The emergence of women entrepreneurs in a society depends on many factors, to a great extent, on the economic, religious, cultural, social, psychological and a host of other factors. Among the various influencing factors on women entrepreneurs, the researcher gives importance for the work environment. The work environment is important because women need the strong support vibe from family and within society. So to identify the feasibility of work environment, study analyzed factors like motivation behind to start that business, attitude of the family, origin of business and monthly income. The detailed analysis of each heads has been given in the second part with test statistics and explanation.

The work environment of women entrepreneurs

To understand the nature of women entrepreneurs, analysis of work environment gets significant importance. At the same time how long the women can sustain in their business also important. In order to identify this, year of firm or establishment is taken as dependent factor and all other variables considered as independent. Independent variables are tested against year of sustainability to get their influence. Percentage analysis and chi-square test has been administered. The level of significance is taken as, less than or equal to 0.05 per cent, and greater than this is considered as insignificant.

An enquiry about how they came to their business is analyzed. The possibility will be categorized under three heads (family inherited, Newly Started, Purchased Business from someone else). Percent analysis found that highest percent of the entrepreneurs newly started (70.00%) their business, second position secured by family inherited (23.80%) business holders. Rest belongs to the category of business, which was purchased from someone else. The test statistics

found no significant association (chi-square P value ≥ 0.05) with origin of business and year of establishments found. This has been furnished in the table 3.

Table 1: Origin of business with year of establishments

classification	Year of the establishments					Test value	P value (sig)
	≤ 2	3-11	12 - 19	20 +	Total		
Family Inherited	0	9	5	5	19	7.114 (Chi – square)	0.31
% out of total	0.00%	11.20%	6.20%	6.20%	23.80%		
Newly Started	5	35	9	7	56		
% out of total	6.20%	43.80%	11.20%	8.80%	70.00%		
Purchased Business from someone else	0	3	2	0	5		
% out of total	0.00%	3.80%	2.50%	0.00%	6.20%		
Total	5	47	16	12	80		
% out of total	6.20%	58.80%	20.00%	15.00%	100%		

Source: Primary Data

A study on motivation is behind the business is important. There may be host of factors affect motivation to start business. Among these who motivate is significant. The test statistics found significant association (chi-square P value ≤ 0.05) with motivation behind the establishments and their year of sustainability in business. From the direct interaction, the researchers found that, the entrepreneurs start their business purely for to meet their basic necessities among rural areas. Further the study found that major proportion of women who start their business based own their own interest (46.20%). The family members who motivate to start business are just by 28.80% out of total. Rest is followed by husband motivated, friends and govt/bank officials respectively. It was important to note that the govt give negligible interest on this sector. The entrepreneurs opined that they were getting no any support from govt policies and programmes.

Table 2: Motivation behind the business with year of establishments

classification	Year of the establishments					Test value	P value (sig)
	<=2	3-11	12 - 19	20 +	Total		
Self interest	0	21	11	5	37	31.891 (Chi – squar e)	0.001
% out of total	0.00%	26.20%	13.80%	6.20%	46.20%		
Family members	0	16	3	4	23		
% out of total	0.00%	20.00%	3.80%	5.00%	28.80%		
Husband	3	7	2	1	13		
% out of total	3.80%	8.80%	2.50%	1.20%	16.20%		
Friends	1	3	0	2	6		
% out of total	1.20%	3.80%	0.00%	2.50%	7.50%		
Govt/Bank Officials	1	0	0	0	1		
% out of total	1.20%	0.00%	0.00%	0.00%	1.20%		
Total	5	47	16	12	80		
% out of total	6.20%	58.80%	20.00%	15.00%	100%		

Source: Primary Data

Family and family support to women entrepreneurs is important to sustaining their business. Test statistics associated with the sample analysis found significant relation (chi-square P value ≤ 0.05) between attitude of the family and their year of sustainability in business. The table 5 clearly explains the responds of women entrepreneurs about their family support. The highest percents 63.80% of women entrepreneurs was opined that they were getting the support from their family. The family gives high supportive to the entrepreneurs ranks second (35.00%) in this analysis. But still there are some families, which will not supportive to do their business can be seen. One of the important reasons for the non supportive attitude is orthodox thoughts followed by family in rural area, as opined by some entrepreneurs while collecting the primary data. From this analysis it was clear that the family support is sufficient and required by the women entrepreneurs in the study area.

Table 3: Attitude of the family with year of establishments

classification	Year of the establishments					Test value	P value (sig)
	<=2	3-11	12 - 19	20 +	Total		
Not supportive	0	0	1	0	1	12.317 (Chi – squar e)	0.055
% out of total	0.00%	0.00%	1.20%	0.00%	1.20%		
Supportive	1	28	12	10	51		
% out of total	1.20%	35.00%	15.00%	12.50%	63.80%		
Highly supportive	4	19	3	2	28		
% out of total	5.00%	23.80%	3.80%	2.50%	35.00%		
Total	5	47	16	12	80		
% out of total	6.20%	58.80%	20.00%	15.00%	100%		

Source: Primary Data

Monthly income of the entrepreneur has been analyzed with year of sustainability. Test statistics found no significant association (chi-square P value ≥ 0.05) monthly income of the entrepreneur and year of establishments found. This has been furnished in the table 6. The monthly income is classified on the basis of mean and standard deviation. Further it was clear that, greater part (81.20%) of the entrepreneurs came in the second slab of 4001 – 36000 Rs/ per month. This was followed by first slab of ≤ 4000 Rs/ per month (13.80%) and third slab 36001 – 68000 Rs/ per month (5.00%) respectively. It was evident that highest percent of women entrepreneurs started their business during 3-11 years back. It was also clear that not income, but many other factors directly or indirectly influence them to sustain in their business.

Table 4: Monthly income of the entrepreneur with year of establishments

classification	Year of the establishments					Test value	P value (sig)
	<=2	3-11	12 - 19	20 +	Total		
<= 4000	1	7	2	1	11	4.879 (Chi-squar e)	0.559
% of Total	1.20%	8.80%	2.50%	1.20%	13.80%		
4001 - 36000	4	39	13	9	65		
% of Total	5.00%	48.80%	16.20%	11.20%	81.20%		
36001 - 68000	0	1	1	2	4		
% of Total	0.00%	1.20%	1.20%	2.50%	5.00%		
Total	5	47	16	12	80		
% of Total	6.20%	58.80%	20.00%	15.00%	100%		

Source: Primary Data

Correlation analysis

Earning signifies the core of any business. It is the ultimate factor which decides whether a person have to sustain in a business or not. There are many factors which may come in to directly or indirectly affect income. To identify the factors, which influence income has been analyzed in the present study. In order to find the same, the correlation analysis has been carried out. The variables like, Origin of business, Motivation behind the business, attitude of the family will be correlated with monthly income of the entrepreneur. The test statistics found the origin of business has direct significant correlation with income. The factor, attitude of the family shows significant association with motivation behind their business. This means the same factor has an indirect relation with monthly income of the entrepreneurs. The results have been enclosed in the table below.

Table 5: Correlation analysis

Particulars	Category	Origin of business	Motivation behind the business	attitude of the family	Monthly income
Origin of business	Pearson Correlation	1	-0.061	0.069	-.238*
	Sig. (2-tailed)	NA	0.589	0.544	0.034
Motivation behind the business	Pearson Correlation	-0.061	1	.271*	-0.003
	Sig. (2-tailed)	0.589	NA	0.015	0.979
attitude of the family	Pearson Correlation	0.069	.271*	1	-0.07
	Sig. (2-tailed)	0.544	0.015	NA	0.535
Monthly income	Pearson Correlation	-.238*	-0.003	-0.07	1
	Sig. (2-tailed)	0.034	0.979	0.535	NA

Conclusion

Entrepreneurship is an emerging concept. The present study focused to understand the work environment of unorganized women entrepreneurs in palakkad district of Kerala. The study found More than 70 per cent of the entrepreneurs started their business newly purely on their own interest. It was also evident that, more than 50 per cent of the respondents getting support from their family. There are some families they were not supportive to earning of women is still persisting in Palakkad district. The highest (81.20) per cent of the entrepreneurial earning belongs to the income slab of 4001 to 36000. It was further important to note that, attitude of the family, motivation behind the establishments have significant influence on sustainability in business. The correlation analysis found that the origin of business is the major factor which highly influences the monthly income. Whereas the factors like motivation behind the business and attitude of the family is inter related, which indirectly influence the monthly income. The

state like Kerala has an abundant possibility to attract their invaluable human recourse in to entrepreneurship. The state should concentrate to create a better environment for the entrepreneurial activity in order to curb the severe unemployment. At the same time a thorough analysis on the problems faced by them is required for their sustainable development.

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