

A STUDY ON EMERGENCE OF WOMEN ENTREPRENEURS IN MODERN ERA WITH SPECIALIZED TO MALAPPURAM DISTRICT.

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INTRODUCTION

The modern era has witnessed a powerful shift. The rise of women entrepreneurs. They were wants limited to household roles, but today they are building startups, leading corporations and creating jobs across the globe. Technology education and changing social norms have together fueled this movement, making women entrepreneurship a key engine of modern economic growth. Entrepreneurship can only be done by the people who have creativity intellectual ability innovation etc. in the current global economy, women on the enterprises contributes to GDP. This paper analysis the emergence of women entrepreneurs with special reference to Malappuram.

STATEMENT OF THE PROBLEM

Women empowerment is an inevitable part of our economy. As a part of it, more women entrepreneurs are raising these days by breaking the limitations and barriers in front of them. Here is an attempt to find the established women entrepreneurs and how it has made impact on our economy specialised to Malappuram locality.

OBJECTIVES OF THE STUDY

1. To examine the factors contributing to the emergence of women entrepreneurs in the modern era.
2. To analyse role of education technology and government policies in promoting women entrepreneurship.
3. To get an idea about the established women entrepreneurs in our area.
4. To study about the various new projects.
5. To study the challenges and barriers faced by women entrepreneurs m
6. To suggest measures for strengthening and sustaining women enterprises
7. To identify the key sectors where women entrepreneurs establishing business in modern economy.

SIGNIFICANCE OF THE STUDY

Women should be always independent. They are facing many challenges from the part of family, society etc to fulfill their dreams. By starting new ventures themselves, they are becoming idols to others. So, a detailed study should be conducted to bring women to the front . This helps to understand the barriers which they faced and how to break it and what are support they will get .

HYPOTHESIS

H0: there is no significant relationship between modern era factors and emergence of women entrepreneurs

H1: there is significant relationship between modern era factors and emergence of women entrepreneurs

RESEARCH METHODOLOGY

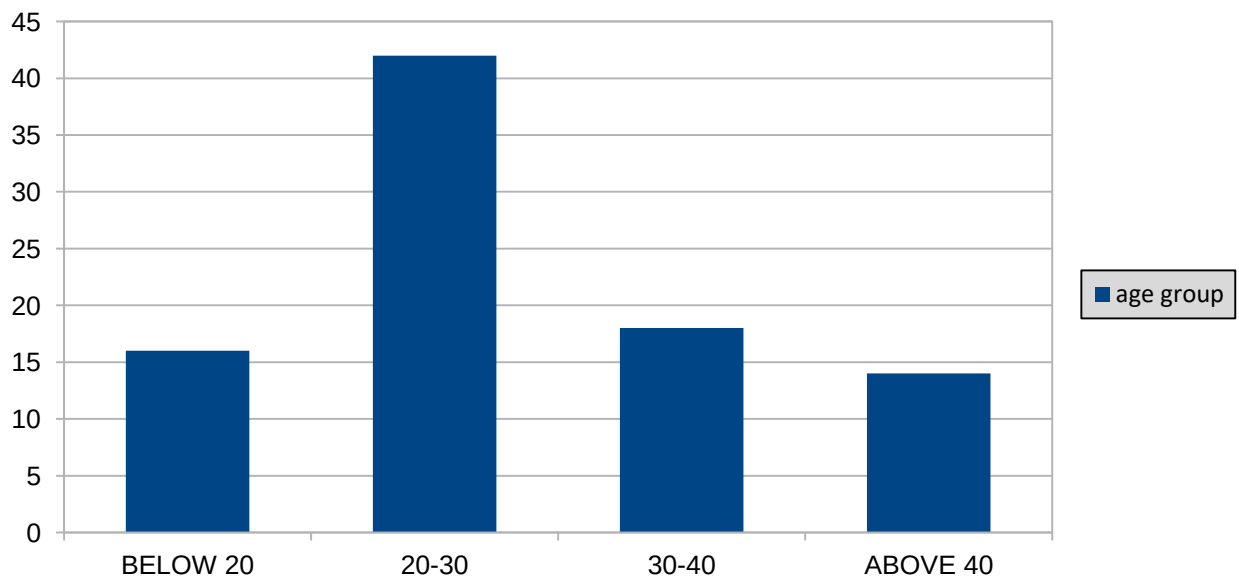
This study based on descriptive cum analytical. Primary and secondary data is included. The primary data is collected from woman entrepreneurs in our locality and secondary data from the reference books, internet etc. primary data collected by preparing questionnaire , personal interview and case study .Data analysis is made by preparing tables, graph, pie diagram. And also used chi square test, convenient sampling techniques. Sample size is 90. The various strata are made based of education, age group, type of startups, rural and urban areas.

DATA COLLECTION AND ANALYSIS

Table 1

The age of entrepreneurs and number of people who are engaged in business

Age group	No of people
Below 20	16
20-30	42
30-40	18
Above 40	14



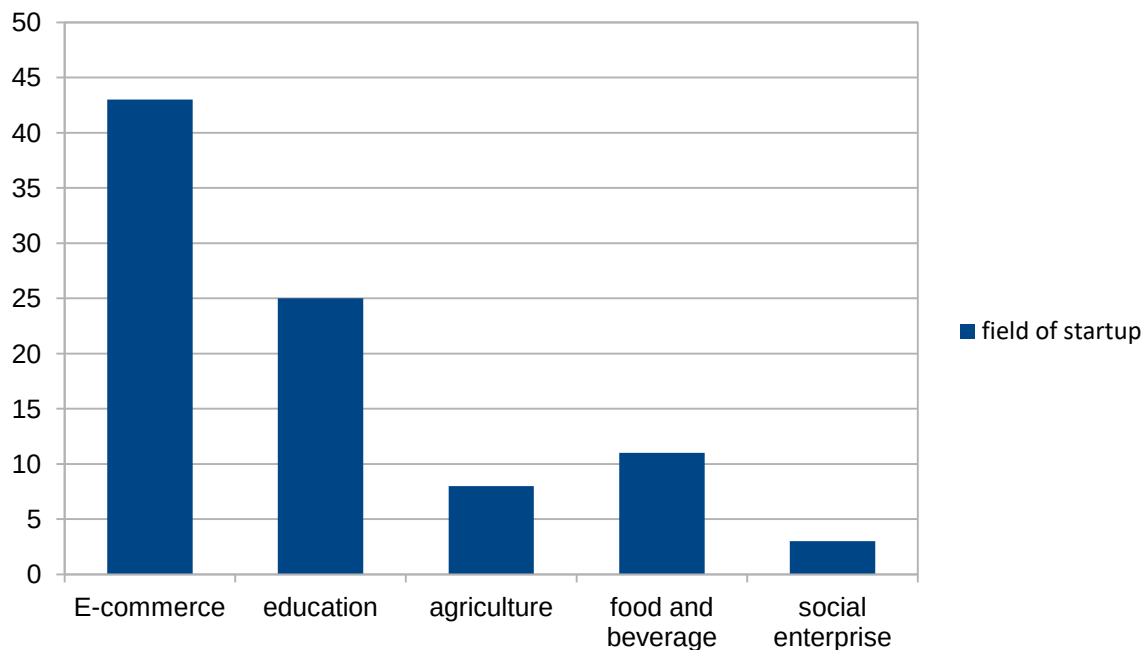
INTERPRETATION

47% of the women are between the age of 25 to 30. 20% of them are in the age of 20 to 25. 17% are in between 15 to 20.

Table 2

The table shows field of startups and number of people

Field of startups	No. of people
E- commerce	43
Education	25
Agriculture	8
Food and beverage	11
Social enterprise	3

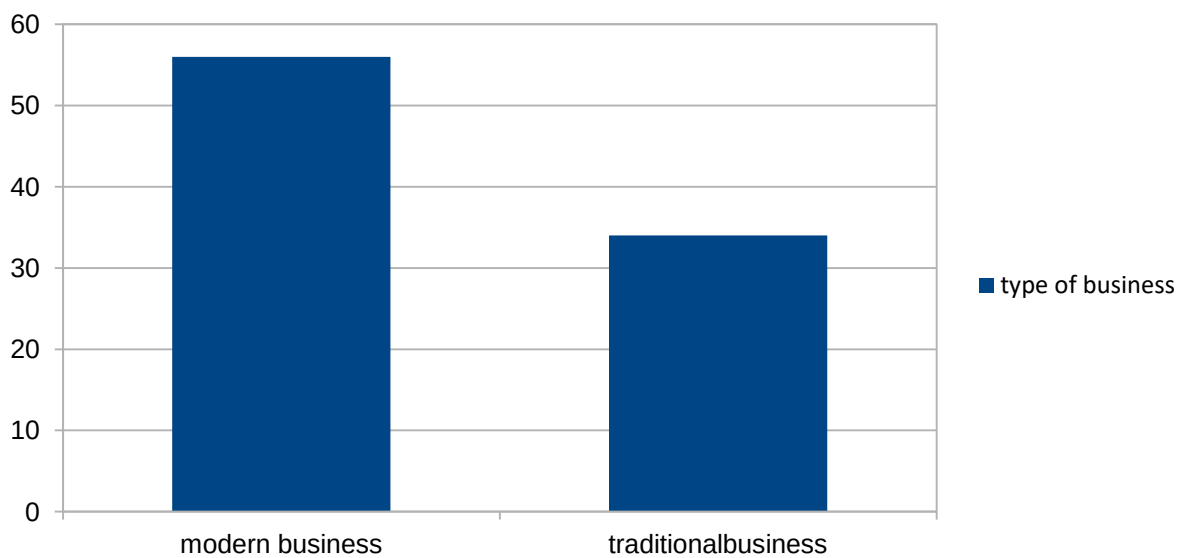


INTERPRETATION:

48% of the women are engaged in E-commerce business. 28% are in education. 12% are in food and beverage and others in agriculture and social enterprise.

Table 3

Type of business	No.of people
Traditional business	34
Modern business	56



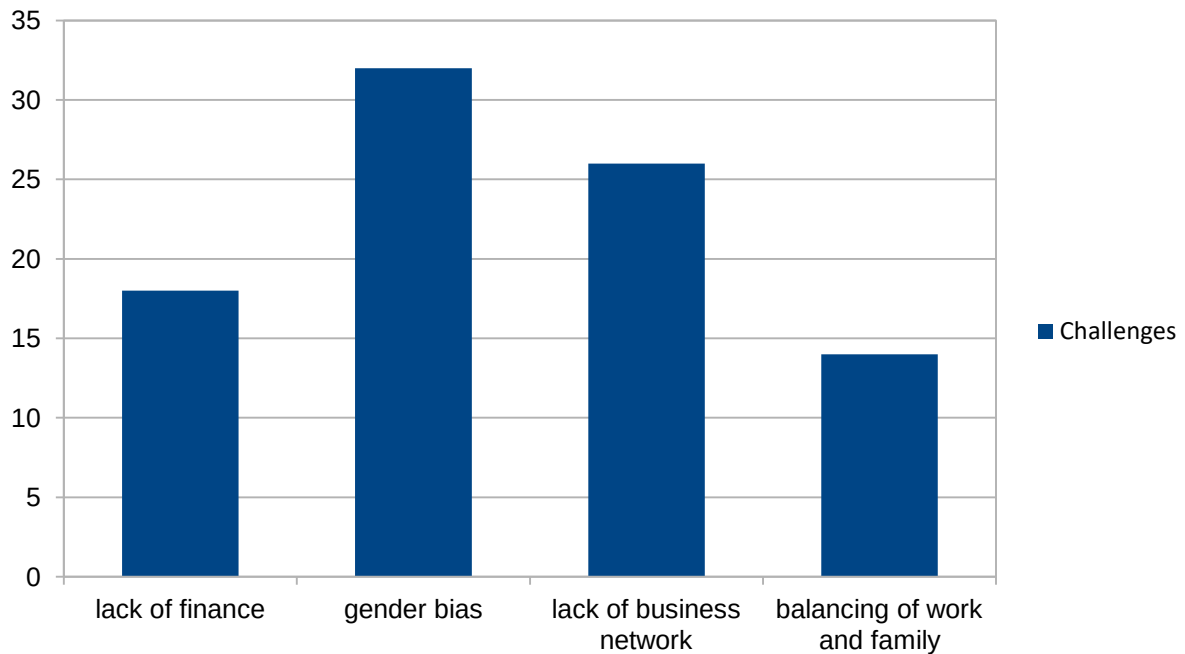
INTERPRETATION:

62% are engaged in modern business and remaining are doing traditional business

Table 4

Table shows the different challenges faced

Challenges faced	No.of people
Lack of finance	18
Gender bias	32
Lack of networks	26
Balancing of work and family	14



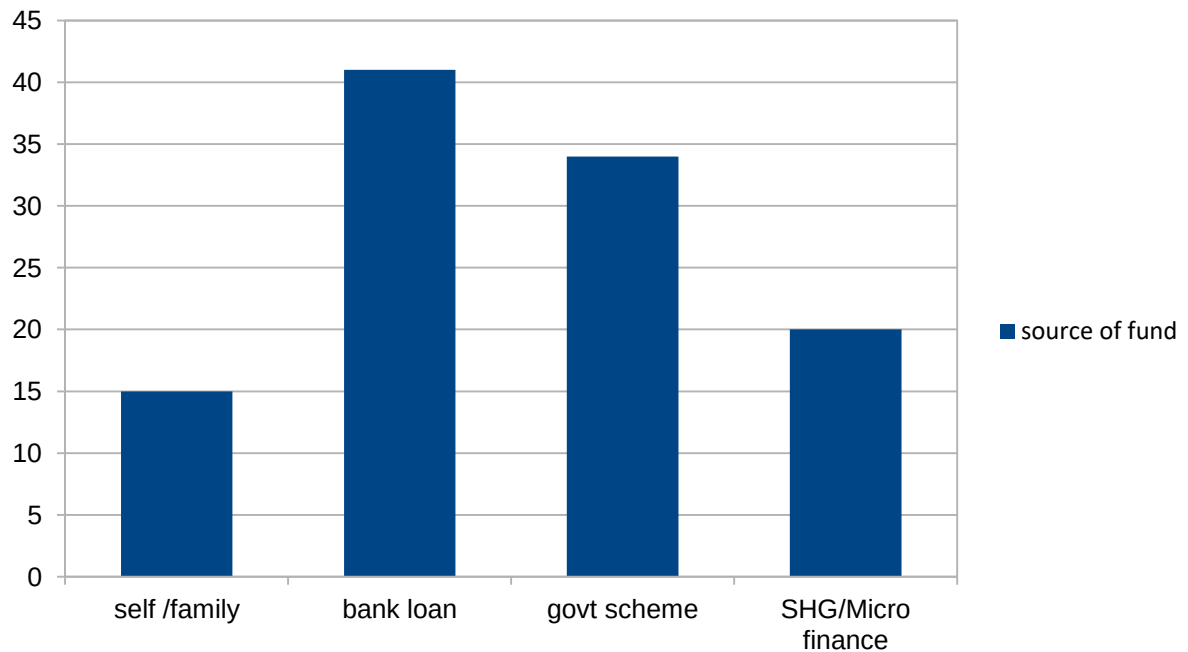
INTERPRETATION:

35% of the respondents have gender bias as challenge. 29% of them are facing lack of business networks. 20% are facing lack of finance and others facing balancing of work and family.

Table 5

Table shows source of fund

Source of fund	No.of people
Self or family	15
Bank loan	41
Government scheme	34
SHG/Mutual fund	20



INTERPRETATION:

45% of the women selected bank loan as the source of finance. 38% are depending on government schemes. Only 16% are started with self fund.

FINDINGS BASED ON ANALYSIS

- Most of the entrepreneurs are in the age group of 25-30
- Least entrepreneurs are belonging to the age of 30-40
- The entrepreneurs are very much wished to be independent.
- 48% of the people are engaged in e-commerce.
- The people in rural areas are engaged in handicrafts items, food and beverages, education.
- Most of the women suggested that online business are very cheap.
- Most of college students are engaged in tuition classes online and offline.
- 63% of the women are following modern business. It is due to advance technological advancement.
- Women are facing many challenges for running their business successfully.
- Gender bias is the main problem faced by most of the entrepreneurs
- They opined that, lack of finance is not a main challenge
- 29% of respondents are facing the problem of shortage of business networks.
- Source of fund are bank loan and different government schemes such as mudra, startup india, MSME subsidy etc.

- 45% of entrepreneurs are depending on bank loan.
- Many students have entered into business field. Mainly the secondary students, college students.
- Social media is playing an important role in growth of business industry.
- Majority of students are doing e-commerce. They are selling cloths, jewels, craft items , cakes etc.
- The students are getting the classes are online. All of them are certified.
- Traditional business are outdated. The technological advancement is deeply influenced business field.
- The emergence of women entrepreneurs are creating a great impact on societal growth.

FINDINGS BASED ON STATISTICAL ANALYSIS

Through the Analysis, it has proven that

- ➔ There is significant relationship between emergence of women entrepreneurs and factors of modern era.
- ➔ E- commerce is profitable than traditional method of business.

SUGGESTIONS

- ◆ More women entrepreneurship should come to this field
- ◆ Entrepreneurship curriculum should be included in school level.
- ◆ Dedicated women incubation centers in colleges.
- ◆ Awareness about scope and benefits of entrepreneurship in rural areas.
- ◆ Digital literacy training should be provided because most of them are strongly suggested.
- ◆ Promote E-commerce on-boarding for Self help groups.
- ◆ There should be a mentor chain among the new entrepreneurs.
- ◆ Conduct entrepreneurship development programs in rural areas, schools, colleges by successful women entrepreneurs.

CONCLUSION

The emergence of women entrepreneurs is not just an economic phenomenon but a social revolution. It is a transition from economic dependence to independence. Women empowerment is mostly needed one. Through this study, it is clear that every women want to be financially independent. They are ready to be the same even they have barriers from all side. Introduction of INTERNET and rapid development of technology has helping them so much. Digital literacy is a factor in women empowerment. Even they are doing traditional business, they want to step ahead to do it by using modern methods. Craft items, food and beverages, individual tuition are mainly done by school and college students. As it is said earlier, the investment in women is same as investing in family, society and nation.

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