

Women Entrepreneurs In Food Industries – A Study

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Abstract

The entrepreneurs play an important role in the economic and social development of the nation. Women entrepreneurs are also giving a partial role in this field. Now a day, society gives a better socio economic status to women. The State and Central Government has been introduced various schemes and empowerment programs to promote them to sustain in good working conditions of women enterprise. The emergence of women on the economic scene as entrepreneurs is a significant development in the emancipation of women and securing for them a place in the society, which they have all along deserved. The association of women with economic enterprises would provide a healing touch in promoting peace and amity in the strife ridden world of today.

Keywords: Women Entrepreneurs, Food Industries, Work Satisfaction

Introduction

Entrepreneurship is suitable to women and it is possible to do work when she has free time. Self-employed women has no restrictions and time bound work which makes it easy for her to manage the responsibilities of work, home and child at a time. Secondly, it is convenient for women to be in control of a small business. This pattern of working in small business suits her dual role. With this, there is a growing realization that the strength of a country is in the small business. Women entrepreneurs today have their own opinion, are self assured, able to withstand all risk and are efficient managers. In spite of dual responsibilities, many women plan their lives very skillfully and succeed in filling these dual roles in a smooth way. The experience gained outside her home enables her to enrich family relationships through new outlook on tradition in a changing world. By continuously seeking connection with the world of science and culture, she can become a better organizer and help to promote growth. Woman entrepreneur is entitled to necessary backup support of specialized and experienced persons. The need for providing proper environment for entrepreneurship is of vital importance. Desirable qualities may be developed by training. To change the social and economic structure of our country and to uplift the disadvantaged section of the society like women, greater emphasis is needed on entrepreneurial development. Human resources, both men and women, of working age constitute the main strength of economic development of a nation. Women form an important segment of the labour force and the economic role played by them cannot be isolated from the framework of development. The role and degree of integration of women in economic development is always an indicator of women's economic

independence and social status. Soundarapandian in 1999 quotes the words of Pundit Jawaharlal Nehru “When women move forward, family moves and the village moves and the nation moves.” Employment gives economic independence to women. Economic independence paves the way for social status. Moreover, women have become an integral part of the industrialized society. A woman must supplement the income of the family through whatever skill she possesses or has acquired .The present inflationary pressures warrant women to join the male members of the family for securing substantial livelihood. According to Rani in 1996 entrepreneurship seems to be ideal for women seeking participation in the country’s economic development because of certain factors. Emergence of entrepreneurship is considered to be closely linked to social, cultural, religious and psychological variables.

Objectives of the study

- o To find out the relationship between entrepreneurs satisfaction in food processing activity and education, training age, type of family and marital status.

Methods and Materials

The researcher had selected a sample of 50 women of Dindukal city, who were engaged in food processing activities for the study. All of them were entrepreneurs producing processing or packing different types of food items. The distribution was done in five categories with 10 women in each category . The categories were papad making, Dry and wet snacks making, tiffin service, catering and canteen. The food processing activities can fall in organized and unorganized sectors. Most of them are small units run by an individual or a group of individuals.

Data analysis and interpretation

Socio-economic profile and their level of satisfaction

Particulars	N (%)	Level of satisfaction		t/f value
		Mean	S.D	
Age				
Below 25yrs	13 (26%)	32.41	0.792	11.971
26 to 30yrs	14 (28%)	29.26	0.893	
31 to 35yrs	16 (32%)	27.18	1.137	
36yrs & above	07 (14%)	28.94	0.981	
Marital satisfaction				
Unmarried	06 (12%)	22.37	1.043	9.734
Married	44 (88%)	28.46	0.894	
Educational Qualification				
Below Hsc	36 (72%)	29.01	0.694	0.428
Above Hsc	14 (28%)	27.98	0.973	

From the table found that below 25yrs (n=13) of age group mean and S.D value is 32.41±0.792, 26 to 30yrs (n=14) of age group mean and S.D value is 29.26±0.893, 31 to 35yrs (n=16) of age group mean and S.D value is 27.18±1.137, 35yrs above (n=07) of age group mean and S.D value is 28.94±0.981. The calculated value (f=11.971) is greater than table value. Therefore, there is difference among age and their satisfaction.

From the table indicates that unmarried (n=06) of mean and S.D value is 22.37 ± 1.043 and remaining married (n=44) mean and S.D value is 28.46 ± 0.894 . The calculated value (t=9.734) is greater than table value. Therefore, there is difference between marital status and their satisfaction. Below Hsc (n=36) mean and S.D value is 29.01 ± 0.694 and remaining Above Hsc (n=14) mean and S.D value is 27.98 ± 0.973 . The calculated value (t=0.428) is less than table value. Therefore, there is difference between educational qualification and their satisfaction.

Karl Pearson Coefficient correlation relationship between working experience and their satisfaction

Level of satisfaction	Correlation value	Statistical inference
Expenses	.219	0.001**

Karl Pearson Coefficient correlation test inferred that therefore, there is relationship between working experience with regards to satisfaction.

Suggestions and conclusion

The researcher found that the collected data would be of great importance as data base. The researcher would recommend more case studies in this direction, so that a women entrepreneur gets more recognition and acceptance. Such studies will help the women to solve the problems faced. It will motivate agencies and government to provide help, support and benefit to women entrepreneurs. Entrepreneurship is suitable to women and it is possible to do work when she has free time. Self-employed women has no restrictions and time bound work which makes it easy for her to manage the responsibilities of work, home and child at a time. Secondly, it is convenient for women to control a small business. This pattern of working in small business suits her dual role. With this, there is a growing realization that the strength of a country is in the small business. The present study will help to understand this approach and will throw light on their knowledge, attitude and practices and problems. It will be of great importance as a contribution to create database on working women. It will point out as to how these women differ with respect to other working women. The database will be useful in formulating policies and programs for working women. It will show what they need and thus create a base for program planning for government and non government agencies working in the area of women welfare.

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