

WOMEN ENTREPRENEURSHIP IN AGRICULTURE ALLIED ACTIVITIES AT TIRUPATTUR TALUK, VELLORE Dt. (TAMIL NADU)

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ABSTRACT

The aim of the present study is to highlight the contribution of Women Entrepreneurs in Agricultural Allied Activities. This study is conducted in Tirupattur Taluk, Vellore Dt, Tamil Nadu. Agricultural Allied Activities includes: (i) Business related activities, (ii) Industrial related activities, (iii) Farm related activities and (iv) Home related activities. A sample of 100 respondents was taken for this study. Researcher used convenient sampling method. The researcher found out the reason for Women involved in Agricultural Allied Activities is to meet their Day-to-Day family needs and also their thrust to give good education to their children.

KEYWORDS: Women Entrepreneurship, Agricultural Allied Activities, Business

INTRODUCTION

In our Country, women have to play a multiple role. Such as, Daughter, Sister, Wife, Mother, Grand Mother, Mother-in-Law, Entrepreneur and also Income earner. Women have the burden of preparing food for the family besides fulfilling their fundamental role of nurturing and caring for the children and tending to elderly members of the household. Even then, they suffer from being economically and socially invisible. There is continued inequality and vulnerability of women in all fields like socio-economic political, health care and nutrition etc.

Women constitute nearly one half of the world's population having enormous potential but being underutilized or unutilized for the economic development of the nation. Indian situation is not an exception for this. (2001 census of India estimated 0.53 million females against a total population of 1.02 million). In India, women have reminded as a neglected section of work force. They were not considered on par with man. Women are lagging behind mainly because of the relative absence of economic opportunities and minimum participation in decision making process. Women's access to land ownership is externally limited. Education backwardness is another major reason why women are lagging behind men. The latest census reports (census of India, 2001) revealed that female literacy rate in India was 54% as compared to the male literacy rate of 76%. However, the life expectancy of female was 65 years in contrast to 64 years of male.

The work participation rate of women was 54% as compared to that of 21% in respect of men. However, the time spent on non-market activity by women was only 65%. The participation of women in professional and technical work force is as low as 21%. Therefore, the organizations concentrated with development of women considered empowerment of women as a solution to these problems.

The tenth five year plan (2002-07) has made a major commitment towards empowering women as the agent of socio-economic change and development. Based on the recommendations of the committee on National Policy for Empowerment of women the tenth plan has suggested a three-fold strategy for uplifting the status of women through social economic and political empowerment.

REVIEW

Mahaboob Basha¹ and his colleagues (2013) suggested that, Women entrepreneurs required motivation in the form of financial assistance and also they require support from family members and life-partners to avoid stress.

Palanivelu² and his colleagues (2013) concluded that, Women leaders are willing to take risk. They manage to survive and succeed by their hard work.

Sujata Mukerjee³ (2013) found out that, Women entrepreneurs reported positive changes like increases in self-confidence, self-dependence and inner strength by venturing in to entrepreneurship and also they have positive attitudinal change of “Never-Say-Die Attitude” and belief in their own worth.

Shiralasheetti⁴ (2013) suggested that the economic progress of India depends on the productivity of both male and female population. So, women working in all areas of the economy proved their working ability and are working on a par with men.

OBJECTIVES OF THE STUDY

To know which category of people engaged in agricultural allied activities.

To study the reason for choosing/engaged in agricultural allied activities.

To give suggestions to encourage Women Entrepreneurs.

To know how demographic factors associates with Agricultural allied activities.

HYPOTHESIS

To Carry Out the Objectives the Researcher Framed the Following Hypothesis

- There is no significant relationship between Age and Nature of Agriculture Allied Activities.
- There is no significant relationship between Caste and Nature of Agriculture Allied Activities.
- There is no significant relationship between Martial Status and Nature of Agriculture Allied Activities.
- There is no significant relationship between Educational Qualification and Home-Related Activities.
- There is no significant relationship between Educational Qualification and Business-Related Activities.
- There is no significant relationship between Size of the family and Home-Related Activities.
- There is no significant relationship between Size of the family and Farm-Related Activities.

METHODOLOGY

A sample of 100 respondents was taken for this study. The primary data were collected from them and also the researcher used convenient sampling method. The research questionnaire was adopted from Shiralashetti. A.S.'s

(2013- IUP Journal) research. The collected data was analyzed by using (SPSS.19). Percentage analysis, Cross table (X^2) - Chi-square was used to examine the association between various Demographic factors and Agricultural allied activities undertaken by Women Entrepreneurs.

RESULTS AND DISCUSSIONS

Table 1: Age of the Respondents

Age of the Respondents	Frequency	Percentage
Less 20	01	01.0
20-30	54	54.0
30-40	40	40.0
Above 40	05	05.0
Total	100	100

From table 1, it is found that, 94%(54+40) of the respondent belonging to the age group of 20 to 40 years. According to Wells and Gubar, this age group comes under the third stage of the Family Life Cycle. Here, the respondent can be young married couples with dependent children under six years (stage.3.1), over six years (stage.3.2) and older married couples with dependent children (stage.3.3). Stage.1 people may be dissatisfied with their financial position and the amount of money saved. So, Women in this stage started thinking to improve their financial position, they came forwarded to do some Agricultural Allied Activities.

Table 2: Education Qualification

Education Qualification	Frequency	Percentage
Illiterate	09	09.0
Primary	29	29.0
High school	38	38.0
Collage	24	24.0
Total	100	100

From table 2, Majority of (91%) the respondents have knowledge of education and also they know the importance of learning. While interacting with the respondent, the researcher found out that because of their family situation they unable to continue their further studies. At the same time, some respondents said that, their parents and relatives discourage them to pursue further studies because they are women.

Table 3: Caste of the Respondents

Caste of the Respondents	Frequency	Percentage
SC	26	26.0
ST	20	20.0
OBC	28	28.0
General	26	26.0
Total	100	100

Table 3 shows that in Tirupattur Taluk, all caste people scattered more or less evenly. Here, there is no community / caste problem. They live together, share their thoughts and celebrate festivals together. Finally, they all live as human beings by respecting others.

Table 4: Marital Status of the Respondents

Marital Status of the Respondents	Frequency	Percentage
Married	72	72.0
Unmarried	23	23.0
Widow	04	04.0
Divorce	01	01.0
Total	100	100

From table 4, it is found that, 72% of the respondents were married. Some (i.e. 5%) were widows and divorced. The rest of the 23% of the respondents were unmarried because of the family income, they can't continue their studies.

Table 5: Nature of the Family

Nature of the Family	Frequency	Percentage
Nuclear	63	63.0
Joint Family	37	37.0
Total	100	100

From table 5, it is found that, majority of the family i.e., 63% were Nuclear family. But, in Tirupattur Taluk in Vellore District, we can able to see the Joint family system up to 37%.

Table 6: Reason for Undertaking Agricultural Allied Activities

Reasons	Frequency	Percentage
Own intention	79	79.0
The non-Government Organization	14	14.0
Subsidy given by the Government	07	07.0
Total	100	100

From the above table, it is examined that, 79% of the respondents under take Agricultural Allied Activities by their own intention and 14% of the respondents took because of NGO's and only 7% were motivated by the Government subsidy scheme.

Table 7: Nature of Agricultural Allied Activities Undertaken by the Respondents

Nature of Agricultural Allied Activities	Frequency	Percentage
Business Activities	44	44.0
Industrial Activities	16	16.0
Farm Related Activities	12	12.0
Home-Related Activities	28	28.0
Total	100	100

The above table shows that, it is know that 79% of the respondents engaged in Business related activities, and 28% of the respondents engaged in Home related activities, and 16% of the respondents engaged in Industrial related activities, and 12% of the respondents engaged in Farm related activities.

Table 8: Nature of Agricultural Allied Activities Undertaken by the Respondents

Business Activities	Frequency	Industrial Activities	Frequency
Hotels	10(22%)	Textile	06(38%)
Evening stalls (chicken 65, fish fried, Tiffin shop)	08(18%)	Leather	05(31%)

Table 8: Contd.,

Cloth Business	06(14%)	Carpentry	01(06%)
Beauty Parlor	09(20%)	Printing	04(25%)
Stationary	06(14%)		
Vegetable vending	05(12%)		
Total	44(100%)		16(100)

From the above table, it is seen that in Business related activities, 22% respondents engaged themselves in hotels and 20% were in beauty parlor. While in Industrial activities, 38% of the respondents engaged themselves in textiles and 25% were in printing shops.

Table 9

Farm Related Activities	Frequency	Home-Related Activities	Frequency
Dairy industry	05(41%)	Pickle Making	02(7%)
Sheep rearing	03(25%)	Rotoi Making	01(3.5%)
Goat rearing	02(17%)	Agrabatti Making	07(25%)
Poultry	02(17%)	Candle Making	01(3.5%)
		Beedi Making	05(18%)
		Bakery	12(43%)
Total	12(100%)		28(100%)

In farm related activities, maximum of (41%) respondents engaged themselves in Dairy industry and 25% were in sheep rearing. While in case of home related activities, maximum of (43%) engaged in Bakery and 25% were in Agrabatti making.

Table 10: Results of Hypothesis Testing

S. No	Particulars	df	Calculated Value	Table Value	Result
1	There is no significant relationship between Age and Nature of Agriculture Allied Activities	9	13.576	16.919	Accepted
2	There is no significant relationship between Caste and Nature of Agriculture Allied Activities	9	5.618	16.919	Accepted
3	There is no significant relationship between Marital Status and Nature of Agriculture Allied Activities	9	11.229	16.919	Accepted
4	There is no significant relationship between Educational qualification and Home- related Activities	15	18.718	24.996	Accepted
5	There is no significant relationship between Educational Qualification and Business-Related Activities.	15	28.556	24.996	Rejected
6	There is no significant relationship between Size of the family and Home-Related Activities	5	5.227	11.070	Accepted
7	There is no significant relationship between Size of the family and Farm-Related Activities.	3	4.8	7.815	Accepted

From the above result, It would understood that Age, Caste and Marital status does not determine the Nature of the Business activity and also Educational qualification does not depends up on Home-related activities. But, to do Business related activities the people need some educational qualification. Size of the family does not determine the Farm and Home-related activities.

SUGGESTIONS

Based on the findings of the study, the following suggestion is offered to address Women Entrepreneurs issues.

- Early marriage to women children needed to be avoided.
- To improve the standard of living, dual earning is compulsory. So, the life-partner needed to have some family responsibilities. They should not waste their earned money in TASKMARK or somewhere else.
- To avoid stress, the family members and life-partner should support the Women Entrepreneur by helping household activities.
- In family and in society, we need to give equal forum to male and female child. Under estimation of female children needed to be avoided. Encouraging them to study will bring greater change in future. It would also help them to be a good entrepreneur in future.
- For the smooth movement of entrepreneurial activities in India, the basic infrastructural facilities needed to be strengthened.
- To build confidence among Women entrepreneur, Syllabi must be framed and Entrepreneurial Education should be implemented at higher secondary level. So that they may gain knowledge regarding savings and investment decisions.

CONCLUSIONS

The researcher wants to conclude the study by imparting the knowledge that the Women entrepreneurs undertake Agricultural Allied activities because of their life-partner's monthly income was not enough to lead their family. So, to increase their family income, to live standard living and to make their children to get good education they engage themselves in these kinds of activities.

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