

Study on Quality of Life on Rural Women Entrepreneur in Peelamedu Coimbatore

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ABSTRACT

At this days, women are getting socially and economically empowered through generating their possess business. A woman entrepreneur plays a vital role in India to the come around of globalization and financial liberalization. Women entrepreneurship is particularly main concepts for growth of rural areas. Rural Entrepreneurship can make new economic opportunities for rural women and contribute to on the entire growth and leaving from poverty. There`s a substantial contribution of girls rural entrepreneurs within the enlargement of developed rural areas but the event of girls entrepreneurship in rural areas is extremely low because the agricultural women`s are face more challenges and problems. The economic empowerment of rural women has led to an improvement in their quality of life. Therefore, it is very important for the vital development of our country as a whole to pay close attention to the empowerment of girls in the country. This study employed a descriptive research design and purposive sampling technique. Her sample size of 60 people was collected using the (WHOQOL) questionnaire. The survey concluded that the majority of respondents (58%) had a fair quality of life, 18% of respondents had a good quality of life, and 24% of respondents had a poor quality of life. I`m wearing it.

KEYWORDS: Rural Women Entrepreneurship, Quality of Life

INTRODUCTION

Entrepreneurship plays an important role in creating employment opportunities in rural communities, providing self-employment opportunities for people who start their own businesses, and also improving the economic status of rural areas. Nowadays, rural and urban women are also attracted to starting their own businesses to overcome poverty, increase family income and improve living standards. In India, the rise of rural women's entrepreneurship and their contribution to the national economy is clearly evident. The number of women entrepreneurs increased especially in the second half of the 20th century. Women entrepreneurs can take better advantage of cutting-edge technology, increase their wealth, find a niche in the global market, create inclusive employment for others, and set trends for other women entrepreneurs in the organized sector must be praised for that. Over the past decade, women entrepreneurs have been seen as an important

untapped base of economic growth because they use their differences to create unique jobs for themselves and others. Moreover, it not only takes advantage of entrepreneurial opportunities, but also provides society with various solutions to managerial, organizational, and business problems.

MEANING AND DEFINITION

An entrepreneur is a human being having exact skill, ability, knowledge, awareness and self-assurance who bears the hazard of operating a business in the face of ambiguity about the future situation. The word "entrepreneur" was applied to business at the start by the French economist Richard Cantillien, who describes as entrepreneur as a person who purchases the means of production for combining them into profitable products at profit purpose in future. An entrepreneur is a person who starts an endeavor.

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PROBLEMS OF WOMEN ENTREPRENEURS

Women Entrepreneurs come across two sets of problems, viz, common problems of entrepreneurs and precise to women entrepreneurs like; problem of finance, shortage of raw material, partial mobility, family ties, lack of education, male conquered society, low risk behavior ability etc.

REVIEW OF LITERATURE

The women work participation rate in organized sector was 14.2 per cent in 1970-71; it increased to 19.7 per cent in 1981 and further to 21.3 per cent in 1991. But, it is still much lower to men's work participation which was 51.6 percent in 1991. As per World Bank Report, 1997 women's work participation in India is quite low as compared to USA (45%), UK (43%), Indonesia (40%), Srilanka (35%) and Brazil (35%).

United Nations confirmed the decade 1975-85 as the Decade for Women: The UNIDO introductory Meeting on the responsibility of Women in industrialization in Developing countries detained at Vienna during 6-10 February 1978 identified several constraints such as social, attitudinal and institutional barriers, inadequate employment opportunities, inappropriate and inadequate training, insufficient information and so on which held women back from participating in industrial activities. The World meeting of the United Nations Decade for Women detained at Copenhagen in Denmark on 30th June 1980 in addition adopted a programme aimed at promoting full and equivalent opportunities and treatment of women in employment and their right of entry to non-traditional skilled trades.

The first National Conference on Women Entrepreneurship held in New Delhi in November 1981 put forward requirements for the development of women entrepreneurs for the overall development of the country. They called for women to be given priority in terms of land sharing, property, power rights, licenses, etc. The Second International Women's Entrepreneurship Conference of the National Alliance of Young Entrepreneurs (NAYE), held in New Delhi in 1989, also adopted a specific goal statement regarding the contribution of women in the industry.

Methodology of the Study

Objective of the Study

- To study find out the demographic profile of the women entrepreneurs.
- To study assess the level of quality of life of women entrepreneurs.
- To study analyze the relationship between demographic profile and quality of life of women entrepreneurs.

- To give valuable suggestion about quality of life of women entrepreneurs.

Research design: The researcher followed descriptive research design for the study.

Universe of the study: Peelamedu, Coimbatore District.

Sampling: 60 Women entrepreneurs were selected for data collection.

Sampling Methods: Non Probability Sampling technique: Purposive Sampling.

Tools for data collection: The investigator made use of interview scheduled. The researcher used (QOL) Scale was created in (WHO) BREF 2004.

Statistical tools: Simple percentage, Chi-square, ANOVA.

Finds of the Study

Age

Little more than half of the respondents fall within 31- 40 years age group.

Marital Status

Majority (80%) of the respondents have married women.

Educational qualification

More than half of the respondents (63%) have completed 8th standard.

Income

Less than half of the respondents below 5000 (43%) of the respondents have income.

Dependents

The half of the respondents (50%) is 2-3 dependents of the family.

Experience

Majority (70%) of the respondents have 5-10 Years experience.

ANALYSIS AND INTERPRETATION

Quality of life of the women entrepreneur

Quality of life	Frequency	Percentage %
Good	11	18
Moderate	35	58
Poor	14	24
Total	60	100

The above table shows that majority (58%) of the respondents are moderate level of quality of life of Women entrepreneur, 18 percent of the respondents have with good level of quality of life and 24 percent of the respondents are with poor level of quality of life.

Influence of Socio Economic Factors on Quality of Life of women entrepreneur

Variables	Statistical tool	Value	Result
Age and Quality of Life	Chi	Df=6 CV=22.391	Significant
Marital status and Quality of Life	Chi	Df=4 CV=18.431	Significant
Education and Quality of Life	Chi	Df =8 CV =22.458	Significant
Income and Quality of Life	Chi	Df =6 CV =9.919	Not Significant
Dependents and Quality of Life	Chi	Df =6 CV=22.803	Significant
Age and Quality of Life	ANOVA	F= 6.861 P<0.05	Significant
Marital status and Quality of Life	ANOVA	F= 2.241 P>0.05	Not Significant
Education and Quality of Life	ANOVA	F = 3.303 P<0.05	Significant
Income and Quality of Life	ANOVA	F= 5.070 P>0.05	Not-Significant
Dependents and Quality of Life	ANOVA	F= 1.559 P>0.05	Not Significant

SUGGESTIONS

1. Women empowerment to devise and diversify vocational training, building confidence and encouraging their changing needs and skills.
2. Learning to the rural women regarding new marketing and dealing plans.
3. Infrastructural development by the government to increase the possibility for business service provider and industrial sector to enhance the entrepreneurship of women
4. Micro economics assistance by government to rural women in better scale.
5. Training on gender sensitive issue
6. Marketing support by marketing the products shaped by women entrepreneurs of rural areas.
7. Transmission of trade fairs particularly to promote the work of rural women entrepreneurs

CONCLUSION

Government has devised a lot of programs to empower rural women in a variety of avenues. Empowering women to participate in economic development is not only a daunting and challenging task but also paving path for future sustainable development. Women's entrepreneurship is both about women's position in society and about the role of entrepreneurship in nation. This study concluding that (58%) of the respondents are moderate level of quality of life of women entrepreneur, 18 percent of the respondents have with good level of quality of life

and 24 percent of the respondents are with poor level of quality of life.

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