



BEHAVIOURAL ANALYSIS ON THE CHARACTERS OF WOMEN ENTREPRENEURS IN KERALA

Dr.B.Sindhu

Assistant Professor, Pavanatma College, Murickassery.

Abstract

The Small scale Industries are playing a vital role in the development of the nation. It may serve as a source of entrepreneurship. The entrepreneur is a key to economic development. History is full of instances of individual entrepreneurs whose creativity has led to the industrialisation of many countries. Emergence of women entrepreneurs in a society depends to a great extent on the economic, religious, cultural, social, psychological and other factors. This paper has been made an attempt to find out the dominant characters of women entrepreneurs in Kerala.

INTRODUCTION

In India women constitute 48.7 percent of total population i.e. nearly half. They also contribute to sixty percent of rural unemployment and fifty six percent of total unemployment. Women's work participation rate in the country, as a whole, has been significantly lower than that of man. It shows that a major portion of the population is unemployed. Development of women entrepreneurship is very essential to provide them with economic opportunities. A pilot study conducted by Kannan Nair¹ indicates that the number of women who have displayed confidence in starting manufacturing enterprises is comparable to those in service industry and trade. Women entrepreneurs are as scientific as their counterparts in product selection. But we can't compare women in cities with that of villages. The village women are prevented to enter in business or industry because of so many customs and practices. A great effort is needed to bring them in the line of entrepreneurship, which should be the task of training agencies. Small scale, cottage industries and service sectors are considered to be the most suitable areas for women. Women in villages can undertake manufacturing of agarbatti, pappad, pickles, envelop making and garment making etc. Besides these they can undertake embroidery work, handicrafts and flower works which require a little capital. Women entrepreneurs of urban areas can undertake almost all business and industrial activities. They can also enter in service sectors. They can excel in like catering services, travel agencies, crèches, computer centres, Xerox centres, electronic services centres etc.

Women entrepreneurs in India represent a small group, who has broken away from beaten track. They are exploring new vistas of economic participation and achievement satisfaction.

Entrepreneurship is a composite skill, the resultant mix of many qualities such as imagination, readiness to take risk, ability to bring together and put to use other factors of production, capital, labour, land and also intangible factors such as abilities to mobilize scientific and technological advances. The main responsibility for the success of enterprise lies with the owner. Entrepreneurship demands certain traits, skills and qualities. An individual has to have certain talent qualities for getting groomed into an entrepreneur. An entrepreneur should have personal commitment and skill that possesses and needs to develop proper attitudes.

OBJECTIVES

The objective of this study is to identify the dominant characters of women entrepreneurs and also to find the character which are lacking in women entrepreneurs.

METHODOLOGY OF STUDY

A study has been conducted taking 100 samples from women entrepreneurs, who are engaging production and services activities in Kerala State. Women entrepreneur's characteristics have been tested using 5 point **Linker's Scale**. Twelve characteristics are taken into consideration.

ENTREPRENEURIAL CHARACTERS

Entrepreneurship is thus a human activity which plays a major role economic development. At the centre of the process, man stands as an organiser of the resources, as worker and user of goods produced. Of these three roles the organiser's function is very important. The entrepreneur is defined as a catalyst or a change agent in the economic life of all organised societies. **Rani's** (1992)² study reveals that most of the women entrepreneurs come from middle class families and desire to do

¹ Kamala singh , *women entrepreneurs* , APH Publishing House, New delhi

² Mrs.C Rani , *Potential Entrepreneurs, a case study in Rao, Gangadharan Ed., Entrepreneurs and Entrepreneurial Development* , Kanishka Publishing House, New Delhi Page 223-229



something independent. It was observed as the prime motivating factor which has influenced them irrespective of age in setting up units. Some viewed entrepreneurship as a tool of earning money. The study also revealed that women too are capable and confident of taking independent decisions and the majority of them thought of taking up entrepreneurs on their own and were not influenced by others.

The characteristics of entrepreneurs in general can be analysed from different research are socio –economic characters

- a) Caste and religion
- b) Family background (size/type)
- c) Age of the entrepreneur
- d) Education
- e) Social participation

Apart from the socio-personal characteristics, the human resource traits have been found important for an entrepreneur. The important of them are:

- a) Achievement motivation
- b) Risk taking ability i.e. Willingness to take risk-Risks may be, technical, economic, social or environmental. They may all not occur simultaneously.
- c) Influence motivation- it is the desire for influencing others and the surrounding environment.
- d) Personal efficacy
- e) Aspirants

In general, an entrepreneur should have the following characteristics:

- Confident
- Risk taker
- Hard working
- Creative
- Flexible
- Busy, time consuming, long hours
- Dedication
- Effort
- Believer
- Enjoys what he/she does
- Driven, has a reason
- Great sacrifices
- Passion/love for what they do
- Committed
- Never quits
- Doesn't know how to relax
- Impersonal, task oriented
- Doesn't stay within the lines the company sets
- Unorganised
- C or D student, has their own ideas
- Visionary
- Courageous
- Headstrong/stubborn
- Idealistic
- Self-motivated
- Innovative
- Problem solvers
- Won't take no for an answer
- Stressful
- Able to overcome challenges/negatives
- Jack of all trades, good at a lot of things
- Perfectionist
- Knows where he/she is going and where he wants to be.

Operational Definitions

A behavioural analysis made on the basis of five point Linker's scale by taking the main 12 characters, reveals that majority should not have capacity to take risk. The important characteristics taken for the study are:

1. **Self confidence**
It involves determination and perseverance to over come hurdles and barriers in the fulfilment on one's objectives. It means unflinching courage to face risk and sustain adverse criticism.
2. **Persistence**
This is better known as perseverance. Difficulties and trials should not discourage one from following the course of action decided earlier. Failures should be seen only as stepping stones to success.
3. **Responsibility**
It means to immense on one's business actively with an intension of making the venture a success. In other words it is the personal involvement in the business activity
4. **Efficiency**
This means one's ability to produce best in the given circumstances.
5. **Concern for high quality**
An uncompromising attitude to place quality of product or services above other considerations.
6. **Risk taking**
It is an attitude to venture in to certain spheres with circumspection.
7. **Adaptability**
It means one's commonsense to act according to the changing scenario. He will have a pragmatic view of what is happening in the social milieu and turn then to his advantage.
8. **Leadership**
Initiative for action is leadership. A leader foresees what is to be done and acts accordingly. A true leader ensures cooperation of others in his endeavours and is looked-up for the onward march.
9. **Achievement motivation**
This is a tendency to strive for success in situations involving and evolution of one's performance in relation to some standard of excellence.
10. **Creativity**
This means the ability to generate ideas quickly suggesting new and original ideas and shifting the frame of reference from one subject to another.
11. **Organising ability**
The ability to synchronous men, material, money and time so as to achieve maximum result.
12. **Attitude towards social habits**
Refraining from over indulgence in social habits like, drinking, rivalry etc.

ANALYSIS

The Analysis have been made by taking 12 entrepreneurial characters into consideration. The Linkert's 5 point scale was used for the analysis. To identify the dominant character, the scores above average are taken into consideration. The character which has the maximum frequency will be taken as the dominant character.

Table- 1, Frequency Distribution of 12 characters of Women entrepreneurs

Character Scores	1	2	3	4	5	6	7	8	9	10	11	12
1	10	17	8	7	2	5	3	3	10	3	3	1
2	11	1	2	16	5	15	3	18	17	21	22	7
3	4	2	14	12	41	12	21	9	12	11	15	19
4	17	37	42	12	27	47	48	43	19	22	24	26
5	58	43	34	53	25	11	25	27	42	43	36	47
Above average	79	82	90	77	93	70	94	89	73	76	75	92
Below average	21	18	10	23	7	20	6	21	27	24	25	8

Source: survey data

Table 1 shows that among the characters, adaptability stands first, Concern for high quality comes second and the third dominant one is attitude towards social habits. In short, dominant characters of women entrepreneurs are concern for high



quality, responsibility and attitude towards social habits. Characters like risk taking ability, creativity; adaptability, organising ability, achievement motivation etc. are seen very less in their behaviour.

CONCLUSION

The behavioural analysis on women entrepreneurs shows that majority of the women entrepreneurs have no self confidence, risk taking ability, creativity, organising ability, achievement motivation, etc. Majority of women entrepreneurs have no self-confidence to adapt new techniques and methods in their production processes, product marketing, etc. The financial and physical inputs are not the only crucial inputs in the development of model for entrepreneurial development but also entrepreneurs have certain qualities like self confidence, risk taking ability, achievement motivation, and persistence. Leadership capacity, etc. Women entrepreneurship movement in India is still in transitory stage and has long ways to go. The concept of women entrepreneurship is influenced by the socio educational and behavioural factors, Efforts are to be directed towards the search and development of such influencing factors on the entrepreneurs, so that growth in the women entrepreneurship will **touch a horizon**.

REFERENCES

1. Desai, Vasant. Entrepreneurial Development, Vol.!, Himalaya Publishing House, Delhi.
2. Sidney siegal, non-parametric statistics for the behavioural Sciences, Mc Graw Hill, New Delhi.
3. Varma V M and Aggarwal R K. Indian Economic Development and Planning, King Books & Educational Publishers, New Delhi.
4. Sing Kamala, Women Entrepreneurs, Ashish Publishing House, New Delhi.