



AN EVALUATION OF CONSTITUENTS THAT DETERMINE RURAL TRANSFORMATION THROUGH WOMEN ENTREPRENEURSHIP IN KANNIYAKUMARI DISTRICT

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ABSTRACT

Entrepreneurs are the people who possess the skills of developing, organising and necessary initiatives to take some new ideas to market or provide a service and make the right decisions to make their ideas profitable. In a broader term, entrepreneurs transform the status quo by solving the most pressing problem and pain points of a society. Rural transformation is the center of a structural transformation process occurring in every developing country fuelled by globalisation, food system, technologies, entrepreneurship, conflict and displacement even climate changes with other factors. The sixth five-year plan (1980-1985) emphasized the role of women as an integral part of economic growth of the country. This concept laid the road for women entrepreneurs entering into the productive sector. Women entrepreneurs from rural areas have been standing tall from the rest of the crowd since then and are applauded for their achievements in their respective fields. The transformation of the social fabric of the society, in terms of the increased educational status of women in the rural sector and varied aspirations for better living, has necessitated a change in the lifestyle of every woman as well the region. The ground of this paper is to associate the factors for rural transformation through women entrepreneurs and to study the productive constituents as well as defeatist constituents in rural women entrepreneurs, furthermore to find out the major challenges faced by rural transformation through women entrepreneurship. This study implies both prime and back up data. The sample size of 50 was stipulated through simple random sampling method from the total rural women entrepreneur in Kanniyakumari District

Key Words: Rural transformation, Productive constituents, Defeatist constituents

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INTRODUCTION

According to the World Bank rural development is a "strategy to improve the economic and social life of a specific group of people, the rural poor including small and marginal farmers tenants and the landless". In India the formal Framework for institutional arrangement for rural reconstruction was

contemplated by Balwant Rai Mehta committee. Their perception played a role in formulating action for reconstructing rural regions. In rural communities families on farms must seek supplementary income and the women in the rural sector, who consider business as pin money in particular, is a potential client for rural transformation. Rural



transformations not about rural societies makeover rather than vanishing. It reorganises the society rather than about a space that empties as people and economy as they migrate. Rural women entrepreneurs are those who run their own enterprises, yet their social, economical contributions remain unrecognised. However, at present Rural women entrepreneurs are breaking multiple barriers and changing life from the grass hood in India. they are not only shattering the location based stereo drive ideas that people from rural India cannot flourish but also questioning gender bias.so in 2023, India is looking rural entrepreneurship so in particular and implementing various innovations and technologies as they noticed still today our country is cladding regional discrimination, in particular women to learn about the prospects of becoming entrepreneurs.

The determination of this paper to associate the factors for rural transformation through women entrepreneurs and to analyse the productive constituents as well as defeatist constituents in rural women entrepreneurs. In addition to asserting the major challenges overlooked by rural transformation process through women entrepreneurship.

STATEMENT OF THE PROBLEM

Rule of transformation through women entrepreneurs is a class of act or an activity of moulding a stabilized regional widening through particular gender with the carrier and vision in hand and forefront them toward the direction of their own choice. But in reality, it is crucial for people living in rural areas particularly women to learn about the prospects of entrepreneurship, despite the scarcity of resources and other empirical constraints of the region like gender discrimination social cultural obstruction, dearth of education and so on. Hence this study lines up to associate the factors with the productive constituents as well as defeatist constituents which incline in the lane of rural women entrepreneurs. In addition, this investigation observed the radical challenges faced in rural transformation through women entrepreneurship.

REVIEW OF LITERATURE

- **Ritwik Saraswat and Remya Lathabahvan (2020)** in their article entitled “A study on Women Entrepreneurship in India” The present study has been an attempt to generate awareness and to understand the meaning of what women entrepreneurship is and how important it is or the development of the world rationally, economically and in all spheres. An extensive literature review is done on women entrepreneurs. At the end some major problems faced by Indian women entrepreneurs, success stories of Indian women entrepreneurs, factors influencing women entrepreneurship and the perspective of different sections of the society about women entrepreneurship have been noted.
- **Neha and Akshay Patidar (2022)** in their study entitled “Assessment and Evaluation Factors Leading to Rural Women Entrepreneurship” The purpose of this research is to identify the factors that influence rural women's decision in establishing a business venture. It is an attempt to compile a comprehensive list of criteria and rate them in terms of their impact on the advancement of rural women entrepreneurs. A literature review backed by expert opinion resulted in the identification of sixteen different variables and the authors used fuzzy AHP to come up with a comprehensive list of criteria and their degree of importance. An examination of the relative importance of these characteristics can assist policymakers by highlighting important aspects that affect the initiation of the business by rural women entrepreneurs. The findings have the potential to aid in effective decision making by policymakers through emphasizing critical elements relevant for entrepreneurial success.

OBJECTIVES OF THE STUDY

- To examine about the personal profile of the sample respondents



- To observe the factors for rural transformation through women entrepreneurs.
- To scrutinize the productive constituents as well as defeatist constituents in rural women entrepreneurs.

RESEARCH METHODOLOGY

The study is predominantly constructed on primary and secondary data. The primary data is cumulated from the sample respondents in the study area. The secondary data is piled up from various books, journals, magazines, internet etc.

Target Respondents

The focused participants for the study are the Rural Women Entrepreneur in Kanniyakumari District.

Sample size

The sample proportion for the study is 50.

Sampling Method & Type

Simple random sampling is the accessible profile of random sampling. It is the cardinal sampling technique where the researcher determines a group of subjects, as a sample for study from a larger group of a population.

RESULTS AND DISCUSSION

PERSONAL PROFILE OF THE SAMPLE RESPONDENTS

TABLE 1

Category	Frequency	Percent
Age		
20-30	17	34.0
30-40	20	40.0
40-50	13	26.0
Total	50	100.0
Educational Qualification		
Illiterate	5	10.0
Primary School	5	10.0
Middle School	12	24.0
Higher Secondary	15	30.0
Graduation	13	26.0
Total	50	100.0
Marital Status		
Married	39	78.0
Unmarried	11	22.0
Total	50	100.0

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Source: Primary Data

This analysis reveals that the weight of the respondents falls under the age group ranging from 30-40 years (40 percent). Out of them those who belong to the age group of 20-30 years (34 percent), 40-50 years (26 percent). As far as the educational qualification is concerned, Graduates (30 percent), those who have completed Higher secondary (26

percent), Middle school (24 percent), Primary school (10 percent), Illiterates (10 percent). Out of the sample group, 78 percent are married while 22 percent are unmarried. Hence it is observed that the sample women are middle aged, have low level of literacy and married.

FACTORS FOR RURAL TRANSFORMATION THROUGH WOMEN ENTREPRENEUR

TABLE 2



S.No	Factors	Mean Score
1	Creating secure communities	3.43
2	Creating alternative livelihood	3.53
3	Strengthening Governance	3.04
4	Facilitating market linkage	2.80
5	Technical upgradation	2.89
6	Integrated value chain development	3.37
7	Sustainable development	3.56

Source: Primary Data

This analysis appears to show that the ingredients for rural transformation through women entrepreneurs seems that Sustainable development has the highest mean score of 3.56. The second most influential factor is Creating alternative livelihood with the highest mean score of 3.53 followed by Creating secure communities with a mean

score of 3.43. Integrated value chain development with a mean score of 3.37. Strengthening Governance with a mean score of 3.04 and Technical upgradation with a mean score of 3.89. Least is for Facilitating market linkage with a mean score of 3.80 respectively.

PRODUCTIVE CONSTITUENTS IN RURAL WOMEN ENTREPRENEUR

TABLE 3

S.No	Productive Constituents	No. of respondents	Percentage
1	Regional Evolution	3	6
2	Employment Fabrication	4	8
3	Improved Living environment	6	12
4	Reduction of rural/urban income slot	5	10
5	Increased Literacy evaluate	7	14
6	Self-Reliance	20	40
7	Capital Establishment	3	6
8	Poverty Depletion	2	4

Source: Primary Data

This Signifies that 40 percent of the feels that “self-reliance” has taken place after being a productive constituent in rural women entrepreneur. Followed by “Increased Literacy evaluate” was 14 percent, “Improved Living environment” (12 percent), “Reduction of

rural/urban income slot” (10 percent), “Employment Fabrication” (8 percent), “Regional Evolution” and “Capital Establishment” (6 percent), “Poverty Depletion” (4 percent) respectively.

DEFEATIST CONSTITUENTS IN RURAL WOMEN ENTREPRENEUR

TABLE 4

S.No	Defeatist Constituents	No. of respondents	Percentage
1	Absence of education	11	22



2	Lack of entrepreneurial competency	10	20
3	Less recognition about technology	7	14
4	Limited approach of financial assistance	12	24
5	Dis balance between business and family life	1	2
6	Lack of inspirational components	5	10
7	Social perception	2	4
8	Culture and traditional belief	2	4

Source: Primary Data

This evaluation represents that 24 percent of the participant's flag "Limited approach of financial assistance" as defeatist constituents in rural women entrepreneurs. Followed by "Absence of education" was 22 percent, "Lack

of entrepreneurial competency" (14 percent), "Lack of inspirational components" (10 percent), "Social perception" and "Culture and traditional belief" (4 percent) respectively.

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ASSOCIATION BETWEEN FACTORS FOR RURAL TRANSFORMATION THROUGH WOMEN ENTREPRENEUR AND IN RELATION TO THEIR AGE LEVEL

TABLE 5

S. No	Factors	Mean score				F-Statistics	Sig.
		20-30	30-40	40-50	Total		
1	Creating secure communities	4.96	4.06	2.91	4.08	1521.239	.000*
2	Creating alternative livelihood	4.98	4.83	3.55	4.42	386.405	.000*
3	Strengthening Governance	4.99	4.17	3.00	4.20	349.002	.000*
4	Facilitating market linkage	4.47	3.17	2.64	3.60	209.653	.000*
5	Technical upgradation	3.40	2.17	2.00	2.79	34.946	.000*
6	Integrated value chain development	2.00	1.00	2.78	1.10	15.445	.000*
7	Sustainable development	3.00	1.70	1.56	1.00	14.704	.000*

Source: Primary Data

*Significant at five per cent level



Regarding the factors for rural transformation through women entrepreneur and in relation to their age level, the significant difference has been identified in the case of “Creating secure communities”, “Creating alternative livelihood”, “Strengthening Governance”, “Facilitating market linkage”, “Technical upgradation”, “Integrated value chain development”, “Sustainable development”, since their respective ‘F’ statistics are significant a five percent level.

FINDINGS

- Predominance of the participants fall under the age group ranging from 30-40 years (40 percent).
- As far as the educational qualification is concerned, the majority of the women entrepreneurs are having low levels of literacy which constitute 30 percent.
- Out of the sample group, 78 percent are married.
- 40 percent of the feels that “Self-Reliance” has taken place after being a productive constituent in rural women entrepreneur.
- 24 percent of the feel that “Limited approach of financial assistance” has taken place in defeatist constituents in rural women entrepreneurs.
- Regarding the factors for rural transformation through women entrepreneurs and in relation to their age level, the significant difference has been identified in all the seven variables, since their respective ‘F’ statistics are significant at a five percent level.

SUGGESTION

An inclusive societal diversity is in process in many fields throughout the world. The 7th Ideal village conference was held in India in view of the Indian government's perception towards rural development. India's targeted GDP growth rate of 8.5% per annum will not be possible without a healthy rural transformation. The succeeding is some motion on for the holistic and integrated rural transformation for empowering the women entrepreneurs in India

Financial Assistance

Banks and financial organizations that extend business loans to entrepreneurs must weak spot with true blue cells to equip simple financing processes for rural entrepreneurs

Training

The United Nation development program (UNDP) project now looks to change the situation by addressing specific and key problems. First it targeted to provide hand holding to women entrepreneurs, secondly reach out to them proactively. They are proposed to have an entrepreneur development programme throughout the country that not only provide women with the capacity to access the market Finance and related matters but also Provide psychological emotional support. The Disha project under UNDP'S hopes to expand outreach areas by providing doors to do training in villages conducting regular interactions with the aspiring entrepreneurs on business development, branding and marketing. Such programs should be practiced through self-help group among rural areas to make them more productive

Proper Raw Material Provision

NSIC Raw Material Assistance Scheme provides discounts to women entrepreneurs especially in remote regions up to 20% on annual processing fee year 2022-2023. such subsidies when required should be established by state and local bodies so that to make rural entrepreneurs avail of such benefits for affordable and cost-competitive procurement of raw materials

Establishing Marketing Cooperatives

Ministry of micro small and medium Enterprise has been furnishing marketing support to the ruler entrepreneurs for enhancing a competitive and marketing their product by organising and participating in International exhibitions, trade fairs, seminars both nationally and internationally, Vendor Development programmes and so on ,such kind of programs should in specific armed for women entrepreneurs in rural region exclusively to identify and explore their valid potentiality towards entrepreneurship.



Technology

Technology is a game-changer for women entrepreneurs, especially in rural areas. It can have a greater impact on the lives of women who own diversified essence of micro, small, and medium business in rural and semi-urban areas. With a whirl-wind approach to essential information, market, mentoring, financing, and consumers, technology can accommodate them in mastering many obstacles. Authorities should significantly promote technological upgradation and training among rural regions to bring women closer to the stakeholders in their business ecosystems.

CONCLUSION

Rural women entrepreneurship is not a trinket motion in India, as it has one of the oldest developed rural economies which was once called Sone Ki Chiddiya (golden bird). The concept of transmission of rural region through women entrepreneurship is indigenous to India. Every entrepreneur should conceptualize our economy and women should stimulate its development much faster as they are imperious and excellent in population and performance. In rural region the relationship between women Entrepreneurship and rural transformation should be Frame as cause and effect structure. To this end, based on analysis and review about rural transformation through women entrepreneurship it was implied that without exception woman entrepreneurs should constitute an identical as individual and should shiver the glass of ceiling and found indulge in every line of business from papad making to power cable, they should fabricate themselves as an engine of self-empowering with auxiliary women and rural economy. as she has the budding of executing a phenomenon to dart social enterprises dynamic with sustainable development

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