

WOMEN ENTREPRENEURSHIP IN SELF HELP GROUPS WITH REFERENCE TO CHENNAI

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Abstract

Women Entrepreneurship in SHGs gives self-employment to group members and work mutually for their empowerment. In addition, group business provides financial support, moral assistance and co-operative mind set among the women through formation of SHGs. This study focuses the women entrepreneurship in Self Help Groups with reference to Chennai. The major objective of this study is to analyse the demographic profile of SHGs, their motives for entrepreneurship and problems faced by them due to their entrepreneurship. 100 SHG members related to various entrepreneurial activities comes under convenience sampling method and data have been collected through primary and secondary method. Primary data covers questionnaire, interview method and secondary data by way of websites, published journals etc., findings have been given based on analysis and interpretation carried through percentage analysis and chi square method. This study also contributed the suggestions part to improve entrepreneurial activities in SHGs and to overcome their problems with respect to group business.

Keywords:

Women Entrepreneurship, SHGs, Self-Employment Co-Operative Approach

1. INTRODUCTION

Development of any nation is depending on the level of economic growth attained by the people in a society. Entrepreneurship eradicate unemployment issues to the societies and contribute to the economic growth of a nation. women composed half of the population across the world. The report of women entrepreneurs both in organized and unorganized sector shows below 10% of total small-scale units in our nation. Self Help groups is a voluntary composition people who initiate business unit as a small level and contribute their efforts for revenue generation [3]-[5]. Self Help Group not only gives self-employment but also give their hands to uplift another by giving employment besides SHGs is an effective tool for those who are educationally and economically no sufficient in the society.

1.1 WOMEN ENTREPRENEURSHIP

An entrepreneur who start business and is capable of taking risk whenever it is required and who search for change and react to it. In the contemporary world women being recognized by the nations mainly developing countries like India to start business and contribute to the economic growth of the nation and it is being proved by the report given by United Nations that economic development of a nations depends upon the progression of women in the country. advancement of women in country could bring stable economy and when it is being stopped and country would be stand still.

1.2 WOMEN SELF HELP GROUPS

Women SHGs is a voluntary association of women who composed of 10-15 members and contribute everyone's savings part and collectively work for their group business and attain empowerment in their life.

2. REVIEW OF LITERATURE

Swapna Gupta [6] study was undertaken to know the motivational factors to initiate business through SHGs and to find the major problems faced by women entrepreneurs in lakhimpur district of Assam state. study covers purposive sampling method of surveying 200 members from two developmental block in this area. results of the study show that the primary motto of women entrepreneurs to start their business is to earn income to the family and women entrepreneurs engaged in handloom related business and major problem faced by them with respect raising finance to their business and study has contributed some valuable suggestions to overcome the major problems faced by them.

Sibanarayan Mishra and Chinmayee Sahoo [1] study was carried to analyse the movement of SHGs through banking linkages and analyse the role of SHGs in women entrepreneurship and their savings habit in Odissa. survey was conducted among 40 members from two SHGs running in Puri district of Odissa. their study revealed that most of SHGs availed financial resources from bank than others, financial inclusion on the part of SHGs after joining shown incremental and loan amount have been utilized for their business and finally concluded that women SHGs stepping into overcome social exclusion among marginalized people.

Suresh Babu and Maran [2] conducted a conceptual study was undertaken to reveal the growth and trends of SHGs in Tamil Nadu and in Tamil Nadu and also narrated the major problems met by women SHGs with respect to social aspects. finally suggested to initiate education and training for skill enhancement.

Bori [7] study reveals the literature of previous studies undertaken by various authors in the field of SHGs and women entrepreneurship at different point of time and also given an idea to develop new and innovative studies with respect to entrepreneurship development through SHGs since it was left by previous authors. Majority of the papers were taken variables related to stress level, poverty alleviation and financial inclusion etc.

Srivastala [9] study highlighted the problems like marketing and finance particularly women in rural areas. author suggested to bring many government schemes, training programme, macro-credit programmes and marketing assistant to women entrepreneurship in SHGs.

The paper [10] discussed the role of SHGs in women entrepreneurship development and spotted the opportunities available by way of SHGs. Study covers secondary data to understand the opportunities and challenges for women entrepreneurs. Ultimately this study helps government in framing suitable policies for their betterment.

2.1 OBJECTIVES OF THE STUDY

- To study the demographic profile of women entrepreneurs in SHGs.
- To know the various motivational constraints in becoming entrepreneurs.
- To find major problems vested with women entrepreneurs.

3. RESEARCH METHODOLOGY

Nature of this study is based on exploratory research design and which covers survey of 100 samples who were members of SHG in different group entrepreneurial activities running in Chennai. The required samples have been selected under Non-probability sampling and data was collected from distributed questionnaire. This study also covers secondary sources from journal, websites etc.

3.1 LIMITATIONS OF THE STUDY

The output from this study can be applicable to Chennai only and it cannot be generalising to all the urban areas in India. This study could not cover all the aspects of entrepreneurship in a detailed manner due to time factor.

4. ANALYSIS

Generally, data is meaningless unless it is being processed through various statistically analysis. This study covers percentage analysis and chi-square method for giving meaningful conclusion. All the collected data from primary sources has been processed through SPSS Statistics 20 version. All demographic factors like age, type of family, type of business, problem solving method has been measured through percentage analysis.

4.1 INTERPRETATION

Table.1. Age of respondents engaged in SHG Business

Age of Respondents	Frequency	Percentage
Below 25 years	6	06.0
25 - 35 years	24	24.0
36 - 45 years	42	42.0
Above 45 years	28	28.0
Total	100	100.0

From the Table.1, it is clear that 42% of respondents were belongs to the age group of 36-35 years followed by 28% of respondents were belong to above 45 years, 24% were belong to 25-35 years and 6% of respondents were belong to below 25 years.

Table.2. Type of family of the SHG members

Type of family	Frequency	Percentage
Joint family	30	30.0
Nuclear family	70	70.0
Total	100	100.0

From the Table.2, it is clear that 70% of respondents are belong to nuclear family and 30% of respondents are belong to joint family.

Table.3. Type of business in which SHG members were engaged

Type of business	Frequency	Percentage
Production	20	20.0
Trading	70	70.0
Others	10	10.0
Total	100	100.0

From the Table.3, it is clear that 70% of respondents were engaged in trading related business followed by 20% respondents were involved in production related business and 10% of respondents were involved in others.

Table.4. Method of solving problem with respect to their business

Problem Solving Method	Frequency	Percentage
Applying own skills and knowledge	38	42.0
Discuss with group members	38	34.0
Discuss with family Members	8	8.0
Help from government	12	12.0
Advice from expert	4	4.0
Total	100	100.0

From the Table.4, it is clear that 42% of respondents are applying own skill and knowledge when they have problem with respect to their business followed by 34% of respondents discuss with group members, 12% of respondents seeking help from government, 8% of respondents discuss with their family members and 4% of respondents expecting advice from expert.

Table.5. How often SHG members are getting Stress when dealing with their business activities.

Getting Stress	Frequency	Percentage
Always	10	10.0
Occasionally	40	40.0
Rarely	45	45.0
Not at all	5	5.0
Total	100	100.0

From the Table.6, it is clear that 45% of respondents were getting stress rarely, 40% of respondents were occasionally, 10% of respondents were always getting stress and 5% of respondents were not at all getting any stress.

Table.6. Nature of business helps women SHG members to balance work and life

Getting Stress	Frequency	Percentage
Strongly agree	25	25
Agree	55	55
Neither agree nor disagree	0	0
Disagree	20	20
Strongly disagree	0	0
Total	100	100.0

From the Table.6 it is depicted that 55% of respondents were agree that their nature of business helps to balance both work and

life followed by 25% of respondents were strongly agree, 20 % of respondents were disagree, none of the respondents were neither agree nor disagree and strongly disagree.

4.1.1 Cross Tabulation between Type of Family and Motives for Entrepreneurship:

Null Hypothesis (H₀): There is no association between type of family and motives for Entrepreneurship

From the Table.7, P-value is less than 0.01 with the chi square value of 23.810. Since it can be concluded that the null hypothesis is rejected at 1% level of significance and it is obvious that there is an association between type of family and motives for entrepreneurship

Table.7. Motives for Entrepreneurship

Type of Family	Motives for Entrepreneurship				Total	Chi Square Value	P Value
	To earn money for family	Interest on Self employment	To avail government benefits	To apply own skill			
Joint family	10	15	5	0	30	23.81	0.000
Nuclear family	30	10	5	25	70		
Total	40	25	10	25	100		

Table.8. Frequency of getting stressed

Type of Family	Frequency of getting stressed				Total	Chi Square Value	P-value
	Always	Occasionally	Rarely	Not at all			
Joint family	0	10	20	0	30	11.376	0.010
Nuclear family	10	30	25	5	70		
Total	10	40	45	05	100		

Table.9. Motives for Entrepreneurship

Age of SHG members	Motives for Entrepreneurship				Total	Chi Square Value	P-Value
	To earn money for family	Interest on Self employment	To avail government benefits	To apply own skill			
Below 25 years	10	0	0	0	10	141.667	0.000
25 - 35 years	20	0	0	0	20		
36 - 45 years	10	25	5	0	40		
Above 45 years	0	0	5	25	30		
Total	40	25	10	25	100		

Table.10. Problems faced by women SHGs

Age of SHG members	Problems faced by women SHGs					Total	Chi Square Value	P-Value
	Financial Problems	Production Problems	Marketing Problems	Managerial Problems	Personal Problems			
Below 25 years	10	0	0	0	0	10	126.429	0
25 - 35 years	10	0	10	0	0	20		
36 - 45 years	15	0	15	10	0	40		
above 45 years	0	20	0	0	10	30		
Total	35	20	25	10	10	100		

4.1.2 Cross Tabulation between Type of Family and Frequently getting Stressed:

Null Hypothesis (H_0): There is no association between type of family and frequency of getting stress

From the Table.8, P-value is greater than 0.01 with the chi square value of 11.376. Hence it can be concluded that the null hypothesis is accepted at 1% level of significance and it is proved that there is no association between type of family and frequency of getting stressed.

4.1.3 Cross Tabulation between Age of Members and Motives for Entrepreneurship:

Null Hypothesis (H_0): There is no association between Age of SHG members and motives for entrepreneurship.

From the Table.9, P-value is less than 0.01 with the chi square value of 141.667. Hence it is concluded that the null hypothesis is rejected at 1% level of significance and it is clear that there is association between age of SHG members and motives for Entrepreneurship.

4.1.4 Cross Tabulation between Age of SHG Members and Problem faced by SHGs:

Null Hypothesis (H_0): There is no association between Age of SHG members and motives for entrepreneurship.

From the Table.10, P-value is less than 0.01 with the chi square value of 126.429. Hence it is concluded that the null hypothesis is rejected at 1% level of significance and it is clear that there is association between age of SHG members and various problems faced by them.

5. FINDINGS

- Majority of the women SHGs are in the age group of 36-45 years, they are belonging to nuclear family, their business activities related to trading.
- Majority of respondents are applying their own skill and knowledge when the problem is arising, they also agree that their nature of business helps to balance both work and life and majority of respondents are getting stress rarely.
- There is association between type of family and motives for entrepreneurship, there is no association between type of family and frequency of getting stressed, there is association between age of SHG members and motives for Entrepreneurship and There is association between age of SHG members and various problems faced by them.

6. CONCLUSION

The above findings could initiate some valuable suggestions to improvement of women entrepreneurial activities in Chennai. Most of the SHGs in Chennai carrying their business in trading

related and less people on production oriented. government could initiate training programme, educate and encourage SHGs to come forward in taking production-oriented business. many SHGs suffers from financial and marketing problems with respect to running their group business and to overcome this issue the banks, governments and NGO's support them by way of timely disbursement of loan, subsidies and take some necessary steps to reduce their marketing problems. This study finally concluded that women entrepreneurship in SHGs would be grateful if the above listed minor issues overcome timely.

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