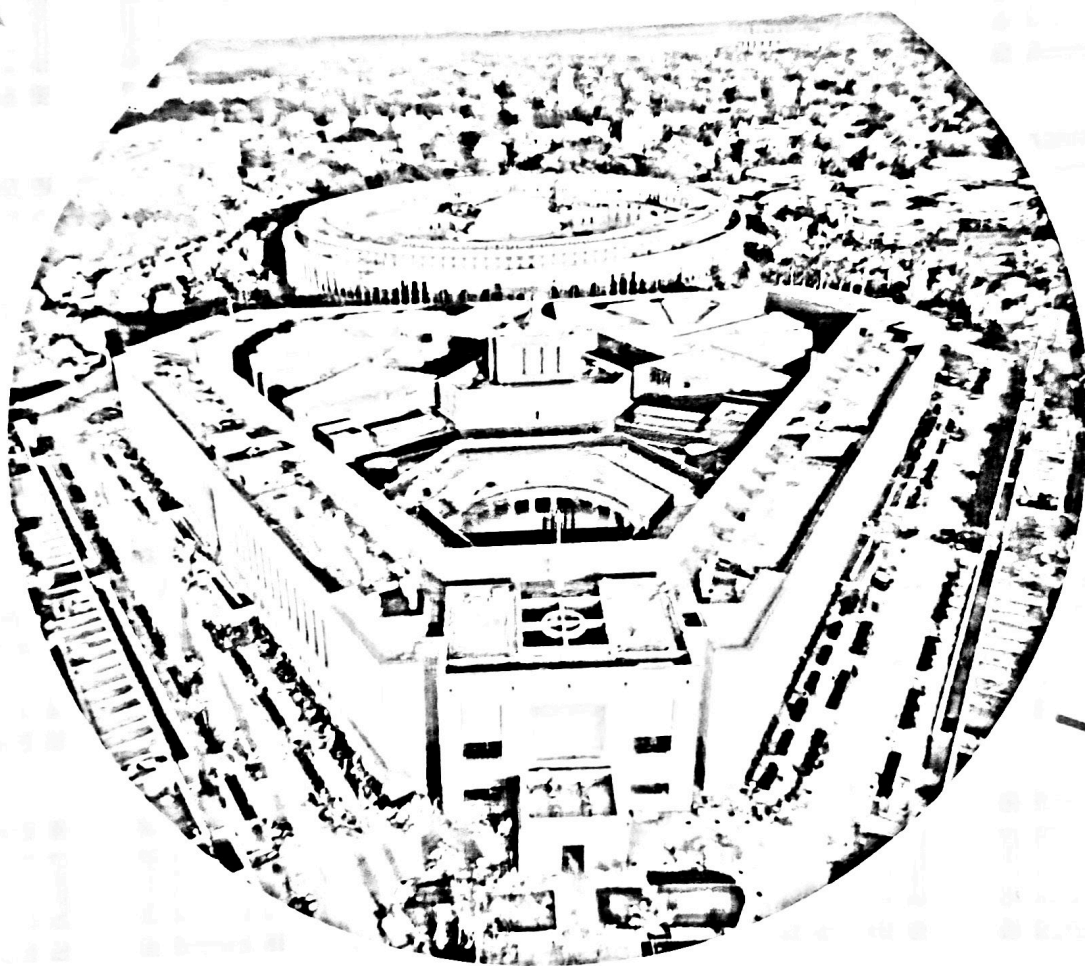


AATMA NIRBHAR BHARAT ABIYAN: SELF RELIANT INDIA



Editors

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A STUDY ON RURALWOMEN ENTREPRENEURS IN VADIPATTI TALUK, MADURAI DISTRICT, TAMILNADU

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Abstract

Villages are back bone of the Indian economy. India's two third populations and 70% workforce residing in the rural areas. People in rural areas are suffering with poverty, unemployment, poor infrastructure facilities which may be solved with the development of rural entrepreneurs. Rural women entrepreneurship is one of the best solutions to reduce poverty, economic disparity, unemployment, migration and help in development of rural areas. Rural women entrepreneurs play a significant role in the national economy, more particularly in the rural development. But they are facing many problems like non availability of primary amenities in rural area, lack of education, lack of credit and insufficient technical and conceptual ability. In this study, an attempt has been made to examine the socio- economic conditions of rural women entrepreneurs and the problems faced by the rural women entrepreneurs in Vadipatti taluk, Madurai district, Tamil Nādu. Thus, this paper also suggests recommendations to solve the problems.

Keywords: Rural Entrepreneurship, Village Industries, Problems, Rural Development.

Introduction

The majority of rural women entrepreneurs are facing several problems in today's ultra-competitive business world, due to the lack of basic amenities in the rural areas like lack of education, financial problems, marketing hurdles, management and human resource, technical and conceptual abilities etc., discourage the rural entrepreneurs to establish the industries in their rural areas. In this regard, currently the government of Tamil Nadu offered different kinds of entrepreneurial development schemes through various government owned EDP institutions such as Tamil Nadu Industrial Investment Corporation Limited, new entrepreneur-cum enterprise development schemes from the department of commerce, government of Tamil Nadu and small enterprise development scheme offered by MSME. These schemes helping to uplift their entrepreneurial skills to perform well. The present study focuses on the socio-economic conditions of rural women entrepreneurs, the major problems faced by the rural women entrepreneurs. Special emphasis has been laid on the technical problems, financial problems and the lack of their basic amenities in Vadipatti Taluk, Madurai district, Tamil Nadu.

Definitions

"Rural women entrepreneur means the women or a group of women who initiate, organize and operate a business enterprise in the rural area." A women entrepreneur is therefore a confident,

creative and innovative women, desiring economic independence individually and simultaneously creating employment opportunities for women in the rural area. Rural entrepreneurship can be defined as the “ emerging at the village level which can take place in the variety of fields of Endeavour such as business, industry, agriculture and acts as a potential factor for economic development.”

Review of Literature

(Saxena, 2012) conducted a study on problems faced by rural entrepreneurs and their role in the economic development of a country. The researcher has identified the major problems like lack of finance, marketing problems, management skills and skilled worker with a positive attitude. It suggested that banks should provide loans to the rural entrepreneurs by opening new cells, cooperative marketing their products and provide training programmes, thereby the entrepreneurship development in rural areas can be achieved.

(Sumathy & Velmurugan, 2019) examined Skills for the Rural Entrepreneurs Sustainability in Central District of Tamil Nadu and reveals that communication, listening, entrepreneurial, technical, business and group skills are important skills required by the rural entrepreneurs to achieve sustainability. These skills are observed based on the basis of factor analysis.

Statement of problem

Rural Women entrepreneurs play an important role in economic development as it helps to attain balanced regional development of country. Apart from these it characterizes local resources, promotes creative heritages, removes income disparities, reduces slums and migrates rural people of urban areas. In spite of these roles, the rural women entrepreneurs are suffering from lots problems. So the present study is an attempt to study the problems of the rural women entrepreneurs with special references to Vadipatti Taluk, Madurai district of Tamil Nadu.

Period of Study

The field Survey was conducted from December 2022 to February 2023 for the collection of Primary data.

Objectives of the Study

- ✚ The basic objective of the study is to exhibit the socio-economic profile of the rural women entrepreneurs in Vadipatti Taluk, Madurai district.
- ✚ To analyse the Problems of rural women entrepreneurs in the study are and
- ✚ To offer suitable suggestions to solve the problems of women rural entrepreneurs.

Sampling design

For the purpose of primary data collection, Vadipatti Taluk in Madurai district has been selected. Vadipatti taluka has a population of 2,34,533 peoples, out of which urban population is 72,232 while rural population is 1,62,301. There are about 60,844 houses in the sub-districts, including 18,625 urban houses and 42,219 rural houses. When it comes to literacy, 69.45 percent population of vadipatti taluka is literate, out of which 75.99 percent males and 62.85 females are