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A STUDY ON THE LEADERSHIP QUALITIES OF SUCCESSFUL WOMEN ENTREPRENEURSHIP IN COIMBATORE CITY

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Abstract

This paper extends research on the leadership qualities that turns women in to successful women entrepreneurs. It focuses on the socio Economic factors that influence them, the leadership traits that help them to excel in the society Coimbatore city is chosen because it is an industrial and Technical hub of south India. It is also a city where women empowerment is high. The analyses is broadly classified in to three manufacturing, trading and servicing

Keywords: Women Entrepreneur, leadership qualities

Introduction

The old saying "The men are for the plough, Women are for the health", has lost its relevance in the present day society. The Indian sociological setup has been traditionally a male dominated one, women were considered as a weaker sex, and were left with lesser commitments. They were only subordinates and executors of the decisions made by men. The traditional set up has undergone transformation and the social fabric of the Indian women has been increased women by educational states and their aspirations for better living.

India's first prime minster Pandit Jawaharlal Nehru realized the situation of women and said "for awakening the people, it is the women who should be awakened first. Once she is on, everything moves, and thus we build the India of tomorrow". He recognized both men and women are equal partners of any development and it is necessary, that both of them should have equal opportunities to share their benefits.

The position of women and their status in any society is an index of its civilization. Even after decades of vigorous planning Indian women have not reached the level mark, when compared to women of other countries. This is because in many developing countries including India, women have been access to education, jobs, incomes and power than men. Primarily women are the means of survival of their families but are generally

unrecognized and undervalued being placed at the bottom of the pile. The World Bank recommended that the only way for lifting India out of poverty is to educate and enhance the status of country's women.

Review of Literature

Devi (1978)¹ in her study on 'Women Entrepreneurs' stated that next to agriculture a large employment potential for low skilled and semi-skilled women workers exists in handlooms, handicrafts and rural Industries. They play a vital role in providing work opportunities to use their skills. Women entrepreneurs have established themselves in some of the non-traditional fields such as leading consultants, wholesale distributors, exporters of Machinery, Manufactures of electric goods, publishers, exporters of garments and garment designers. These fields are specially suited to their temperament and tastes. She observed that unless and until women are able to participate fully in the economic and special development of the country, the problems of unemployment and poverty in the country could never be slowed.

Decarlo and Lyons (1979)² in their study, "A comparison of selected personality character of Minority and Non-Minority Female entrepreneurs" made a comparative study on selected personality characteristics as of minority and non-minority female entrepreneurs. The response of both the Minority and Non-Minority

entrepreneurs differed significantly from those of non-entrepreneurs. Differences were also obtained between the Minority and Non-Minority Women Entrepreneurs. The Minority entrepreneurs reported that they started their business at a later stage than non-Minority women entrepreneurs. Non-Minority Female Entrepreneurs scored higher on ratings of need for achievement and independence, whereas Minority Women appeared to place greater value on conformity and benevolence.

Taylor (1980)³ in his work "Women and the business Game: Strategies for Successful Ownership" summed up the situation. Women are no different than men in their entrepreneurial drive and their desire for economic independence and personal self-fulfillment that business ownership can bring. However, there is a catch. It tends to be more difficult for women than for men to live out this drive.

Hirsch and O'Brien (1981)⁴ conducted a study on the women entrepreneurs from their business and sociological perspective. The study was conducted on female entrepreneurs with the purpose of exploring their demographic characteristics, their motivational and business problems. They observed that female entrepreneurs experience varying business particularly problems with weak collateral position obtaining credit and overcoming society's belief that women were not as serious as men about business.

Devi (1982)⁵ in her study, "Status and Employment of Women in India", has tried to show that employment plays a crucial role in raising the status of women against age, education, family type, place of residence. She has done the analysis on the status of women entrepreneurs within the family in the office and the wider society. Employed women have more power and influence in the family and outside than unemployed women. The potential capacity of women can express itself better when this is used while in employment and this also contributes towards making their status high in the society.

Surti and Sarupriya (1983)⁶ carried out a study entitled, "Psychological factors affecting women entrepreneurs". They examined the role of experience,

the effect of demographic variables such as marital status, type of family and how women entrepreneurs coped with stress. Results indicated that unmarried women experience less stress than married women. Women from Joint Families tended to experience less role stress than those from Nuclear Families.

Mahiuddin (1983)⁷ made an attempt to study the development of entrepreneurship among women. This study revealed the reasons for women becoming entrepreneurs. Some important reasons identified were family occupation, economic independence, a challenge to satisfy some of their personality needs, the desire of the educated women to utilize their knowledge gained and leisure time activity.

Panadikar (1985)⁸ in an article on "Women Entrepreneurs. Problems and potentials" observed that efficient Management involves a futuristic outlook that is the capacity to plan for the future. Like Male entrepreneurs, the women entrepreneurs by nature have an attribute of futuristic planning with aggressiveness. Such women entrepreneurs have achieved success in the production of T.V. Capacitors in Orissa and also in the manufacturing of solar cookers in Gujarat.

Singh and Gupta (1985)⁹ conducted a study entitled "Potential women Entrepreneurs: Their profile, vision and motivation". Some of the objectives of the study were to study the factors that prompted women to start their own business and to identify the motivational factors. The conclusion drawn from the study were

- (a) The profile of a women entrepreneur was not dominated by either education or lack of it or any other characteristics.
- (b) Women, more educationally qualified, perceived entrepreneurship as a challenge, ambition, fulfillment and an opportunity for doing something fruitful whereas less educationally qualified entrepreneur perceived it as only a tool for earning quick money.

Vinze (1987)¹⁰ in her study on "Women Entrepreneurs in India" has examined the problems faced by women entrepreneurs from Industrial estates of Delhi. In the instance of failure in obtaining information

from the formal interview method. She has adopted the method of informal discussion with respondents for collecting the required information. Her study has revealed that the sample women entrepreneurs were mostly hailing from low and middle income groups but with some level of education and moderate experience in specific line of manufacturers. She has also observed that there was a need for constant interactions between women entrepreneurs and financial institutions for matters pertaining to financial discipline though financial assistance from banks were instrumental for these entrepreneurs to run their enterprises. The study has made a number of suggestion like streamlining of the assistance required, co-ordination of different agencies, evolving a better code of agencies and simplifying the procedure for promoting entrepreneurship culture. Over and above, it has pointed out that the success of women entrepreneurs did lie in efficient management.

Definition of Entrepreneur

An Individual who, rather than working as an employee, runs a small business and assumes all the risk and reward of a given business venture, idea, or good or services offered for sale. Entrepreneurship is the process of starting a business or other organizations. According to Peter Drucker the entrepreneur is willing to put his or her career and financial security on the line and take risks in the name of an idea, spending time as well as capital on an uncertain venture.

Evolution of Women Entrepreneurship

Women Entered the Entrepreneurial activities because of poor Economic conditions. High unemployment rates and divorce catapult. In Babylonia about 2000 BC. Women were permitted to engage in business and to work as scribes. By 14th century, in England and France. Women were frequently accepted on a par with men as carpenters, saddlers, barbers, tailors etc. They were primarily concentrated towards textile mills and clothing factories. In 50's thus contributed nearly 25% of Industrial and service sectors. later it increased to 31% and 53% and soon areas later due to Economic crisis they move to urban areas

seeking for new job to earn for substituting their existed Revenues.

Concept of Women Leadership

Women and leadership is a concept that exists in the present and will continue to grow and strengthen in the future. While women have experienced many challenges in attempting and obtaining leadership positions with the professional working world.

Objectives of the Study

1. To study the origin and growth of women entrepreneurship.
2. To study the development of women entrepreneurs and profile of the study area.
3. To identify the leadership qualities of women entrepreneurs and their impact on their successful development.

Scope of the Study

This study is confined to the women entrepreneurs mainly engaged in three types of enterprises namely Manufacturing, Trading and Servicing sectors. It provides the details about entrepreneurship and the leadership qualities of women entrepreneurs as well as it covers the various constraints and problems encountered by them at various stages while carry out their business in Coimbatore city.

Methodology

The primary data is collected by survey research and the secondary data were collected from the standard text books of related topic, leading journals and published documents, records, reports and booklets issued and maintained by District Industries centre, Chennai, District Industries centre – Coimbatore, Tamil Nadu Industrial Investment corporation Limited, Coimbatore District small scale Industries Association (CODISSIA) and from the secretariat – Chennai. Hence, the study has been descriptive and analytical. Interview schedule has been formulated and framed according to

the influence drawn from the sample survey of women enterprises in Coimbatore city.

Block-wise and Ward-wise data were collected from District Industries centre, Coimbatore.

Sampling Design

The sample comprises both registered and unregistered women entrepreneurs who engage themselves in manufacturing, trading and service. The details of the population of 100 registered women entrepreneurs in Coimbatore city were gathered from Directorate of Industries and commerce, Chennai and

Tools for Analysis

Data are analyzed by using SPSS Package. It was used for quantifying the variables. Then the tables were prepared. The table is prepared by using Analysis of Variance (ANOVA) technique.

Leadership Qualities of Women Entrepreneurship

Sl. No	Variables	Manufacturing	Service	Trading	F. Ratio	F.Prob.
1	Business venture are created by own Interest	4.4658	4.3333	4.0938	2.8509	0.0602
2	My family and friends has strong assurance in my access	3.5068	3.5079	3.2969	0.8427	0.4321
3	The idea of this venture developed in me right from my childhood	3.7671	3.7778	3.4688	1.2991	0.2751
4	I am over ambitions in my ventures	3.2740	3.3016	3.2813	0.0098	0.9903
5	Direct contact with all involved helps in overcoming impediments	3.6712	3.6667	3.5156	0.3368	0.7145
6	Passion towards creativity has led me to bring innovative ideas	3.3562	3.3968	3.5397	0.4031	0.6688
7	Trust by my customers are not laid down just y my words in my actions	3.9041	3.7937	3.5331	1.7636	0.1741
8	Enduring moral support during times of failure	3.3014	3.3968	3.6406	1.3857	0.2526
9	My presentation skill impresses my customers	3.6438	3.6032	3.3125	1.5280	0.2195
10.	My emotional approach attracts customer which is the reason for success.	3.4110	3.4603	3.5938	0.3416	0.7111
11	I maintain smooth relationship with suppliers and Customers causing no friction	3.7393	3.4762	3.5313	1.0717	0.3444
12	My ambition has initiated many resource people to deliver their expertise	2.9726	3.5079	3.1250	2.7551	0.0661
13	Calm approach helps in solving problems	4.1644	3.9206	4.0781	1.9873	0.3072
14	I strive hard to attain my goals	3.3151	3.4921	3.4219	0.3395	0.7125
15	Vision foresight and mental vigor helped me to be balanced at all situations	4.0548	3.7619	3.4688	4.0799*	0.0184
16	I have a strong usage to Negative effects and criticism motivates	3.1918	3.4603	3.4063	0.9404	0.3922
17	I learn views, experiences, and expertise	3.6575	3.4127	3.6094	0.7813	0.4592

	leading to success					
18	I chart out my responsibilities	3.3973	3.6825	3.6094	1.0571	0.3494
19	I frame and schedule my actions positively	3.7534	3.5714	3.3281	2.1504	0.1192
20	Strategies are laid to execute my planning	3.3973	3.667	3.4844	0.7710	0.4639
21	Quick actions and Rationale approaches lay way to success	3.5753	3.7302	3.4531	0.8545	0.4271
22	Targets keep me flexible and energetic	3.4247	3.4127	3.5781	0.4175	0.6592
23	I am optimistic in my decisions	3.5890	3.6825	3.4531	0.6062	0.5464
24	Thirst for knowledge helped me to be unique	3.4932	3.4127	3.5469	0.1798	0.8356
25	Innovations & Creativity were platforms for my success	3.5205	3.7143	3.3125	1.7135	0.1929
26	Feedbacks has shaped me to be perfect	3.3425	3.5079	3.3281	0.4830	0.6176
27	Immediate actions on useful suggestions have helped me to overcome impediments.	3.4932	3.5079	3.4688	0.0162	0.9840
28	My prudential motives takes major role in my planning	3.1370	3.2381	3.5156	1.6426	0.1961
29	I accept my folly	4.2329	3.9683	3.9531	1.8651	0.1576
30	Dedication and commitment to my business helped me to achieve my desire	3.2055	3.5238	3.5156	1.8512	0.1598
31	I think twice before making a decisions	3.8493	3.6508	3.6250	0.6774	0.5091
32	Ability to discriminate and make sound Judgment helps to overcome failure	3.0959	3.3968	3.5313	2.5519	0.0805
33	Flexible nature & Good inter personal relationship helps to attain goals	3.8630	3.6349	3.3594	3.3824*	0.0360
34	I am persistent at adverse moments	3.1370	3.4286	3.4291	1.4175	0.2448
35	Orientation has paved a way for my mobility & drive	3.5616	3.3810	3.5938	0.5574	0.5736
36	Strong urge for achievements has made me to strive hard	3.7671	3.4286	3.3906	0.0381	0.9626
37	Vigorous need to conquer opportunities & excel	3.2466	3.6349	3.6719	0.2432	0.7843
38	Impulse to fight and prove myself has elevated me	3.6438	3.4127	3.3438	0.3728	0.6893
39	High quality maintenance has paved way to fulfillment of my objectives	3.3014	3.6508	3.5781	0.0813	0.9220
40	I am confident in my endeavors	3.3021	2.56984	2.8438	3.8595*	0.0227

Source: Primary Data.

Table 5.1 reveals the details about the various variables related to the leadership qualities of women entrepreneurship. These variables are analyzed with the help of statistical tool analysis of variance (ANOVA) and

the final values of these variables are listed as F. Ratio. The F-Ratio values for various variables are business venture are created by own interest (2.8509); my family & friends has strong assurance in my access (0.8427); The

idea of this venture developed in the right from my childhood (1.2991); I am over ambitious in my ventures (0.0098), Direct control with all involved helps in overcoming impediments (0.3368) passion towards creativity has led me to bring innovative ideas (0.4031); Trust by my customers are not laid down just by my words in my actions (1.7636); enduring moral support during times of failure (1.3857); my presentation skill impresses my customers (1.5280); my emotional approach attracts customer which is the reason for success (0.3416); I maintain smooth relationship with suppliers and customers causing no friction (1.0717); my ambition has initiated may resource people to deliver their expertise (2.7551); calm approach helps in solving problems (1.1.873); I strive hard to attain my goal (0.3395); Vision foresight and mental vigor helped me to be balanced at all situations (4.0799).

I have a strong usage to negative effects and criticism motivates (0.9404; I lean views, experiences and expertise leading to success (0.7813); I chart out my responsibilities (1.0571); I frame and schedule my actions positively (2.1504); strategies are laid to execute my planning (0.7710); Quick acts and Rationale approaches lay way to success (0.8545); Targets keep me flexible and energetic (0.4175); I am optimistic in my decisions (0.6062); 'Thirst for knowledge, helped me to unique and successful (0.1798); Innovations and creativity were platforms for my success (1.7135); 'Feed backs and suggestions has shaped me to perfections '(0.4830); Immediate actions on useful suggestions has helped to overcome impediments '(0.0162); my prudential motives takes major role in my planning' (1.6426); 'I accept my folly '(1.8651); Dedication and commitments to my business helped me to achieve my desire' (1.8512); 'I think twice before making a decisions'(0.6774); 'Ability to discriminate and make sound Judgment helps to overcome failure'(2.5519); 'Flexible nature and good interpersonal relationship helps to attain goals'(3.3824); I am persistent at adverse moments (1.4175); orientation has paved a way for my mobility and drive (0.5574); 'strong urge for achievements has made me to strive hard '(0.0381); 'Vigorous need to conquer opportunities and

excel'(0.2432); 'Impulse to fight and prove myself has elevated me '(0.3728); High quality maintenance has paved way to fulfillment of my objectives (0.0813); I am confident in my Endeavour (3.8595).

Interpretation

Among the various variables related to leadership qualities of women entrepreneurship in Coimbatore city, the most significant variables which relates to the leadership qualities of women entrepreneurship are **"vision foresight and mental vigor helped to balance at all situations "** and it is followed by **"Confident in my endeavors"** and **"Flexible nature & Good inter personal relationship helps to attain goals."**

Summary of Findings with regard to Leadership qualities of women entrepreneurs

The one-way analysis of variance (ANOVA) is applied to analyze the important & influencing variable that influences leadership qualities of women entrepreneurs.

The results of ANOVA are as follows:

- Among the 40 variables related to leadership qualities of women entrepreneurship in Coimbatore city, the most significant variables which relates to the leadership qualities of women entrepreneurship are "vision foresight and mental vigor helped to balance at all situations " and it is followed by " Confident in my endeavors and "Flexible nature & Good inter personal relationship helps to attain goals."

Suggestions

- The success stories of women entrepreneurs should be told to them. To update their knowledge about existing entrepreneurs and also to develop new entrepreneurship, Information technology centres may be established in each and every Taluk head quarters of Coimbatore city.

- Existing credit and support schemes for women entrepreneurs need to be improved. Government and non-government agencies must help women to identify the product/service. Government purchase policy should be transparent. Quick disbursement of capital subsidy is highly essential.

Conclusion

- Success of women entrepreneurs and satisfactory progress can be achieved only by honest, sincere and dedicated efforts, by all. Joint efforts of both Men and Women entrepreneurs can change developing India into a fully developed country. The greatest revolution in a country is the one that affects the status and living conditions of its women.
- Promotion of women entrepreneurs ensures economic Independence. Social Emancipation of women gains social status. It creates more respect in the family and gives self-prestige, avoids gender bias and eliminates dowry deaths. It promotes leadership qualities among women and swells the family income. Promotion of women entrepreneurship trains the future generation of women and it will solve tomorrow's unemployment problem. Women entrepreneurs' in spite of their trials and hardships are a satisfied and confident lot in society and a model to other women.
- If the present study enlightens the problems of women entrepreneurs and the suggestions offered here are considered by the promotional agencies, the researcher will feel gratified that the study was served its purpose.

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