

Impact of Profile Variables on Enterprise Involvement Runs By Women Self Help Groups in Madurai, Ramnad and Dindigul Districts of Tamil Nadu- A Study

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Abstract

Entrepreneurship offers excellent scope for women to give expression to their longing for independence, to surpass men and to prove their mettle as a potent economic factor. Economic empowerment is achieved with the concept of Self-help groups. The women in Self Help Groups are able to have greater access to financial resources outside the household; their significant increases in women's own income; to promote self-reliance in financial terms of women, both in the household and in the external environment. To be asset less, unemployed, illiterate, destitute and yet over worked, tired and weak is the lot of women in India. Yet, although accorded little social status or recognition, women's earnings are frequently essential to the survival of the family. Women's development has gone beyond the economic dimension and place emphasis on issues relating to equality, autonomy and self-reliance at the individual level and on solidarity of the community (of women) at the group level. The experiences of SHGs in many countries have been proving great success as an effective strategy and approach in recent years. Group-oriented efforts in the form of Micro-credit groups in different countries of Latin America, Africa and Asia are examples of current self-help efforts. For the purpose of primary data collection, three districts namely Madurai, Ramnad and Dindigul. Multiple regression technique was used to reveal the existence of non-linear relationship between the dependent and independent variables which are in internal scales.

Keyword: Profile, Entrepreneurs, Micro-Enterprise, Involvement and Self Help Groups.

Introduction

Entrepreneurship offers excellent scope for women to give expression to their longing for independence, to surpass men and to prove their mettle as a potent economic factor. Self-employment creates confidence in women and makes them independent within the constraints of their culture, relationship and family responsibilities and commitments.

As a career, it can offer unlimited scope for development and diversity of choices. It is the only profession where there is absolutely no bar of any sort be it age, sex, education or any other. If at all, there is any bar whether traditional, social or even personal, it is the bar imposed by women themselves.

Economic empowerment is achieved with the concept of Self-help groups. The women in Self Help Groups are able to have greater access to financial resources outside the household; their significant increases in women's own income; to promote self-reliance in financial terms of women, both in the household and in the external environment.

Apart from these, the overall development is reached out by building up their individual

capacity. With the Self Help Groups' concept, the members are able to have a better awareness on health, education, environment and innumeracy, better communication skills and better leadership skills etc. it was hoped that these scheme with its due advantages make up a ripple effect benefiting the other poor families in the neighbourhood, the community and village as a whole in the long run.

Any community or village will be able to grow and achieve sustainable development only through:

- Awareness about the local situation, needs and the ability to articulate these demands.
- Participation of all villagers in the development process, which includes planning, implementation as well as monitoring.

This is possible only if institution like Non-Governmental Organization is able to facilitate and motivate local people to participate in village development. Further with increasing public demands for local development and restricted availability of Government Funds, full and sustainable development can take place only if public contributions are mobilized for village development.

To be asset less, unemployed, illiterate, destitute and yet over worked, tired and weak is the lot of women in India. Yet, although accorded little social status or recognition, women's earnings are frequently essential to the survival of the family. In many cases, women are the actual de facto heads of the family by virtue of desertion, migration, illness, unemployment or the addictive habits of their husbands. At the same time, through their lack of recognition is society; women are powerless, deprived of access to improved means of production through credit, technical advice, training etc., Hence promoting micro credit with groups of women is increasingly seen as the panacea for reducing poverty and empowering women. In the past decade, the Indian government, NABARD and various non-governmental Organisations (NGO) have started a variety of group based micro credit programs based on this principle.

With women acknowledged as responsible for daily management of poor households, access to credit sources and banking services for poor women becomes a matter of great importance in poverty alleviation.

The SHGs have taken the form of a movement for women's social development in India. In fact as a strategy for women's development, they have arisen out of the perceived problem of women's lack of access to resources at both the household and the village level. Women's development has gone beyond the economic dimension and place emphasis on issues relating to equality, autonomy and self-reliance at the individual level and on solidarity of the community (of women) at the group level. As a group-oriented model, SHGs in India is a mechanism for women's development to bring in individual and collective empowerment through improvement in both 'condition' and 'position' of women. Women are organized as collectives towards the overall goal of achieving gender equality as well as sustainable, comprehensive community development. Unlike the self-help projects in Kenya, the SHGs in India are primarily micro-credit groups and the direct objective of micro-credit is to improve the 'condition' of women. Women in India are mobilized to protest against domestic violence, legal discrimination, rising prices, dowry, Prohibition of liquor, rape, child marriage, female infanticide, sexual abuse, domestic violence, male alcoholism and so on. In dealing with women's strategic interests, women participate in collective activities through SHGs to address these strategic needs. In the process, it aims to empower women with

several forms of power.

Self Help Group (SHG) is a process by which a group of 10 – 20 women with common objectives are facilitated to come together voluntarily to participate in the development activities such as saving, credit and income generation thereby ensuring economic independence. The principles underlying the SHGs are financing the poorest of the poor, and achieving holistic empowerment. SHG phenomenon certainly brings group consciousness sense of belonging and adequate self-confidence among women. What she cannot achieve as an individual, can accomplish as a member of group with sufficient understanding about her own rights, privileges, roles and responsibilities as a dignified member of society in par with man. When she becomes a member of SHG, her sense of public participation, enlarged horizon of social activities, high self-esteem, self-respect and fulfillment in life expands and enhances the quality of status of women as participants, decision makers and beneficiaries in the democratic, economic social and cultural spheres of life. Thus undoubtedly SHG can be an effective instrument to empower women socially and economically by which the implication on the overall development of women is indisputably possible particularly for a country like India wherein still large segment of women population are underprivileged, illiterate, exploited and deprived of basic rights of social and economic spectrum.

The experiences of SHGs in many countries have been proving great success as an effective strategy and approach in recent years. Group-oriented efforts in the form of Micro-credit groups in different countries of Latin America, Africa and Asia are examples of current self-help efforts. The grameen groups in Bangladesh, Local self-help development efforts - harambee in Kenya, Tontines or Hui with 10 to 15 members involved in financial activities through cash or kind in Vietnam, self-help efforts through credit unions, fishermen groups, village-based banks, irrigation groups etc in Indonesia, the self-help groups (SHGs) in countries like Thailand, Nepal, Sri Lanka and India are successfully proving forms of micro-credit groups or SHGs.

Statement of the Problem

A self-help group (SHG) is a voluntary association of people with common goal. The concept of 'Self Help Group' appears to be a good alternative strategy to involve people in the development process. In these circumstances it is felt important and necessary to study the of profile variables on enterprise involvement of women entrepreneurs.

Hence, the present study is undertaken to analyse the of profile variables on enterprise involvement of women entrepreneurs for Madurai, Ramnad and Dindigul districts of Tamil Nadu.

Period of Study

The field survey was conducted from September 2015 to March 2016 for the collection of primary data. The reference period of the survey was 2015-2016.

Objectives of the Study

The basic objectives of the study have the of profile variables on enterprise involvement of women entrepreneurs.

Sampling Design

For the purpose of primary data collection, three districts namely Madurai, Ramnad and Dindigul have been selected the main reason for selecting these districts is that the former are

a developed district, the middle is backward one and the last is developing district. Out of the total of 450 sample women Micro entrepreneurs each 150 from the districts were randomly selected from SHGs functioning under NGOs and Mahilar Thittam Schemes in each block of three districts by using proportionate sample method.

Tools for Analysis

For analysis the data collected during the investigation the following statistical tools were used based on the nature of data and relevance of information required.

Multiple Regression

When a factor is dependent on more than one, analysis will not reveal the relationship. For this purpose, multiple regression technique was used to reveal the existence of non-linear relationship between the dependent and independent variables which are in internal scales. Hence, the Log Linear Multiple Regressions was applied to identify the variables (profile) which influence the entrepreneur's involvement index of the following form.

$$\text{Log } Y = \beta_0 + \beta_1 \text{Log } X_1 + \dots \beta_{12} \text{Log } X_{12} + u$$

where,

Y = Enterprise Involvement Index

X₁ X₁₂ = Independent variables

β₀ β₁₂ = Regression Co-efficient

β₀ = Intercept or constant term.

u = Error term.

Which are converted into log linear form.

$$\text{Log } Y = \text{Log } \beta_0 + \beta_1 \text{log } X_1 + \dots \beta_n \text{log } X_n + c$$

Profile of the Study Area

The usefulness of any research study can be fully appreciated only when the results are studied with the demographic features such as location. Hence, an attempt is being made to present a brief profile of the study area (Madurai, Ramnad and Dindigul) and analyse the general profile of entrepreneurs in the study areas.

Limitations

The study suffers from certain limitations. One of the important limitations is that though there are large numbers of self-employment programmes functioning in Tamil Nadu, the present study is confined only to the women entrepreneurs working under SHGs in Madurai, Ramnad and Dindigul districts. Thus the findings can be generalized only to certain extent. The omission is mainly due to the non-availability of some secondary data.

Impact of Profile Variables on Enterprise Involvement

The impact study is essential for some policy implication to enrich the enterprise involvement among the entrepreneurs. The scores of independent (Profile variables) and dependent variables (enterprise involvement index) are included for the analysis. The multiple regression analysis is used to find out the impact of profile variables on enterprise involvement. The fitted regression model is

$$\text{Log } Y = b_0 + b_1 \text{log } x_1 + b_2 \text{log } x_2 + b_3 \text{log } x_3 + b_4 \text{log } x_4 + b_5 \text{log } x_5 + b_6 \text{log } x_6 + b_7 \text{log } x_7 + b_8 \text{log } x_8 + b_9 \text{log } x_9 + b_{10} \text{log } x_{10} + b_{11} \text{log } x_{11} + b_{12} \text{log } x_{12} + u$$

..... (1)

Where,

- Y = Enterprise index of the respondents
- X1 = Age of the respondents
- X2 = Education of the respondents
- X3 = caste of the respondents
- X4 = type of family of the respondents
- X5 = marital status of the respondents
- X6 = family size of the respondents
- X7 = Earning members per family of the respondents
- X8 = occupational background of the respondents
- X9 = material possession of respondents
- X10 = monthly income of the respondents
- X11 = Family income of the respondents
- X12 = personality index of the respondents
- u = error term
- $b_0, b_1 \dots b_3$ = regression coefficients of the independents variables.

The regression analysis is carried out for good performer, poor performer and the total entrepreneur. The resultant regression coefficients of profile variables on enterprise involvement are shown in Table 1

TABLE 1
Impact of Profile Variables on Eii in Madurai District

Sl. No.	Profile Variable	Regression Coefficient		
		Good performer	Poor performer	Pooled
1.	Age	0.2916*	0.0721	-0.1321*
2.	Education	0.1926	0.1451*	-0.0431
3.	Caste	0.1315	-0.0151	0.1511*
4.	Nature of family	-0.1521*	0.1122	0.0142
5.	Marital status	-0.0722	0.1541*	-0.0918
6.	Family size	-0.1121	-0.1311	0.2861
7.	Earning members	0.1022	-0.2314	-0.1124
8.	Occupational background	0.12311	0.1122	0.1451
9.	Material possession	0.1422*	0.1311	0.1922
10.	Monthly income	0.0619	0.1721*	0.2816*
11.	Family income	0.0618	0.0911	0.0980
12.	Personality traits	0.2315	0.1261	0.2916*
13.	Intercept	2.6731	1.8615	2.7515
14.	R ²	0.5261	0.5711	0.6121
	F – Statistics	19.2411	16.2411*	15.2261*

Source: Primary Data

* Significant at 5 per cent level

Table 1 reveals that the significant influencing profile variables on enterprise involvement among the good performers are age, nature of family and material possession. An additional percentage increase in age and material possession of the good performer could increase the enterprise involvement by 0.2916 and 0.1521. At the same time, one percent increase in nature of family of the good performers leads to decline in enterprise involvement by 0.1521 per cent. Among the poor performers, the significantly influencing variables are education, marital status and monthly income. It indicates that One per cent increase in education, marital status and monthly income could increase the enterprise involvement by 0.1451, 0.1541 and 0.1721 per cent respectively.

The regression analysis for the pooled data reveals that by one percent increase in caste, monthly income and personality traits of the entrepreneurs, their enterprise involvement could be increased by 0.1511, 0.2816 and 0.2916 per cent respectively. The one percent increase in Age and earning members per family results in decline of enterprise involvement by 0.1321 and 0.1124 per cent respectively. The coefficient of determination conveys that the changes in enterprise involvement explain the changes in independent variables to the extent of 61.21 per cent. The fitted regression model is viable since its 'F' statistics is significant at 5 per cent level.

The impact of profile variables on EII in Ramnad district is presented in Table 2.

TABLE 2
Impact of Profile Variables on Eii in Ramnad District

Sl. No.	Profile Variable	Regression Coefficient		
		Good performer	Poor performer	Pooled
1.	Age	-0.2911*	-0.3415*	-0.3315*
2.	Education	0.3115*	0.1921	0.3141*
3.	Caste	0.1919	0.1411	-0.1661
4.	Nature of family	-0.1822	0.1922	0.1341
5.	Marital status	-0.7214	-0.2415	-0.1921
6.	Family size	-0.3362*	-0.4311	-0.3761*
7.	Earning members	0.3462*	0.2214	0.2741*
8.	Occupational background	0.3911*	0.2415	0.3445*
9.	Material possession	0.2516	0.2661*	0.2515
10.	Monthly income	0.1922	0.1921	0.1921
11.	Family income	0.2761	0.2661	0.2416
12.	Personality traits	0.4392	0.3772*	0.3761*
13.	Intercept	2.8762	1.8613	2.9361
14.	R ²	0.7215	0.7762	0.6621
	F – Statistics	22.6514	19.4361*	18.2415*

Source: Primary Data

* Significant at 5 per cent level

Table 2 it has been observed in the case of entrepreneurs in Ramnadi district, the significant influencing profile variables on enterprise involvement among the good performer are age, education, family size, earning member per family, occupational background and personality traits. An additional percentage increase in education, earning member per family, and occupational background and personality traits of the good performer could increase the enterprise involvement by 0.3115, 0.3362, 0.3911, and 0.3362 per cent respectively. At the same time, one percent increase in age and family size of the good performers leads to decline in enterprise involvement by 0.2911 and 0.3362 per cent.

Among the poor performers, the significantly influencing variables are age, material possession and personality traits. The change in the included independent variables explains the change in enterprise involvement bring the poor performer to the extent of 77.62 per cent only. The remaining 22.38 per cent change in enterprise involvement is explained by the change in unknown variables in the analysis.

The regression analysis for the pooled data reveals that by one percent increase in education, earning member per family, occupational background and personality traits of the entrepreneurs, their enterprise involvement could be increased by 0.3141, 0.3761 and 0.3445 per cent respectively. The one percent increase in Age and family size results in decline of enterprise involvement by 0.3445 per cent respectively. The coefficient of determination conveys that the changes in enterprise involvement explain the changes in independent variables to the extent of 66.21 per cent. The fitted regression model is viable since its 'F' statistics is significant at 5 per cent level.

The impact of profile variables on EII in Dindigul district is presented in Table 3.

TABLE 3
Impact of Profile Variables on Eii in Dindigul District

Sl. No.	Profile Variable	Regression Coefficient		
		Good performer	Poor performer	Pooled
1.	Age	0.2915*	0.0711	-0.1342*
2.	Education	0.1921	0.1432*	0.0422
3.	Caste	0.1146	0.0142	0.1624*
4.	Nature of family	-0.1431*	0.1132	0.0154
5.	Marital status	-0.0666	0.1511*	-0.0911
6.	Family size	-0.1122	-0.1321	0.2861
7.	Earning members	0.1123	-0.2314	-0.1142
8.	Occupational background	0.1511	0.1142	0.1561
9.	Material possession	0.1421*	0.1341	0.1921
10.	Monthly income	0.0715	0.1761*	0.2861*
11.	Family income	0.0714	0.0819	0.0811
12.	Personality traits	0.2315	0.1214	0.2919*
13.	Intercept	2.6761	1.8612	2.7361
14.	R ²	0.5261	0.5716	0.5661
	F – Statistics	19.2415	17.2516*	15.2246*

Source: Primary Data

* Significant at 5 per cent level

Table 3 reveals that the significant influencing profile variables on enterprise involvement among the good performer are age, nature of family and material possession. An additional percentage increase in age, education and material possession of the good performer could increase the enterprise involvement by 0.1432, 0.2915 and 0.1421.

Among the poor performers, the significantly influencing variables are education, marital status and monthly income. The change in the included independent variables explains the change in enterprise involvement bring the poor performer to the extent of 57.61 per cent only. One per cent increase in the marital status and monthly income could increase the enterprise involvement by 0.1511 and 0.1761 per cent at the same time one percent increase in education of the poor performer leads to decline in enterprise involvement by 0.1432 per cent.

The regression analysis for the pooled data reveals that by one percent increase in caste, monthly income and personality traits of the entrepreneurs, their enterprise involvement could be increased by 0.1624, 0.2861 and 0.2919 per cent respectively. The one percent increase in Age and earning members per family results in decline of enterprise involvement by 0.1342 and 0.1142 per cent respectively. The coefficient of determination conveys that the

changes in enterprise involvement explain the changes in independent variables to the extent of 56.61 per cent. The fitted regression model is viable since its 'F' statistics is significant at 5 per cent level.

Summary of Findings

A self-help group (SHG) is a voluntary association of people with common goal. The concept of 'Self Help Group' appears to be a good alternative strategy to involve people in the development process. Profile variables on enterprise involvement among the good performers are age, nature of family and material possession. An additional percentage increase in age and material possession of the good performer could increase the enterprise involvement by 0.2916 and 0.1521. The regression analysis for the pooled data reveals that by one percent increase in caste, monthly income and personality traits of the entrepreneurs, their enterprise involvement could be increased by 0.1511, 0.2816 and 0.2916 per cent respectively. The change in the included independent variables explains the change in enterprise involvement bring the poor performer to the extent of 77.62 per cent only. The remaining 22.38 per cent change in enterprise involvement is explained by the change in unknown variables in the analysis. The one percent increase in Age and family size results in decline of enterprise involvement by 0.3445 per cent respectively. The coefficient of determination conveys that the changes in enterprise involvement explain the changes in independent variables to the extent of 56.61 per cent. The fitted regression model is viable since its 'F' statistics is significant at 5 per cent level.

Suggestions

The success stories of existing women entrepreneurs should be told to others to update their knowledge about entrepreneurship, the news bulletin for self-help groups bearing this information should be made available to every self-help group and publicity through T.V. interviews with successful women will also help to develop new entrepreneurs. Information Technology Centres may be established in each and every Taluk Head Quarters in all districts, so that the entrepreneurs need not go to many institutions to know about different services offered to them. Meeting for the members for sharing their difficulties and achievements in entrepreneurial ventures should be arranged periodically.

Based on the differences in various indicators of women's performance skills and knowledge indicated by this study, it is suggested that the Government and voluntary agencies should play an active role in encouraging women to take up challenges and in addressing gender inequalities within the household and community. Also the very small number of women reporting a positive impact in relation to some of the entrepreneurship indices, and the apparent absence of others, it is suggested that women's entrepreneurship is not an automatic result from participating in SHGs and that there is scope for promoting it far more explicitly than what has been practiced already.

During the last decade the commercial banks through their branches in our country have touched with micro credit less than 15 percent only of the people living in below the poverty line in rural areas. This disheartening fact is desirable to widen the coverage of the programme in all villages especially to the drought prone and backward areas. Also it is expected that the population of Scheduled Castes and Tribes, in close collaboration with accredited NGOs could promote their SHGs, train and link them with micro-credit; the State Government and voluntary institutions may create conducive environment and social infrastructure for the growth of sustainability of entrepreneurship among them.

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