

A STUDY ON QUALITY OF WORK LIFE OF WOMEN ENTREPRENEURS

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Abstract

The present study is to identify the quality of life of women entrepreneurs in Tiruchirappalli District, Tamil Nadu. The universe of the study is women entrepreneurs who are also members of women self help groups in Tiruchirappalli district. The respondents of the study are 100 women entrepreneurs who are members of women self help groups. A convenient sampling method is used to collect the data. It is concluded from the findings of the study that the majority of the respondents have a better quality of life. Hence it is clear that the women entrepreneurs are treating equally their economic activity as well as their family. A variety of family welfare-oriented programs and therapies are to be organized by government and voluntary organizations would bring even better impact among the beneficiaries as they are potential users of such programs. women cells are to be introduced to help the women entrepreneurs to have better psychological well being.

Key Word: *Women Entrepreneurs, family welfare, Quality of Work Life.*

Introduction

Today, women in superior market economics hold more than 25 percent of every business, and women-owned businesses in Asia, Africa, Eastern Europe, and Latin America are growing swiftly. In several regions of the world, revolution to the market economy, women entrepreneurs are a growing drift. However, in India, the real participation of women on income-generating actions is rather unacceptable, lone eight percent of the small scale manufacturing units are owned and operated by women. Women entrepreneurship is the method where women systematize all the factors of undertaking risks, production and provide employment to others. The women entrepreneurship has not at all been differentiate on the source of sex and thus could be extended to women entrepreneurs without any restraint.

The women entrepreneurship and the creation of business networks are progressively increasing; there are a number of problems and obstacles that women entrepreneurs face. One

major challenge of many women entrepreneurs face is the effect that the traditional gender-roles society may still have on women. Entrepreneurship is still considered as a male conquered field, and it may be hard to exceed these conventional views. Other than dealing with the dominant typecast, women entrepreneurs face several obstacles related to their businesses. Shouldering dual roles makes women entrepreneurs struggle for their quality of life.

Review of Literature

Sundari (2019) examined to find out the reasons for starting a business by women entrepreneurs in the study area and also analyses the various business avenues open and utilize by women entrepreneurs. The paper also throws light on the income earned by women entrepreneurs and how they supporting other sources of income. It also analyses problems faced by women entrepreneurs and the Government support for women entrepreneurs to start a business of their own. Finally, a paper comes with some important findings, which are relevant to the progress of women entrepreneurship in the study area.

Suchitra (2020) analyzed throw light on the income earned by women entrepreneurs and how they underneath other sources of income. It also analyzes problems faced by women entrepreneurs and the Government support for women entrepreneurs to start a business of their own. Finally, the paper comes with some imperative findings, which are related to the progress of women entrepreneurship in the study area. They gained the thrust for the last three decades with the extend in the number of women enterprises and their substantive contribution to economic growth.

Objectives of the Study

- To study the demographic data of the respondents.
- To identify the quality of life of women entrepreneurs.

Research Methodology

A descriptive research design is used for the present study. The universe of the study is women entrepreneurs who are also members of women self-help groups in the Tiruchirappalli district. The respondents of the study are 100 women entrepreneurs who are members of women self-help groups. A convenient sampling method is used to collect the data.

Findings of the Study

A modest (43%) of the respondent were facilitators of self help groups. Majority of the respondents have undergone training programs before starting self-employment activity. A vast

majority of the respondents (88%) agreed that they have got economic benefit through membership in self help group. A vast majority of the respondents (98%) opined that their involvement in self help group is very useful for them to improve their general awareness. More than 3/5th of the respondents (64%) having self employed for about 1-5 years. Nearly 2/5th of the respondents started their self employment by the motivation & encouragement of their spouses (34%). A little less than 3/4th of the respondents (69%) were doing their self employment activity individually along with the help of their spouses. More than half (65%) of the respondents started their self employment out of their family situation. A high percent of the respondents (82%) underwent training for their entrepreneurship. A little more than half (51%) of the respondents under- went the training offered by the government welfare schemes. The above table shows the entrepreneurial activities of the respondents. (75%) of the respondents started their self employment activity with help of their family.

A majority (72%) of the respondents' spouses give fullest support to the respondents. Less than half of the respondents (44%) opined that the social acceptance they receive as excellent. A little more than half of the respondents (59%) felt that their overall performance in their self employment activity is good. Majority of (76%) of the respondents agreed that they are able to concentrate their family equally. A vast majority of the respondents (87%) felt that they were able to take care of their children`s health. A vast majority of the respondents (87%) felt that they were able to take care of their children`s education. More than half of the respondents (63%) felt that they have job involvement in their occupation. More than half (59%) of the respondents were not able to take care of their health.

That more than half (57%) of the respondents have a high quality of life. Remaining 43% of the respondents have a low level of quality of life. It is also inferred from this table that though the respondents are busy with their entrepreneurial activities they are able to manage and cope well with their life and maintain the quality of their life. As economically independent and contributors of the family they are shouldering and balancing their life is shown in this table. The respondents expressed that they are having enough support from their spouses and other family members which helps them to keep their life happy and satisfied.

Conclusion

It is concluded from the findings of the study that majority of the respondents have better quality of life. Hence it is clear that the women entrepreneurs are treating equally their economic

activity as well as their family. Variety of family welfare oriented programs and therapies are to be organized by government and voluntary organizations would bring even better impact among the beneficiaries as they are potential users of such programs. Free and voluntary periodic counseling and guidance services through district industrial centers and women cells are to be introduced to help the women entrepreneurs to have better psychological well being.

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