

CHAPTER 1

INTRODUCTION

The past decades of Indian economy makes it evident that the structure of ownership in the industrial sector, in agriculture, in trade and commerce sectors has changed drastically. Today, India is witnessing the emergence of a large number of entrepreneurs, but there is definitely potential for many more. An entrepreneur can be defined as one who initiates and establishes an economic activity or enterprise. Entrepreneurship thus refers to the general trend of setting up new enterprises in a society (Begum, 1993). The International Labour Organization defines an entrepreneur as a person with a set of characteristics that typically includes self-confidence, result-oriented, risk taking, leadership, originality and future oriented. In India, entrepreneurship is considered as one of the best means of triggering economic and social development. The impact of entrepreneurs as the engine for the economic growth is well recognized globally. As the early history of entrepreneurship in India is intimately associated with the country's culture, customs and traditions, entrepreneurship often evolved along with societal etiquette .

Women entrepreneurs are highly increasing in the economies of almost all countries. The hidden business potentials of women have been increasing with the growing sensitivity to the role and economic status in the society. The knowledge, skill and compliance in business are the core reasons for women to come forward into business ventures. Women entrepreneurs engage in business due to push and pull factors which give confidence to women to have a self-sufficient occupation and status on their feet. Logic towards independent decision making on their life and career is the motivational factor behind this insists on 'Women Entrepreneur' is a person who accepts challenging role to meet her personal desires and turn out to be economically independent. A strong desire to do enormous positive is an integral quality of entrepreneurial women, who is competent of contributing values in both family and social life. With the introduction of media, women are conscious of their own qualities, rights and also the work situations. The glass ceilings are shattered and women are found indulged in every line of business from Achar to Telecommunication. Right efforts in all areas are vital in the development of women entrepreneurs and their greater involvement in the entrepreneurial activities.

1.2 SIGNIFICANCE OF THE STUDY

The significance of studying the role of women entrepreneurs in the inclusive development of Kannur district lies in its potential to foster economic growth, social

equity, and sustainable development within the region. By understanding and promoting the contributions of women entrepreneurs, the study can uncover opportunities to enhance financial inclusion, create employment opportunities, and empower marginalized communities. Additionally, it can shed light on the unique challenges faced by women entrepreneurs in accessing resources, navigating market dynamics, and overcoming societal barriers, thereby informing policies and programs aimed at promoting gender equality and fostering a more inclusive and resilient economy in Kannur district.

1.3 STATEMENT OF THE PROBLEM

Development of an economy is possible only through entrepreneurship. Entrepreneurship is one of the important factors of industrialization. In the absence of entrepreneurship, industrialization cannot take place. Entrepreneurs are playing an important role in the economic development of underdeveloped country. Women's skills and knowledge, their talents and abilities in business and a compelling desire of wanting to do something positive are some of the reasons for the women entrepreneurs to organize industries. Empowering women in entrepreneurship leads to break the inequalities and reduce poverty. In the MSE sector worldwide, women make up one population and in manufacturing they constitute one-third of the global labour force. In addition to their economic and income-generating activities, i.e. as breadwinner of a family, unpaid family worker, service providers in the communities and mother/care-taker of the family. Thus the study on home based women entrepreneurs in Kannur district and the study aims at undertaking the entrepreneurial development among women highlights their motivational force and relationship between socio-economic backgrounds of women entrepreneurs.

1.4 OBJECTIVES OF THE STUDY

- To measure the role of women entrepreneurs in economic development
- To analyze the performance of women entrepreneurs and the problem faced by them.
- To examine the factors leading to successful women entrepreneurs
- To examine the socio-economic background of the women entrepreneurs.
- To offer suggestions towards facilitating growth of women entrepreneurs

1.5 SCOPE OF THE STUDY

The study focuses on the women entrepreneurs in Kannur district of Kerala. The selected district with its good infrastructural facility, offers sound prospects for industrial developments. The scope of the study encompasses women entrepreneurs in Kannur district

only and examines the socio-economic background and the problems faced by them. The development of society requires full participation by all section of the population including women. Involvement of women in entrepreneurial activities would ensure effective utilization of labour, generation of income and hence improvement in quality of life. The study seeks to examine their various home based entrepreneurial activities in the society. Thus, the study carries a great importance as to the position of entrepreneurial activities among women in Kannur District.

1.6 RESEARCH METHODOLOGY

Research methodology is a way to systematically solve the research problem. It may be understood as a science of study. How research is done scientifically. It is the back bone of project work. It names that the way want researcher select his sample size, methods of data collection, various tools used for studying the problems with certain objectives.

SOURCES OF DATA

The main source of data are primary data and secondary data

Primary data

Primary data are collected through questionnaire and personel interview

Secondary data

The secondary data have been collected from magazines, newspaper and from internet

Sample size

The sample were collected from different women entrepreneurs in Kannur district. A total of 50 respondents were selected for his study

TOOLS OF DATA ANALYSIS

- ❖ Simple bar diagram
- ❖ Pie diagram

1.7 LIMITATIONS OF THE STUDY

- Due to time constrains only a limit sample size taken and analyzed still a larger sample size could increase the accuracy in the result
- The area of study is limited to Kannur district only. Hence the result may not be true for other geographical area.
- Quality of information highly depended on the knowledge of the respondent.
- There is only a limited time to collect data for preparing project report.
- The response of the respondents may or may not be genuine.

1.8 CHAPTER SCHEME

The study has been arranged into 5 chapters.

- The first chapter deals with introduction, statement of the problem, objectives, scope, research methodology and limitations of the study.
- The second chapter deals with Review of literature
- The third chapter deals with theoretical frame work.
- The Fourth chapter includes analysis and interpretation of collected data.
- Fifth chapter deals with summary, findings, suggestions and conclusion of the study.