

Job Satisfaction Among Women Entrepreneurs - A Study with Special Reference to Women Entrepreneurs in Thanjavur District of Tamil Nadu

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Abstract: Pandit Jawaharlal Nehru said, “To awaken the people it is the woman who must be awakened. Once she is on the move the family moves, the village moves, the nation moves”. Women are the mother of the race and are the liaison between generations. Indian culture gives much importance to women and therefore India has been symbolized as mother India keeping in view consummate qualities of women like patience, endurance, love, affection, sympathy and generosity. The history of India reveals distinct stages of raises and fall in the status of Indian women. When we turn back to the pre-historic periods, we see men and women as hordes leading a nomadic life. And women in those times were then treated on par with men. Women’s role at home and outside was as important as that of men. Later when the customs of marriage arose, there developed in turn, the home and the family. It was the women who reared the children, took care of the household and performed the general domestic labor, leaving men to do most of the outside work and so women mostly confined themselves within four walls of the house, as a result of which, slowly, they were made to withdraw their roles from the outside world. In the cycle of times their values were forgotten, status downgraded and position demoted and they were looked down upon as an inferior creature. But in the modern era women have realized that they have a personality of their own as a human being and vision in life which does not end with becoming nearly a good wife and a wise mother but also have realized that they are the member of the civic community. Thus modern women not having passive life and they are prepared to express and show their individuality in various part of life. As a result of education women’s economic horizon expanded considerably and they began to feel that they must earn their own living.

1. INTRODUCTION

The human resources are multidimensional in nature. Entrepreneurs are one of the important human resources for development of a nation. They can be said as the total knowledge, skills, creative abilities, talents, aptitudes, values, attitudes, approaches and beliefs of the individuals involved in the affairs of becoming an Entrepreneur. In the modern era, women do contribute for nation development by becoming an entrepreneur and their contributions also becomes part of the human resource. According to the economic survey (2008-2009) there are 2930 women entrepreneurs in Tamil Nadu which constituted 30% of the entrepreneurs on the whole. Women entrepreneur is any women who owns and manages an enterprise or small scale unit, who accepts challenging role to meet the personal needs and become economically independent. They can also be defined as the women or a group of women who initiate, organize and operate a business enterprise.

The Government of India has defined women entrepreneurs as an enterprise owned and controlled by women having a minimum financial interest of 51 per cent of the capital and giving at least 51 per cent of the employment generated in the enterprise to women. Independent decision-making on their life and career is the motivational factor behind the urge of women entrepreneurs who is also saddled with household chores and domestic responsibilities. In such a scenario the women entrepreneurs choose a profession as a challenge and urge to do something new as a push factors due to family compulsion and the responsibility entrusted upon them and become one of the main human resources for the national contributions. Women entrepreneur face many problems to carry out their job due to their day today obstacles like family ties, male dominated society, lack of education, social barriers, shortage of raw materials, problem of finance, tough competition, high cost of production, low risk-bearing capacity, limited mobility, lack of entrepreneurial aptitude, limited managerial ability, legal formalities, exploitation by middle men and lack of self-confidence etc.

2. REVIEW OF LITERATURE

2.1 Aparna V. Singh (2012)

The study was conducted online on Women and entrepreneurship in India. The data was collected among 114 women entrepreneurs across the country. The results are 58% of the entrepreneurs had started their businesses between the ages of 20 – 30 years, Bangalore leads all other cities head and shoulders in the presence of women entrepreneurs, Professional services, IT/ITES, Apparel/accessories and Food & Beverages are the four major sectors in which women own businesses that falls 59% of the total women entrepreneurs, The majority of women-owned businesses are micro-enterprises or small/mid-sized businesses, with 73% of respondents reporting a revenue of under Rs.10,00,000 (Rs. Ten lakhs or One million) in the last financial year, 57% of women entrepreneurs had started their businesses alone, while 35% had a co-founder and 8% were part of teams that involved more than 2 co-founders, 60% of women entrepreneurs started their business with a capital of under Rs.1,00,000, and personal funds and savings were used to start the business in a majority of cases. However, 30% of those surveyed stated that they had used more 1 source of funding; the majority of the respondents 81% choose growth and 53% of respondents choose profitability related goals (81 and 53% respectively)

3. METHODS AND PROCEDURES USED IN THIS STUDY

3.1 Aims and Objectives

- The aim of the present study to find out the level of job satisfaction among Women entrepreneurs.
- To suggest suitable measure to enhance their job satisfaction.

3.2 Universe and Sample

The universe of the present study consists of 512 women entrepreneurs who involved

themselves in textile business, catering, preparing homemade food products etc., under the Self Help Group scheme in one of the reputed NGO in Thanjavur. Census method was adopted and the data was collected from 300 women entrepreneurs who visited the NGO during the period 1st June to 30th July 2012.

3.3 Measures

The researcher used questionnaire as a tool for collecting the data for the present study, since the respondents are educated and competent enough to answer the questions. The first part of the questionnaire covered the questions pertaining to socio - demographic data. Added to this a standardized tool on Job Satisfaction Inventory developed by Amar Singh and Sharma (1986) was used. The scale has both positive and negative statement. The scale has two main dimension namely Job intrinsic and job extrinsic. Job intrinsic has two more sub dimensions namely job concrete and job abstract. Job extrinsic have three more sub- dimensions namely psycho- social statements, economic statements and community/ National growth. The reliability of this scale is 0.746.

3.4 Discussion

Regarding the socio economic aspect nearly three -fourth of the respondents (67%) are in the age group of 31-35 years it shows that more number of middle age women are the entrepreneurs. Majority of the respondents (84%) are belonging to the Hindu community and backward class. Vast majority of the respondents are married and are from rural background. It reveals that compared to urban women, the rural married women have more courage to become an entrepreneur. Three- fourth of the respondents (75%) have studied only up to high secondary level, this portrays that highly educated people are not willing to take the risk of becoming an entrepreneurs. More than half of the respondents (58.7%) are from nuclear families who were encouraged to start a small scale business. Nearly half of the respondents (48%) had only 2 years of experience in this field. Nearly half of the respondents (48%) are doing business of homemade food product like pappad, pickle, masala items etc. More than half of the respondents (53%) family monthly income falls between Rs.2500-Rs.3500. It reveals that more number of low income group women was becoming an entrepreneur.

It is inferred that nearly half of the respondents have low level of overall job satisfaction (48%), regarding various dimension of job satisfaction nearly half of the respondents have low level of job concrete(47%), exactly half of the respondents have low level of job abstract (50%), nearly half of the respondents have low level of job intrinsic and psycho social (46%) respectively, nearly half of the respondents have low level of economic (45%) , more than one third of the respondents have low level of community and national growth (42%) and nearly half of the respondents have low level of job extrinsic (46%). It was also inferred that married respondent (45%) and respondents from nuclear family system (49%) have low level of job satisfaction.

One way analysis has been used to find out the difference between the various dimensions of job satisfaction with the native place of the respondents. There is a significant difference among the various native place of the respondents with regard to various dimension

ANNEXURE: 1**Table 1: Inter- correlation matrix among various dimension of job satisfaction**

Dimensions	Job concrete	Job abstract	Job intrinsic	Psycho social	Economic	Community & national growth	Job extrinsic	Over all Job satisfaction
Job concrete	1.000							
Job abstract	0.169*	1.000						
Job intrinsic	0.630**	0.720**	1.000					
Psycho social	0.409**	0.309**	0.525**	1.000				
Economic	0.401**	0.373**	0.356**	0.422**	1.000			
Community & national growth	0.388**	0.453**	0.637**	0.287**	0.162**	1.000		
Job extrinsic	0.484**	0.535**	0.671**	0.833**	0.638**	0.689**	1.000	
Over all Job satisfaction	0.636**	0.696**	0.876**	0.773**	0.580**	0.684**	0.945**	1.000

** Significant at 0.01 level

of job satisfaction namely job concrete, job abstract, job intrinsic, psycho social, job abstract, job intrinsic, psycho social, job extrinsic and overall job satisfaction. Hence the respondents from rural background has more audacity to take risk in their field and more satisfied with their job. Karl Pearson's Co- Efficient test has been used to find out the difference between the various dimensions of job satisfaction with the monthly income of the respondents. There is a significant relationship between the various dimension of job satisfaction and monthly income of the respondents. Perhaps the respondents those who earn enough money for improving their family status have satisfaction in their job.

4. IMPLICATIONS OF THE STUDY

For enhancing the status of women entrepreneurs and increase their level of job satisfaction the following suggestion can be incorporated

1. It should be mandatory that Women Entrepreneur have to participate in the planning, policy making and developmental aspects.
2. Women Entrepreneur should be given equal importance in job oriented educational schemes, curriculum structure and skills development programmes. Because it will help to develop their technical knowledge.
3. Women entrepreneurs should be given capacity building training programmes especially in the area of management skills, professional competence, leadership skills and vocational training for better administration and for understanding the production process and production management.
4. Encourage them in decision making process. It helps them to get self-confidence.

5. Training and counseling services must be given to the women entrepreneur to overcome their family problem as well as their entrepreneurial problems. Counseling can be provided to them through the aid of committed NGO's, psychologist, managerial experts and technical personnel to recognize their own psychological needs and express them.
6. Continuous monitoring programmes, entrepreneurial developmental programmes and marketing strategies development programme can be given periodically to the women entrepreneurs' in order to enhance and sustainability in their career.

When the above mentioned implications are followed naturally the level of job satisfaction of the women entrepreneurs will be enhanced.

5. CONCLUSION

A smart woman is able to pick up a job any day, but if she becomes an entrepreneur she can provide a livelihood to at least five more women. Highly educated, technically qualified and professionally sound women should be encouraged for managing their own business, rather than dependent on wage employment outlets. The unexplored talents of young women can be identified, trained to become an entrepreneur to increase the human resources and nations production.

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