

Quality of life among women entrepreneurs in Trichy

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Abstract: *This descriptive study on quality of life among the women entrepreneurs was conducted among the women entrepreneurs who are married. The universe of the study consists of women entrepreneurs who are also members of women self help groups in Thiruverumbur block , Trichy. The study was conducted with 100 women entrepreneurs by using convenient sampling method. 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.*

Keywords: *Women entrepreneurs, married women, family, entrepreneurial activity and quality of life.*

I. Introduction

Female entrepreneurs, also known as women entrepreneurs, encompass approximately 1/3 of all entrepreneurs worldwide.

Traditionally, an entrepreneur runs a small business and assumes all the risk and reward of a given business ventures, ideas, or goods or services offered for sale. The entrepreneur is commonly seen as a business leader has been defined as "a person who organizes and manages any enterprise, especially and innovator of new ideas and business processes." Entrepreneurs tend to be good at perceiving new business opportunities and they often exhibit positive biases in their perception pro-risk-taking attitude that makes them more likely to exploit the opportunity. "Entrepreneurial spirit is characterized by innovation and risk-taking." While entrepreneurship is often related with new, small, for-profit start-ups, entrepreneurial behavior can be seen in small-, medium- and large-sized firms, new and established firms and in for-profit and not-for-profit organizations, including voluntary sector groups, charitable organizations and government.

Though female entrepreneurship and the formation of women business networks is steadily increasing, there are a number of problems and obstacles that women entrepreneurs face. One major challenge that 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-dominated field, and it may be difficult to surpass these conventional views. Other than dealing with the dominant stereotype, women entrepreneurs are facing several obstacles related to their businesses. Shouldering dual roles makes women entrepreneurs to struggle for their quality of life.

Quality of life (QOL) is the general well-being of individuals and societies, outlining negative and positive attributes of life. It observes overall life satisfaction, including everything from physical health, psychological, family, education, employment, wealth, religious beliefs, finance and the environment. They come to business because they want to prove themselves to others, including family members (Itani et al., 2011).

In many countries, spouses work together to run the household. This also means that issues such as childcare costs acquire greater importance, along with the opportunity cost of letting go of a stable income in order to earn what may possibly be a risky venture. We cannot deny the importance of financial factors while pursuing an entrepreneurial activity. Supporting the family income (Jamali, 2009) and raising their standard of living are also Contributory motivational factors in female entrepreneurship. Family responsibilities have been a big constraint for female entrepreneurs (Mordi et al., 2010).They do not find the behavior of their husbands and other family members supportive (Jamali, 2009).

In lower -income classes, female entrepreneurship may be due to the need to meet family expenses, while among middle -income groups it can be attributed to the desire to raise the standard of living. (Nadgrodkiewicz, 2011).. This study focused on the marital life satisfaction among women entrepreneurs in Trichy.

Objectives of the study:

To study the social demographic data of the respondents
To know the women entrepreneurs' quality of life.

Research design:

Descriptive research design is used to collect the information & facts about the quality of life of women entrepreneurs in Trichy district.

Universe:

Universe of the study consists of women entrepreneurs who are also members of women self help groups in Thiruverumbur block, Trichy.

Sample size:

Sample size of the study consisted of 100 women entrepreneurs those who are members of women self help groups.

Sampling method:

Convenient sampling method was adopted to collect the data due to the busy schedule and availability of the respondents the researcher used this method.

Tools for data collection:

The researcher used self prepared and interview scheduled developed by researcher with a standardized tool on quality of life by Flanagan's quality of life scale (QOLS)

II. Findings

Findings on socio-demographic variables:

A little more than half of (57%) the respondents belonged to nuclear family. More than 1/2 of the respondents (51%) are having 1-4 members in their family. More than 1/2 of the respondents belonged to the age group of 46-55 years. More than 1/2 of the respondents (57%) belonged to Hinduism. A little less than 1/2 of the respondents (48%) belonged to backward class.

A vast majority of the respondents of (99%) were married. All the respondents were literate and educated.

Findings related to their family:

A vast majority (98%) of the respondents were having children. A high percent (76%) of respondents are already having entrepreneurs in their family. More than 2/5th of the respondents' spouses are working as coolie. More than half of the respondents (66%) were the members of self help groups about below 5 years.

Findings on entrepreneurial activities:

A little less than 3/4th of the respondent (43%) 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.

Table-1: Distribution of the respondents by their Quality of life

S.No	Marital satisfaction	No. of respondents	Percentage
1	Low	43	43
2	High	57	57
	Total	100	100

The above table shows that more than half (57%) of the respondents have high quality of life. Remaining 43% of the respondents have 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.

III. Conclusion

This descriptive study on quality of life among the women entrepreneurs was conducted among the women entrepreneurs who are married. The universe of the study consists of women entrepreneurs who are also members of women self help groups in Thiruverumbur block , Trichy. The study was conducted with 100 women entrepreneurs by using convenient sampling method. 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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