

A LEARNING OF SUSTAINABLE RURAL REGIONAL TRANSFORMATION THROUGH WOMEN ENTREPRENEURSHIP IN KANNIYAKUMARI DISTRICT**Angel. D1 and Dr.V. Bini Marin²**

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ABSTRACT

People subsistence in rural region, predominantly women hustle the burden of the world's privation. Female entrepreneurship establishment is the engine for the social economical growth in addition to environment sustainability through which feasible regional blooming for a Nation can be obtained. The main design of the study is to recognise the factors that influence sustainable rural transformation through women entrepreneurship operating three components like environment, economy and equality in area for research. Both primary and secondary data are extensively used in this study. For collecting necessary data, 55 participants have selected the rural region of the concerned universe by using simple random sampling techniques. From an empirical study it is concluded that there is an association between three factors that influence in sustainable rural transformation through women entrepreneurship (economy) with their age level of the women entrepreneurs in Kanniyakumari District namely Business opportunities, Security profile, High standard of living and also it conclude that "Gender discrimination" in factors that influence in sustainable rural transformation through women entrepreneurship (equality) is taking place first rank. Hence this study lines up to associate the factors that influence sustainable rural transformation through women entrepreneurship.

Key Words: Rural Transformation, sustainability, Female entrepreneurs, Environment factors, Economic Factors, Equality factors.

INTRODUCTION

Sustainable development is a concept that was utilised to buy Brundland commission in 1987 which was the world Commission on environment and development. Sustainability is a concept that tries to represent the balance between three factors: environment, equality and economy. Women put their footsteps in the corporate world not only as job seekers but also as job creators and protectors of the elements of surveillance. Women have finally plunged into the rural business and have become entrepreneurs. for sustainable transformationThe three isE'sfor sustainable transformation in this research is based on the fact that resources and they should be conserve and utilised wisely with a definition that prioritise a long term approach.The sustainability concept is related to what need to be sustained such a nature resource and community but it also associate with what need to be developed such as economy, individual and Society. The foreign Direct Investment Policy, technological advancements and manufactured exports in the Asia Pacific region have brought a broad range of economic and social opportunities for women entrepreneurs in rural sectors for both developing and underdeveloped countries

. Women enter into entrepreneurship due to economic factors which push them to be on their own and support them to do something independently. The determination of this paper to associate the factors that influence sustainable rural transformation like economy with dimensions related to cost efficiency relationship with the purpose of gaining profit and business opportunities and assuring risk participation and leadership of women entrepreneurs along with equality constituents with the features of social concept to the health and safety of remote villages respecting of law and regulations,gender equality by protecting the environment with the proportion of improving efficiency utilisation of resources through women entrepreneurship in Kanniyakumri District.

STATEMENT OF THE PROBLEM

Transformation through women entrepreneurs is a class of act or an activity of sculpturing a preserved regional development through particular gender with the bearer and vision in hand to forefront them toward the regulation of their own choice. But in reality, it is deceiving for women subsistence in the rural sector to have sustainable growth, especially for entrepreneurial enterprising which can submit a good shape for regional transformation .

Markably women of remote regions profile hurdles as they lack empirical and sustainable elements like education, financial freedom, equality, security, exposure and so on. Therefore this study lines up to associate the factors that influence sustainable rural transformation through women entrepreneurship with both the internal and external ingredients of sustainability under social, economical and environmental variables.

REVIEW OF LITERATURE

- **Rahabhi Mashapure (2022)** in his article entitled “Women entrepreneurship development and sustainable rural livelihoods in Zimbabwe” The main purpose of this research is to investigate factors influencing rural women entrepreneurship development and sustainable rural livelihoods in Manicaland province of Zimbabwe. A quantitative research was conducted in Manicaland province in Zimbabwe. Data were collected through structured questionnaires from 400 women entrepreneurs in various sectors. The participants were in vegetable vending, operating clothing flea markets and cross border trading. A self-administered structured questionnaire was used to collect data from participants. Structural equation modeling in SmartPLS version 3 was used to test the research hypotheses. The study established that women entrepreneurship is driven by financial factors, positive environmental factors, positive psychological factors as well as positive sociological factors for a sustainable rural livelihood.
- **Brighton Nyagadza (2022)** the article entitled “Challenges hindering women entrepreneurship sustainability in rural livelihoods: Case of Manicaland province” The main purpose of this research is to examine the challenges hindering sustainability of women entrepreneurship in rural areas of Manicaland province. Qualitative research was conducted in Manicaland province. Data were collected through interviews from 30 women entrepreneurs in the various sectors of the economy. The participants were specialised in vegetable vending, operating clothing flea markets and cross border trading. Interview guide was used to collect data from participants and the major theme approach was used to analyse and present data. The study established that women entrepreneurs face various challenges such as lack of collateral security to access funding; lack of market information and occurrence of

disasters in the localities. These challenges hinder sustainability of women entrepreneurship.

OBJECTIVES OF THE STUDY

- To inquire the socio -economic profile of the women entrepreneurs.
- To recognize the factors that influence sustainable rural transformation through women entrepreneurship using three E’s like environment,economics and equality.

RESEARCH METHODOLOGY

The work is predominantly constructed on primary and secondary data. The primary data is gathered from the sample participants in the study area. The secondary data is stock piled from various books, journals, magazines, internet etc.

Target Respondents

The observant candidates for the study are the Rural Women Entrepreneurs in Kanniyakumari District.

Sample size

The sample proportion for the study is 55.

Sampling Method & Type

Simple random sampling is the accessible profile of random sampling. It is the cardinal sampling technique where the researcher determines a group of subjects, as a sample for study from a larger group of a population.

RESULTS AND DISCUSSION

PERSONAL PROFILE OF THE SAMPLE RESPONDENTS

TABLE 1

| Category | Frequency | Percent |
|----------|-----------|---------|
| Age | | |

| | | |
|----------------------------------|-----------|--------------|
| 20-30 | 17 | 34.0 |
| 30-40 | 25 | 45.0 |
| 40-50 | 13 | 26 .0 |
| Total | 55 | 100.0 |
| Educational Qualification | | |
| Unschoolled | 5 | 10.0 |
| Primary School | 5 | 10.0 |
| Middle School | 12 | 24.0 |
| Higher Secondary | 20 | 36.0 |
| Graduation | 13 | 26.0 |
| Total | 55 | 100.0 |
| Marital Status | | |
| Married | 43 | 78.0 |
| Unmarried | 12 | 22.0 |
| Total | 55 | 100.0 |
| | | |

Source: Primary Data

The analysis reveals that the weight of the participants falls under the age group ranging from 30-40 years (45 percent). Out of them those who belong to the age group of 20-30 years (34 percent), 40-50 years (26 percent). As far as the educational qualification is concerned, Graduates (30 percent), those who have completed Higher secondary (36 percent), Middle school (24 percent), Primary school (10 percent), unschooled (10 percent). Out of the sample group, 78 percent are married while 22 percent are unmarried. Hence it is observed that the sample women are middle aged, have low level of literacy and married.

FACTORS THAT INFLUENCE IN SUSTAINABLE RURAL TRANSFORMATION THROUGH WOMEN ENTREPRENEURSHIP (Environment)

TABLE 2

| S.no | Environment Factors | Mean Score | Rank |
|------|--|------------|------|
| 1 | Effective utilization- material and human resources | 49.8 | IV |
| 2 | Impact of entrepreneurship activities on environment | 57.4 | II |
| 3 | Density of population | 68.2 | I |
| 4 | Geographical conditions | 56.6 | III |

Source: Primary Data

In Garrett’s ranking, it shows that the majority of the participants feel that “Density of population” in factors that influence sustainable rural transformation through women entrepreneurship (Environment) is taking first place. Followed by second rank is for “Impact of entrepreneurship activities on environment” with a mean score of 57.4. Third rank is for “Effective utilization resources- material resource human resource” with a mean score of 56.6 and lowest rank is for “Geographical conditions” with a mean score of 49.8 respectively.

FACTORS THAT INFLUENCE IN SUSTAINABLE RURAL TRANSFORMATION THROUGH WOMEN ENTREPRENEURSHIP (Economy)

H₀: There is no association between the factors that influence in sustainable rural transformation through women entrepreneurship in relation to their age level of the women entrepreneur

TABLE 3

| Variables | | Sum of Squares | Mean Square | F | Sig. |
|-----------|--|----------------|-------------|---|------|
| | | | | | |

| | | | | | |
|--|----------------|---------|--------|---------|-------|
| | Between Groups | .301 | .100 | .085 | .867 |
| Cost effective business | Within Groups | 438.143 | 1.178 | | |
| | Total | 438.444 | | | |
| Business opportunities | Between Groups | 42.539 | 14.180 | 17.292 | .000* |
| | Within Groups | 305.054 | .820 | | |
| | Total | 347.593 | | | |
| Reducing risk | Between Groups | .215 | .072 | .032 | .911 |
| | Within Groups | 826.527 | 2.222 | | |
| | Total | 826.742 | | | |
| Security profile | Between Groups | 35.742 | 11.914 | 173.878 | .000* |
| | Within Groups | 25.489 | .069 | | |
| | Total | 61.231 | | | |
| High standard of living | Between Groups | 43.437 | 14.479 | 74.931 | .000* |
| | Within Groups | 71.882 | .193 | | |
| | Total | 115.319 | | | |
| Financial support | Between Groups | .069 | .023 | .022 | .827 |
| | Within Groups | 393.548 | 1.058 | | |
| | Total | 393.617 | | | |
| Participation and leadership in nation economy | Between Groups | .037 | .012 | .009 | .325 |
| | Within Groups | 523.314 | 1.407 | | |
| | Total | 523.351 | | | |

Source: Primary Data

Regarding the Factors that influence in sustainable rural transformation through women entrepreneurship (economy), a significant difference in the age level of women entrepreneurs have been identified in the case of “Business opportunities”, “Security profile”, “High standard of living” since their respective ‘F’ statistics are significant a five percent level. Hence, the null hypothesis is rejected. There is an association between three factors that

influence in sustainable rural transformation through women entrepreneurship (economy)with their age level of the women entrepreneurs in Kanniyakumari District

FACTORS THAT INFLUENCE IN SUSTAINABLE RURAL TRANSFORMATION THROUGH WOMEN ENTREPRENEURSHIP (Equality)

TABLE 4

| S.no | Equality Factors | Mean Score | Rank |
|------|-----------------------|------------|------|
| 1 | Gender discrimination | 61.4 | I |
| 2 | Regional imbalance | 52.7 | V |
| 3 | Law and regulations | 53.8 | IV |
| 4 | Migration | 50.7 | VI |
| 5 | Goals and motivation | 58.8 | II |
| 6 | Health and safety | 54.3 | III |

Source: Primary Data

In Garrett's ranking, it shows that the majority of the participants feel that "Gender discrimination" in factors that influence sustainable rural transformation through women entrepreneurship (equality) is taking first place. Followed by second rank is for "Goals and motivation" with a mean score of 58.8. Third rank is for "Health and safety" with a mean score of 54.3. "Law and regulations" takes fourth place with a mean score of 53.8. Fifth rank is for "Regional imbalance" with a mean score of 52.7 and lowest rank is for "Migration" with a mean score of 50.7 respectively.

FINDINGS

- Predominance of the participants fall under the age group ranging from 30-40 years (45 percent).
- As far as the educational qualification is concerned, the majority of the women entrepreneurs are having low levels of literacy which constitute 36 percent. Aside from the sample group, 78 percent are married.

- Mass of the participants feel that “Density of population” in factors that influence in sustainable rural transformation through women entrepreneurship (Environment) is earning first rank and least rank is for “Geographical conditions” with a mean score of 49.8 respectively.
- Assessing the Factors that determine in sustainable rural transformation through women entrepreneurship (economy), a significant difference in the age level of women entrepreneurs have been identified in the case of “Business opportunities”, “Security profile”, “High standard of living” since their respective ‘F’ statistics are significant a five percent level. Hence, the null hypothesis is rejected. There is an association between three factors that influence in sustainable rural transformation through women entrepreneurship (economy)with their age level of the women entrepreneurs in Kanniyakumari District
- The dominance among participants feel that “Gender discrimination” in factors that influence in sustainable rural transformation through women entrepreneurship (equality) is taking the first rank and least rank is for “Migration” with a mean score of 50.7 respectively.

SUGGESTION

- ❖ **Detach socio-cultural fencing:** Women are facing socio-cultural barriers more in remote society. They are treated with different perceptions, mainly as homogenous groups with less power and voice and often overlooked even in small enterprise development initiatives. Responding to this summon project and program should be developed and right based appeal with the point to assure the practical needs of women entrepreneurs to remove social ,cultural, legal and political barriers in entrepreneurship
- ❖ **Operative infrastructure:** After independence, some villages are still facing the problem of water, electricity, road and rail transport facilities. So, there is an immense requirement of stable and reliable structure of infrastructure facilities in villages, both in homes and business to foster the imbalance of regional development through women entrepreneurship. Sealing capital and providing loans without paying attention to the enabling environment will not work to dynamite women entrepreneurship and

regard must be given for the shared goods and services that rabble in employment and improve the terms and conditions of entrepreneurship and regional development.

- ❖ **communicative and connected policies by government:** Well-defined policy and a women welfare cell within the ministry of labor and employment both at center and state level under the supervision of a senior officer to resolve the problems. More concessional business loans for women entrepreneurs should be given for their business. The Government must introduce the Rural Employment Guarantee Act and the Constitution must pass the Act for immediate implementation Along with programs and strategy that ends gender based violence, equal participation of women in governance and utilisation.
- ❖ **Occupational training map:** Government and other NGO's should take initiatives to arrange vocational training programs in villages for women community that enables them to understand the business process management. Flagship programs and strategy should be introduced to embed women economically employment smart entrepreneurship, equal business opportunities and financial with social protection should be emphasize more into practical scenario for sustainable regional entrepreneur development
- ❖ **Administrative, management and technical backing:** Women entrepreneurs are not professionals. They don't have management expertise skills and they mainly use labor intensive and obsolete techniques. So, to make them technically sound with managerial and administrative skills, Provision should be implemented to promote progressive professionalisation of women economic endeavour in order to reduced amount of time and efforts women lose in social burden and poor business management
- ❖ **Booming airlines among women in entrepreneurship in rural areas:** women in urban regions are trained to survive sustainably when compared with remote region female gender. They are still unaware that there are platforms available for healthy surveillance in entrepreneurship. The 10th five year plan of India designed to empower women through translating recently adopted National policies and strategies that highlights demand in rural areas should be initiated into measures and adore

survival protection and development of women through the right way approach in the rural sector for sustainable development both region and environment .

CONCLUSION

Journey of women entrepreneurs is not an easy experience as they profile many hurdles which still latch women to practice entrepreneurial activities in rural regions. It is found that for the development and sustainability of women entrepreneurship in rural areas there needs an active participation with acceleration of entrepreneurial development under the driving forces by the bodies of government.

Women are scared to enter into entrepreneurship due to economic and equality factors which push them backwards to do something independently. Women entrepreneurship in rural areas for transformation and sustainability can be effectively brought up through some organisational activities like NGOs, women empowerment cells and so on,as they can boost the female gender in person to the limelight by emphasizing on good attitude and positive opinion of being a working profession.

That need of Enterprises services /care needs is different based upon the Enterprises and entrepreneurial stages in rural areas, where the government should train the concerns on a Monotonous way under government and non-government wings based to provide selective and needed training to bridge the gap between existing and expected needs of individuals as entrepreneurs capable for transformation of sustainable regional entrepreneurship. Rural Women entrepreneurship should be based on farming, agro based processor and market women to encourage win-win business relationships. The success of rural women entrepreneurs embeds root casual and enables factors for sustainability.

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