

WOMEN ENTREPRENEURSHIP IS PULLED OR PUSHED IN T&G INDUSTRY: SOME EMPIRICAL EVIDENCE

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Abstract

In the context of globalization, liberalization and privatization in India, women entrepreneurship from the spectrum below paves the way for women to join in the main stream processes for their economic and social development. Women entrepreneurs play the role as agents of development and as well as beneficiaries of development. The broad objective of the paper is to identify the determinants of entrepreneurship and to characterize them as pulled or pushed. The results will serve as tools for policy making to solve many problems including poverty and unemployment. Towards this end, 50 entrepreneurs are selected from Sircilla, Hyderabad and Warangal districts of Telangana state. The major finding emerged is that women entrepreneurship in T&G industry is pulled rather pushed.

KEY WORDS: Women Entrepreneurship, Pulled or Pushed Entrepreneurship, Organic Growth of the Rural Economy

Introduction:

Of late the momentum is gaining tremendous importance in economic and social frames with regard to the growth of women entrepreneurship from grass roots level. In the context of globalization, liberalization and privatization in India, women entrepreneurship from the spectrum below paves the way for women to join in the main stream processes for their economic and social development. Women entrepreneurs play the role as agents of development and as well as beneficiaries of development. Thus, women entrepreneurship from rural and semi urban areas are a sure means of direct attack on poverty and unemployment on the one hand and it ensures mechanisms for organic growth of the rural economy. The paper attempts to analyze the determinants of women entrepreneurship in Textiles and Garments (T&G) industry in Telangana. The broad objective of the paper is to identify the determinants of entrepreneurship and to characterize them as pulled or pushed. The results will serve as tools for policy making to solve many problems including poverty and unemployment. Towards this end, 50 entrepreneurs are selected from Sircilla,

Hyderabad and Warangal districts of Telangana state. The sample units are selected by following the methods of stratified random sampling and the criteria of stratification are social status and category of entrepreneurs. This paper makes use of the primary data and the relevant data are collected from the respondents with the help of a structured questionnaire/schedule. Thus, the collected data is processed and the results are presented below.

RESULTS AND ANALYSIS

Table-1

Women entrepreneurs by type of the unit

Type of unit	Frequency	Percent	Cumulative Percent
Textiles	18	36.0	36.0
Garments	32	64.0	100.0
Total	50	100.0	

Source: Field study

Table-1 shows the distribution of women entrepreneurs by the unit type. It is observed that 36 percent of sample women entrepreneurs are drawn from textiles segment and 64 percent of women entrepreneurs are drawn from Garments segment.

Table-2

Social Status of women entrepreneurs

Category	Frequency	Percent	Cumulative Percent
OC	16	32.0	32.0
BC	20	40.0	72.0
SC	6	12.0	84.0
ST	4	8.0	92.0
Others	4	8.0	100.0
Total	50	100.0	

Source: Field study

Table-2 shows the distribution of women entrepreneurs by their social status. It is observed that 32 percent of sample women entrepreneurs are from socially advanced castes, 40 percent

are from socially backward castes, 12 percent are from scheduled castes, 8 percent are from scheduled tribes and 8 percent from others.

DETERMINANTS OF ENTREPRENEURSHIP

Table-3

Determinant-Demand is sustainable

Level of agreement	Frequency	Percent	Cumulative Percent
Disagree	4	8.0	8.0
Agree	14	28.0	36.0
Strongly agree	32	64.0	100.0
Total	50	100.0	

Source: Field study

Table-3 shows the distribution of women entrepreneurs by their level of agreement with regard to determinants of entrepreneurship in the arena of T&G namely 'demand is sustainable'. It is observed that 64 percent of women entrepreneurs have strongly agreed that 'demand is sustainable' due to which they have opted for entrepreneurship in T&G industry and the same is agreed by 28 percent and disagreed by 8 percent of women entrepreneurs.

Table-4

Determinant-Growth of ego sensitive consumers

Level of agreement	Frequency	Percent	Cumulative Percent
Disagree	6	12.0	12.0
Agree	29	58.0	70.0
Strongly agree	15	30.0	100.0
Total	50	100.0	

Source: Field study

Table-4 shows the distribution of women entrepreneurs by their level of agreement with regard to determinants of entrepreneurship in the arena of T&G namely 'growth of ego sensitive consumers'. It is observed that 30 percent of women entrepreneurs have strongly agreed that 'growth of ego sensitive consumers' due to which they have opted for

entrepreneurship in T&G industry and the same is agreed by 58 percent and disagreed by 12 percent of women entrepreneurs.

Table-5

Determinant-Affordable and accessible technologies in the field

Level of agreement	Frequency	Percent	Cumulative Percent
Disagree	5	10.0	10.0
Agree	31	62.0	72.0
Strongly agree	14	28.0	100.0
Total	50	100.0	

Source: Field study

Table-5 shows the distribution of women entrepreneurs by their level of agreement with regard to determinants of entrepreneurship in the arena of T&G namely 'affordable and accessible technologies in the field'. It is observed that 28 percent of women entrepreneurs have strongly agreed that 'affordable and accessible technologies in the field' due to which they have opted for entrepreneurship in T&G industry and the same is agreed by 62 percent and disagreed by 10 percent of women entrepreneurs.

Table-6

Determinant-Wide scope for exports

Level of agreement	Frequency	Percent	Cumulative Percent
Disagree	4	8.0	8.0
Agree	24	48.0	56.0
Strongly agree	22	44.0	100.0
Total	50	100.0	

Source: Field study

Table-6 shows the distribution of women entrepreneurs by their level of agreement with regard to determinants of entrepreneurship in the arena of T&G namely 'wide scope for

exports'. It is observed that 44 percent of women entrepreneurs have strongly agreed that 'wide scope for exports' due to which they have opted for entrepreneurship in T&G industry and the same is agreed by 48 percent and disagreed by 8 percent of women entrepreneurs.

Table-7

Determinant-Ever changing tastes towards clothes

Level of agreement	Frequency	Percent	Cumulative Percent
Disagree	8	16.0	16.0
Agree	28	56.0	72.0
Strongly agree	14	28.0	100.0
Total	50	100.0	

Source: Field study

Table-7 shows the distribution of women entrepreneurs by their level of agreement with regard to determinants of entrepreneurship in the arena of T&G namely 'ever changing tastes towards clothes'. It is observed that 28 percent of women entrepreneurs have strongly agreed that 'ever changing tastes towards clothes' due to which they have opted for entrepreneurship in T&G industry and the same is agreed by 56 percent and disagreed by 16 percent of women entrepreneurs.

Table-8

Determinant-Growth of informal sector

Level of agreement	Frequency	Percent	Cumulative Percent
Disagree	7	14.0	14.0
Agree	29	58.0	72.0
Strongly agree	14	28.0	100.0
Total	50	100.0	

Source: Field study

Table-8 shows the distribution of women entrepreneurs by their level of agreement with regard to determinants of entrepreneurship in the arena of T&G namely 'growth of informal sector'. It is observed that 28 percent of women entrepreneurs have strongly agreed that 'growth of informal sector' due to which they have opted for entrepreneurship in T&G industry and the same is agreed by 58 percent and disagreed by 14 percent of women entrepreneurs.

Table-9

Determinant-Achievement motivation

Level of agreement	Frequency	Percent	Cumulative Percent
Disagree	16	32.0	32.0
Agree	28	56.0	88.0
Strongly agree	6	12.0	100.0
Total	50	100.0	

Source: Field study

Table-9 shows the distribution of women entrepreneurs by their level of agreement with regard to determinants of entrepreneurship in the arena of T&G namely 'achievement motivation'. It is observed that 12 percent of women entrepreneurs have strongly agreed that 'achievement motivation' due to which they have opted for entrepreneurship in T&G industry and the same is agreed by 56 percent and disagreed by 32 percent of women entrepreneurs.

Table-10

Determinant-Unemployment

Level of agreement	Frequency	Percent	Cumulative Percent
Disagree	17	34.0	34.0
Agree	25	50.0	84.0
Strongly agree	8	16.0	100.0
Total	50	100.0	

Source: Field study

Table-10 shows the distribution of women entrepreneurs by their level of agreement with regard to determinants of entrepreneurship in the arena of T&G namely ‘unemployment’. It is observed that 16 percent of women entrepreneurs have strongly agreed that ‘unemployment’ due to which they have opted for entrepreneurship in T&G industry and the same is agreed by 50 percent and disagreed by 34 percent of women entrepreneurs.

.Table-11

Determinant-Expertise in the field

Level of agreement	Frequency	Percent	Cumulative Percent
Disagree	5	10.0	10.0
Agree	25	50.0	60.0
Strongly agree	20	40.0	100.0
Total	50	100.0	

Source: Field study

Table-11 shows the distribution of women entrepreneurs by their level of agreement with regard to determinants of entrepreneurship in the arena of T&G namely ‘expertise in the field’. It is observed that 40 percent of women entrepreneurs have strongly agreed that ‘expertise in the field’ due to which they have opted for entrepreneurship in T&G industry and the same is agreed by 50 percent and disagreed by 10 percent of women entrepreneurs.

Table-12

Determinant-To build a paradigm shift in the economic statuses

Level of agreement	Frequency	Percent	Cumulative Percent
Disagree	6	12.0	12.0
Agree	24	48.0	60.0
Strongly agree	20	40.0	100.0
Total	50	100.0	

Source: Field study

Table-12 shows the distribution of women entrepreneurs by their level of agreement with regard to determinants of entrepreneurship in the arena of T&G namely ‘to build a paradigm shift in the economic statuses. It is observed that 40 percent of women entrepreneurs have strongly agreed that ‘to build a paradigm shift in the economic status’ due to which they have opted for entrepreneurship in T&G industry and the same is agreed by 48 percent and disagreed by 12 percent of women entrepreneurs.

CONCLUSION

The findings of the study revealed that women entrepreneurship in T&G industry is pulled rather pushed. This conclusion is arrived as six factors are pull factors including Demand is sustainable, Growth of ego sensitive consumers, Affordable and accessible technologies in the field, Wide scope for exports, Ever changing tastes towards clothes, and Growth of informal sector and four factors are identified to be push factors which include Achievement motivation, Unemployment, Expertise in the field, and To build a paradigm shift in the economic statuses.

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