

A Study on Women Entrepreneurship Schemes for the Development of Youth Entrepreneurs with Special Reference to Tirunelveli City

S. Arumugaselvi and U. Kumarajothi

II M.Com, PG & Research Department of Commerce

Sri Sarada College For Women (Autonomous), Tirunelveli, Tamil Nadu, India

Affiliated to Manonmaniam Sundaranar University, Tirunelveli, Tamil Nadu, India

Abstract: *The women entrepreneurs are plays an important role in economic development. The entrepreneurship in developing countries have potential to push economic development for economic growth. The government has provided various schemes for the development of youth entrepreneurs. Through the women entrepreneurship schemes increasing the economic growth of our country. It increasing the women unemployment rates. The women entrepreneurship schemes are developing the innovative ideas and expand the business by the women entrepreneurs.*

Keywords: Women Entrepreneurs

I. INTRODUCTION

The role of entrepreneurship is improving the communication level. Women are engage in business due to push and pull factors which give confidence to women and also have the self-sufficient occupation and stand on their own feet. The government of India has described women entrepreneurs as an enterprise owned and controlled by women having at least financial interest of 51% of the capital and give at least 51% of employment generated in business to women.

1.1 Objectives

- To identify the demographic profile of the study
- To determine the factors which is encourage youth women to become a entrepreneurs
- To analyse the support given by the government to youth women entrepreneurs
- To study the challenges faced by women entrepreneurs by conducting online survey
- To encourage the youth entrepreneurs and list out the successful women entrepreneurs stories.

II. REVIEW OF LITERATURE

- **Carree, &Thurik, 2010.**The concept of entrepreneurship can be defined as a group of actions conducted by individuals and/or groups where the main goal is to create new opportunities that are not existent nor part of the already established organizations
- **Sharma Y 2019** has shown a general study on women entrepreneurs in India. They have highlighted the social norms prevailing even to this date that needed prioritization and awareness
- **Ćoćkalo, Stanisavljev, &Terek, 2017** youth entrepreneurship, as an important element of reducing youth unemployment rates is analysed. The importance of youth entrepreneurship lies in its role in the process of economic development and economic growth.

III. RESEARCH METHODOLOGY

- **Primary Data:** Primary data refer to collected afresh data for the first time and that is original in nature. the required primary data are collected through questionnaire method

- **Secondary Data:** secondary data have been collected from company records, newspapers, magazines and discussion with company channels. The secondary data was already collected data which was used to collect the information.

IV. DATA ANALYSIS AND INTERPRETATIONS

VARIENCE	CATEGORY	NUMBERS	PERCENTAGE
Age	20-25	32	53.33
	26-30	20	33.33
	31-35	8	26.67
	total	60	100
Education qualification	SSLC	15	25
	HSSC	23	36.67
	Ug	12	38.33
	total	60	100
Marital status	Married	33	55
	Unmarried	27	45
	total	60	100
Major ambition	Self-earning	23	38.3
	Service	10	16.67
	For family	27	45
	total	60	100
Size of the business	Small	20	33.33
	medium	27	45
	large	13	21.67

Source: primary data

From the above table the 53.33% of the respondents are 20-25 years, 33.33% of the respondents are 26-30 years and 26.67% of the respondents are 31-36years

The education qualification is 25% of the respondents are SSLC completed, 36.67% of the respondents are HSSC completed and 38.33% of the respondents are under graduate persons

The marital status in 55% of the respondents are married and 45% of the respondents are unmarried

The major ambition for the entrepreneurship is 38.3% of the respondents are self-earning, 16.67% of the respondents are service motive and 45% of the respondents are for their family purpose.

The size of the business is 33.33% of the respondents are small size enterprise, 45% of the respondents are medium size enterprise and 21.67% of the respondents are large size enterprise.

Chi-square test

Major ambition education qualification	Self - earning	service	For family	total
SSLC	13	2	10	35
HSSC	5	3	15	23
Ug	5	5	2	12
Total	23	10	27	60

Hypothesis table

O	E	(O-E) ²	(O-E) ² /E
13	9.58	11.696	1.220
5	8.87	3.81	0.43
5	4.6	0.16	0.03
2	4.16	4.665	1.12
3	3.83	0.688	0.179
5	2	9	4.5
10	11.25	1.562	0.138
15	10.25	21.662	2.08
2	5.4	11.56	2.140
		Total	11.837

CALCULATION OF TABLE VALUE

Calculated value = 11.837

Degrees of freedom = (r-1) (c-1)

= (3-1) (3-1)

= 4

Table value = 9.74

INFERENCE: Hence it is provided that there is no significant relationship between the interest rate and income level. Since the calculated value is (11.837) more than 4% significance level of the table value (9.49). hence the **null hypothesis** is rejected.

V. FINDINGS

- The majority the respondents of age group of women is 20-25.
- The majority of the respondents are education qualification is HSSC completed.
- The majority of the respondents are married in entrepreneurship.
- The majority of the respondents are earning for their family purpose.
- The majority of the respondents are starting a medium size enterprise.

VI. SUGGESTION

The youth women entrepreneurs are having an innovative idea and also, they try to expand the business so the government will support the entrepreneurs directly

As youth unemployment rates are high both in developing and developed countries, improving the environment for entrepreneurial activities is a necessity as to increase youth entrepreneurship potential.

The youth women entrepreneurs are developing their skills through the proper training by the government.

VII. CONCLUSION

Youth entrepreneurship and entrepreneurship overall reduce unemployment rates, increases the creation and circulation of value on various markets, increases competitiveness on a national level, and overall improves the standard of living.

The youth women entrepreneurs are developing their skills with the proper training.

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