



## Entrepreneurship and Economic Empowerment of Women – With Special Reference to Tailoring Business in K. R. Nagara Taluk

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### Abstract

An enterprise owned and controlled by a women having a minimum financial interest of 51 percent of the capital and giving at least 51 percent of the employment generated in the enterprise to women. Though entrepreneurship is very old, women entrepreneurship is a recent phenomenon in India. Women are regarded as better half of the society. In traditional Indian societies, they were confined to four walls. In modern society, they come out of four walls to participate in all types of activities including entrepreneurship. The present study conducted to analyze the women empowerment through tailoring business.

**Keywords:** Women, Entrepreneurship, Empowerment, Employment.

### Introduction:

Women empowerment is the process in which women elaborate and recreate what it is that they can be, do, and accomplish in a circumstance that they previously denied. Empowerment is the process that creates power in individuals over their own lives, society, and in their communities. Empowerment includes the action of raising the status of women through education, raising awareness, literacy, and training. Women's economic empowerment refers to the ability for women to enjoy their right control and benefit from the resources, assets, income and their own time, as well as the ability to manage risk and improve their economic status and well being. Entrepreneurship has been globally as a development and progressive idea for business world. Entrepreneurship refers to the act of

setting up a new business or reviving an existing business so as to take advantage for new opportunities. Entrepreneur is a visionary and an integrated person with outstanding leadership qualities. Women entrepreneurship means and act of business ownership, creation and controlling which empowers women economically increases their economic strength as well as position in society. In simple words we can say that any women or a group of women who initiate, organize and manage a business enterprise. Women entrepreneurs have been designated as the new engine for growth and the rising stars of the economies in developing countries to bring prosperity and welfare. Women entrepreneurs engaged in business due to push and pull factors which encourage women to have an independent occupation and stands on their own legs. A sense towards independent decision-



making on their life and career is the motivational factor behind this urge.

According to J.A. Schumpeter, "Women who innovates, initiates, or adopt a business activity is called women entrepreneur."

Government of India, defined women entrepreneur as "as enterprise owned and controlled by women having a minimum financial interest of 51% of the capital and giving at least 51% of the employment generated in the enterprise to women".

#### **Objectives:**

1. To study the social status of women in study area.
2. To study of economic empowerment of women in K. R. Nagara Taluk
3. To the analysis of role of tailoring business in economic development of women.

#### **Research Methodology:**

The study is based on both primary and secondary data. The primary data have collected from respondents with the direct interview method. And the secondary data have collected from the various books, journals, articles and internet sources etc. The study is based on 50 sample size. The data analysis has been carried out by using simple statistical methods like frequency, percentage and averages. These will help us to understand the gross root level realities.

#### **Case study analysis**

Krishnarajanagara is one of the Taluk of Mysore District of Karnataka State, India. It was founded between

1925s and 1930s as new town, when a flood by river Kaveri damaged the nearby old town called Yadatore. The town was shifted to a place 3 miles south at a higher elevation, now called Krishnarajanagara. Krishnarajanagara Taluk is well connected by rail and road to places such as Mysore, Hassan and Hunsur. This Taluk is economically, politically, culturally and educationally well developed in Mysore District. Krishnarajanagara consist of 234 villages and 32 panchayaths. Krishnarajanagara has total population of 2,52,657 as per the census 2011. Males are 1,26,539 and females are 1,26,118. The average sex ratio of Krishnarajanagara is 997 and total literacy rate is 68.97%.

The present study analyzing the tailoring business in Krishnarajanagara Taluk. Tailoring business are playing important role in economic empowerment of women. It also helps women in income generation and makes them economically independent. Women entrepreneurs also contribution to family income. The numbers of women entrepreneurs are increasing in this business day by day.

#### **Data analysis and Discussion**

Data collected about age, caste, marital status, education level, nature of business, annual income, investment of business and loan from different sources.

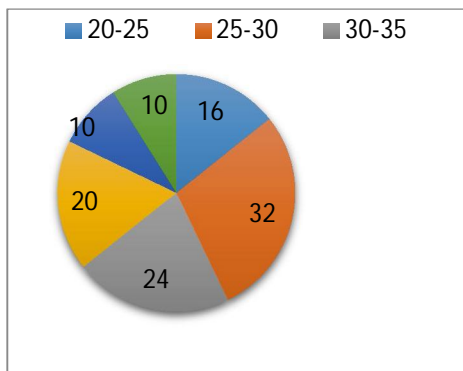
##### **1). Age:**

Age refers to the chronological age of respondents in the year at time of interview.



Age Level	No. of Respondents	Percentage
20-25	8	16
25-30	16	32
30-35	12	24
35-40	10	20
40-45	5	10
45-50	5	10
Total	50	100

The above table shows age level of respondents. Out of 50 respondent's majority of respondents 32 percentages of respondents are in age group of 25-30 and second majority of respondents 24 percentages are in age group of 30-35. 20 percentages of respondents are in age group of 35-40 and 16 percentages of respondents are in age group of 20-25. While equal no. of respondents 10 percentages of respondents belong to age group 40-45 and 45-50. We can see that maximum no. of respondents belong to middle age group.

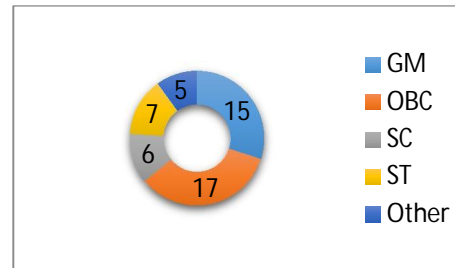


## 2). Caste:

Caste is permanent satisfaction of the society. It is a social category whose members are assigned a permanent status within a given caste system.

Caste	No. of Respondents	Percentage
GM	15	30
OBC	17	34
SC	6	12
ST	7	14
Other	5	10
Total	50	100

The table shows category of the respondents out of 50 respondent's majority belongs to OBC and GM category respectively 34 and 30 percentages. And the minimum respondents belong to SC, ST and other.



## 3). Marital status:

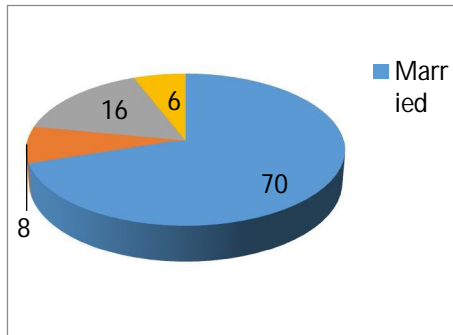
Marriage is important for society as well as human being for leading a family life, as man is a social animal.

Marital status	No. of Respondents	Percentage
Married	35	70
Unmarried	4	8
Widow	8	16
Divorce	3	6
Total	50	100

It can be seen from the table the marital status of the respondents. Out of 50 respondents 70 percentage of



respondents married, 16 percentage of respondent's widow, 8 percentages of respondents unmarried and only 6 percentages of respondents divorced.

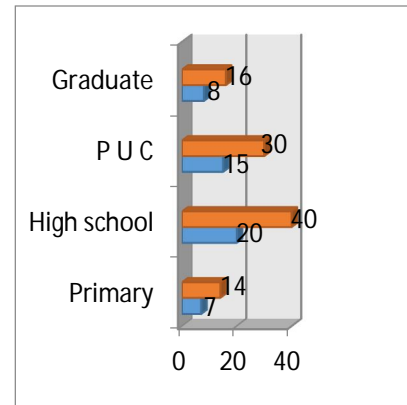


#### 4). Education level:

Education refers to the level of formal education obtained by the respondents.

Level	No. of Respondents	Percent
Primary	7	14
High school	20	40
P U C	15	30
Graduate	8	16
Post Graduate	-	-
None	-	-
Total	50	100

The table clearly indicates the education level of respondents. Out of 50 respondents majority of the respondents 40 percentage belongs to high school level of education similarly 30 percentage of respondents studied up to PUC, 16 percentage respondents studied graduation and 14 percentage of respondent's studies primary education.

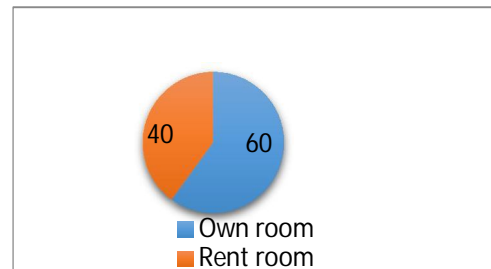


#### 5). Nature of business:

Nature of business is important to women entrepreneurs start a business.

Nature of business	No. of Respondents	Percent
Own room	30	60
Rent room	20	40
Total	50	100

In this table clearly indicates the nature of business carried out by the women entrepreneurs. Out of the 50 respondents majority 60 percentage of respondents own room and 40 percentages of respondents in rent room.



#### 6). Annual income:

Annual income is the total income earned over one year from tailoring business.



Annual income	No. of Respondents	Percent
Below 50,000	8	16
50,000-1,00,000	20	40
1,00,000-1,50,000	14	28
1,50,000-2,00,000	8	16
Total	50	100

The table shows Annual income of women entrepreneurs. Out of 50 respondents majority of respondents like 40 percentage of respondent belongs to Rs 50,000-1,00,000, 28 percentage of respondents belongs to Rs 1,00,000-1,50,000, 16 percentage of respondents belongs to Rs 1,50,000-2,00,000Rs and similarly 16 percentage of respondents of belongs to below Rs 50,000.

#### 7). Investment of the business:

Investment refers to money invested when enterprise was started business.

Amount	No. of Respondents	Percentage
Less than 10,000	12	24
10,000-50,000	10	20
50,000-1,00,000	18	36
More than 1,00,000	10	20
Total	50	100

The above table clearly indicates the investment of the business by women owner. Out of 50 respondents majority of respondents 36 percentage belongs to

between the Rs 50,000-1,00,000, 24 percentage of respondents less than Rs 10,000, 20 percentage of respondents between Rs 10,000-50,000 and 20 percentage respondents more than Rs 1,00,000.

#### 8). Loan from different sources:

Financial support to Entrepreneurs different sources like own amount, loan from bank, micro finance and relatives.

Sources	No. of Respondents	Percentage
Own	12	24
Bank	18	36
Micro finance	15	30
relatives	5	10
Total	50	100

The above table shows source of finance start the business. Out of 50 respondents majority 36 and 30 percentage of respondents take loan from respectively bank and micro finance. 24 percentage of respondents are investment of own money and the only 5 respondents are take loan from relatives.

#### Findings:

- Out of 50 respondents 32 and 24 percentage of respondents are having respectively 25-30 and 30-35 level of age, 20 percentage of respondents belongs to 35-40 level of age and 16 percentage of respondents belongs to 20-25 level of age. It is lowest percentage of respondents doing in this business.
- The maximum no. of respondents are GM and OBC category and lowest respondents are SC and ST.



- Out of 50 respondents 70 percentages of respondents are married women and only 6 percentages of respondents are divorced women.
- Out of 50 respondents 60 and 40 percentage of respondents having respectively own and rent room.
- Out of 50 respondents 40 percentage of respondents having income Rs50,000-1,00,000 and 28 percentages of respondents income Rs1,00,000-1,50,000. 16 percentage of respondents having income respectively below Rs50,000 and Rs1,50,000-2,00,000.
- Out of 50 respondents 36 percentage of respondents Rs50,000-1,00,000 investment of the business. 20 percentage of respondents respectively Rs10,000-50,000 and more than Rs1,00,000 investment of this business and 24 percentage of respondents only below Rs10,000 investment of this business.
- Out of 50 respondents 36 and 30 percentage of respondents are take loan from bank and micro finance. 24 percentage of respondents are investment own money and 10 percentage of respondents are take loan from relatives. It is very low because less family support.

#### **Suggestions:**

- Women can be motivated towards this enterprise by providing financial support in low rate of interest.
- Encourage women entrepreneurs from government and family.
- The government will empower SC and ST women by providing special facilities to involve in business.
- To establish training centers of tailoring to equip women in the field of employment.

- Requesting Panchayaths and Municipality to give commercial shops for women entrepreneurs on discount.
- Involvement of Non Government Organizations in women entrepreneurial training programmes.

#### **Conclusion:**

The role of women entrepreneur in economic development is also being recognized and steps are being taken to promote women entrepreneurship. Entrepreneurship among, no doubt improve the wealth of the women of the nation in general and of the family in particular. Women today are more willing take up activities that were considered the preserve of men, and have proved that they are second to no one with respect to contribution to the growth of the economy.

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## Constructivist Research Paradigm for Qualitative Research: Why and How?

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### Abstract

Selecting an appropriate research paradigm is one of the most challenging tasks for a researcher. This challenge becomes even more challenging in case a researcher decides to conduct qualitative research. Qualitative research is usually conducted to explore and understand the opinions of individuals or groups on a social problem. The data for qualitative research is usually collected by interaction among investigator and respondents and through different methods such as observations, interviews and document reviews. Considering the nature and process of qualitative research, it can be argued that constructivism, a theory that is based on observation and scientific study about how people learn, can be employed to decide research paradigm for qualitative research. In fact, understanding the importance and applicability of constructivism as a research paradigm in qualitative research becomes a righteous decision. Extending these observations, present paper describes the key aspects of constructivism and qualitative research, discusses the benefits of constructivism research paradigms, and details useful constructivist approaches for conducting qualitative educational researches.

**Keywords:** Constructivist approaches, Constructivism, Qualitative research, Research paradigm.

### 1.1 Introduction

The word paradigm has its aetiology in Greek where it means pattern (Kivunja, & Kuyini, 2017). Guba and Lincoln (1994) define paradigm as "a basic system or worldview that guides the investigator" (p. 105). Chalmers, (1982) argues that paradigm is "made up of the general theoretical assumptions and laws, and techniques for their application that the members of a particular scientific community adopt" (p.90). Regarding the use of paradigm, Hussain, Elyas and Nasseef, (2013) believe that it can be used in three ways in human sciences, first for the institutionalisation of intellectual activity, second for the combining certain approaches and perspectives to the study

of any problem or subject, and third for the description of broad approaches to research, e.g. the *positivist* and *interpretive* paradigms (Grix, 2010).. It is generally acknowledged that the paradigms we build in our mind plays a powerful role to create the lens through which we see the world (Covey, 1989).

In educational research (behavioural science) the term paradigm is used to describe a researcher's 'worldview' (Mackenzie & Knipe, 2006). This worldview is related to the perspective, way of thinking, thoughts and set of shared beliefs, that explores the meaning or interpretation of research data. Or, as explained by Lather (1986) a research paradigm inherently reflects the researcher's beliefs about the