

**S.S.m.29. ANNA, V –Women entrepreneurship in the  
Industrial Manufacturing Sector of Kerala–1989–  
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**Statement of the Problem**

Women in Kerala are highly literate and their contribution to the agricultural and services sectors of the economy is quite significant. But their contribution to the industrial development does not appear to be so impressive. Therefore, there is a need to look into the factors behind the relatively inadequate

representation of women in the industrial sector. As a part of an attempt to fill the gap, the study endeavours to analyse the different aspects of women entrepreneurship in the small-scale industrial manufacturing sector of Kerala. To be precise, what is in focus is the trends in the growth of women entrepreneurship, Socio-economic factors motivating enterprise, profile of the units, an analysis of some specific problems faced by women entrepreneurs and their contribution to the Socio-economic growth of Kerala.

Why is industrial entrepreneurship shy in Kerala? One can further ask: what are the different Socio-political and economic factors behind the growth of women entrepreneurship? A related question concerns the institutional factors promoting and inhibiting entrepreneurial growth among women.

### **Objectives of the Study**

The objectives of the study are:

1. To study the pattern and extent of supply of women entrepreneurs.
2. To assess the relative effect of Socio-economic and cultural factors both as inhibitors and promoters of women entrepreneurship.
3. To examine the entrepreneurial support system - their related strengths and weaknesses.
4. To study the profile of women's industrial units.
5. To study different problems facing women entrepreneurs.

### **Methodology and Data Collection**

Women's industrial units are set up under different schemes in Kerala. But the scope of the present study is confined to those women entrepreneurs who have registered with the Department of Industries.

Primary data for the study have been collected from the women entrepreneurs of Kerala engaged in different trade lines. A sample of around 10 per cent (121 out of 1143) of the women entrepreneurs was selected at random or in depth study. The sample women entrepreneurs represent all the 14 districts of Kerala State. Primary data were collected using pre-tested schedules. The secondary sources of data include, published and unpublished materials, both public and private related to Women's Industries Programme.

### **Limitations of the Study**

This is an exploratory study based on a sample survey. The limitations of such a study is applicable in this case also. Again, a detailed comparative study of Kerala's position with other States has not been attempted in the thesis due to paucity of published data.

### **Plan of the Study**

The study is divided into seven chapters.

The first chapter provides a brief introduction to the study. It also includes the statement of the problem, objectives of the study, method of data collection, tools and techniques used for data analysis and a brief review of the available literature on the subject.

The second chapter provides a brief historical analysis of the emergence and growth of women entrepreneurs in India with special reference to Kerala. It also discusses entrepreneurship development programmes and organisations in the

service of entrepreneurs.

The Socio-economic and educational background of women entrepreneurs is the subject matter of the third chapter. It identifies the sources of women entrepreneurship in Kerala by their Socio-economic characteristics viz., community, occupation, educational level, financial background and other related characteristics.

The different forces which induced women to step into industrial ventures and also the process of the emergence of entrepreneurship among women constitutes the core of chapter four.

The fifth chapter gives a profile of the units surveyed, with special emphasis on their age, organisational set up, capital structure, employment and sales turnover.

Chapter six deals with problems faced by women entrepreneurs in their day to day business life. It also includes suggestions to overcome such problems.

The concluding chapter, besides providing a summary of the study, highlights some of the policy implications emerging from it.