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DETERMINANTS OF WOMEN ENTREPRENEURSHIP IN THE UNION TERRITORY: A CASE EVIDENCE OF PUDUCHERRY, INDIA

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Abstract

Entrepreneurship has been considered as an effective economic activity in every nation and its contribution in the economic development is perceptible. The existing literatures put forwarded by Van Stel et al. (2005), Wong et al. (2005), Wennekers et al. (2005), Baumol et al., (2007); Gries and Naude, (2008); Frederick and Monsen (2011), Koellinger & Thurik (2012) and Noel Saraf (2015) found that there is a strong correlation between entrepreneurship and economic progress. Women entrepreneurship' is like a discipline for a child that begins at home. Women have been entrepreneurs in different ways. A house wife is an entrepreneur as she manages her time, strategizes and plans on ways to secure her children's future, passionate about her home and family and wears so many more different hats for a successful life. The present study attempted to find out the major determinants of women entrepreneurship in the Union Territory of Puducherry, India. In order to do the same, both secondary and primary data have been used. Secondary information have been collected from published books, articles, reports and websites, while primary data have been collected from the sample respondents from the Union Territory of Puducherry, India. This region includes four parts viz. Pondicherry, Karaikal, Yanam and Mahe, in this study the geographical scope is confined to only two regions which are Pondicherry and Karaikal. As per the 2017 annual report of the District Industrial Centre, Puducherry, there are 1615 women entrepreneurs who have been registered from Puducherry and Karaikal regions. The document exposed that there are 1295 entrepreneurs who have been registered from Puducherry in which 620 from rural and the remaining 675 from urban area. Whereas, there are 320 women entrepreneurs have registered from Karaikal in which 157 are from rural and the remaining 163 from urban centre. Hence, in the universe of 1615 women entrepreneurs, the share of Puducherry region is 80 percent and the rest 20 percent by Karaikal. Among those women entrepreneurs, 15 per cent have been selected as ultimate sample for this study using proportionate sampling method. Naturally, the fresh and newly established entrepreneurial units will take a few years to show their economic progress and reinforce their performance hence, the fresh units are yet to settle down and have been exclude from the study. The primary data have been collected with the help of the well structured (pre-tested) interview schedule and also record the response of the sample respondents using advanced devices. The data collected from the sample women entrepreneurs through structured interview schedule have been analyzed using SPSS software. Further, in order to estimate the major determinants of the women entrepreneurs in the Union Territory of Puducherry, the Factor Analysis has been administered.

Keywords: Entrepreneurship, Determinants of Women Entrepreneurship Union Territory of Pondicherry, Factor Analysis.
