



A STUDY ON SELF EMPLOYMENT OF WOMEN WITH SPECIAL REFERENCE TO TAILORING IN NAGERCOIL, KANNIYAKUMARI DISTRICT

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Abstract

Indian society is a developing society passing through transitional changes. Their attitude towards women working outside the house is not so right, unfavourable as it was earlier. Now we find women coming out of their homes in a large way breaking all barriers family and society and starting their own enterprises. Women employment is considered not only as an important indicator of their status but also an instrument of their integration in development. Some of the women however enter employment Labour market by force of circumstances. Women are seen working informal and formal sectors, as also organized and unorganized sectors. Women are also seen as an entrepreneur which is a recent phenomenon, self-employment among women is considered vital to tackle the problem of poverty on one hand and enhance the self-esteem of women on the other hand. In the present study a brief review of literature was made. The methodology of the study was also tailored. The socio economic conditions were analysed some suggestions were also put forth.

Key words: Society, Women employment, Entrepreneur, Investment, Attitude, Responsible.

Introduction

Self-employment among women is a challenging field. A self-employment women is seen as an investor, promoter organizer, manager and coordinator and also as a capitalist. These roles were played by her at home and she would have to extend it outside her home. Her duties as a wife, mother, a daughter keeps her busy and engaged. She takes decisions with regard to work inside the house and the same would be extended in the work place.

The term “Self-employed” means that someone earns money by working for themselves. In other words, it’s like being a one-person business.

Although the number of women self-employment is small in our country, they have adventured in different types of enterprises. It is not true that only convention fields are open to them but women are engaged in manufacturing like tailoring, garments, furnishing and garment exports, marketing drugs and pharmaceuticals chemicals, fabrication and rural household industries, basket making agarbathi making, beedi making etc.

Categories of Self-Employment

There are three categories of Self-employed workers.

1. Small scale vendor, small traders and hawkers, selling Household goods vegetables, fruits, Fish – etc.
2. Home based Products, garments stitches processors of agricultural produce and handy crafts producers.
3. Labourers are selling their service or their Labour, including agricultural Labourers construction workers, contract Labourers, hand cast other providers of services.

The self- employed workers comprise a substantial proportion of the urban work force ranging from 45 to 55 percent in urban metropolitan cities. Many of the goods and services consumed by the population are provided by these people. The limitations of data make it difficult to assess the size and composition of self-employed workers.

Review of literature

Dr. Rajesh Kumar Agarwal (2020) in her article titled “Self-employment for uneducated women in India” Propelled by their micro – enterprises such as petty trade, vegetable, Poultry and tailoring, a large number of poor women in India have acquired greater confidence and respect in their families and communities although this success has freed these women from the ditches of poverty, they have “remained imprisoned in their domestic chores and occupational responsibilities” and have consequently been unable to realize their human potential leading a life of struggle in their husbands who were addicted to alcohol and were unemployed either by choice or due to disability.

Ahu (2020) using the Korean Longitudinal study of Aging, shows that self-employment has a negative effect on general and mental health and a positive effect on cognitive functioning.

Ramaa Vasudevan and Srinivas Ragharendra (2022) the Promotion of self – employment through financial inclusion initiatives has been adopted as a means of harnessing the entrepreneurial and productive capacities of women within the neoliberal developmental policy framework. This study presents a simple analytical model in the Post –Keynesian tradition to investigate the linkages between self – employment aggregate demand, and unpaid care work by developing a two-sector model. It shows that a development al strategy based on fostering women’s self – employment is constrained, in the one hand, by the macroeconomic conditions driving aggregate demand and, on the other by the trade- off between the time allocations between unpaid care and paid work that the gendered division of care work responsibilities imposes on the self – employment women worker. The promotion of self- employment cannot serve as a viable development strategy without policies that directly boost aggregate demand and at the same time relieve the burden of care responsibilities on women through public investment and social provision of care.

Methodology

Study area

The town lays 20 kms north-west of Kanniyakumari in the state of Tamil Nadu. This is the largest town in Kanyakumari district. River Palayaru originating from Western Ghats, flows through north-east and reaches Arabian Sea which is at the West of the city Nagercoil has achieved a literacy rate of 100% and a sex ratio of 1045 for every 1000 males. The area current estimate population of Nagercoil city in 2023 is 309,000, with a total of 59997 households in its municipality area of 24.247 Square Kilo Metres.

Statement of the Problem

Tailoring is an important non-farm employment in kanniyakumari district. The tailors face the problem of getting credit facilities from banks is spite of the union. They also face the problem of competition from imported readymade garments. The present economic study in Kanyakumari district analysis the economic conditions of the women tailors in Nagercoil. Women in India have been working women in the economic field and at home without adequate income to supplement their requirements thought additional earnings. The right of women to public employment is recognized under the constitution. The Spread of education in urban areas has opened new areas of employment opportunities. The income of the households could be raised way of extending credit facilitates to the women workers to take up self-employment opportunities.

Objectives

- ❖ To study the socio-economic factors of self-employment of women in tailoring by the sample respondents.
- ❖ To Study the level of employment provided by the tailors in Nagercoil the sample respondents.
- ❖ To analyse the type of dress stitched, order taken by the tailors in Nagercoil the sample respondents.

Data Collection

Data was collected to both primary and secondary data source. Primary data was collected through questionnaire. The study was done in the Form of direct personal interviews. The data has been collected from 50 samples Consumers in Nagercoil applying convenient sampling technique.

Secondary data consists of information that already exists somewhere, having been collected for some other purpose. In this study, the secondary data was collected from various studies, journals and websites.

Results and discussions

The researcher has made an attempt to analyse the socio-economic factors of self-employment of women in tailoring in the study area.

Table No 1: Socio Economic background of the respondents

Variables	Frequency	Percentage
Age (in year)		
20 - 30	10	20
31 - 40	26	52
41 - 50	11	22
51 – 60	03	06
Marital Status		
Married	39	78
Unmarried	11	22
Education		
Primary	08	16
Secondary	15	30
Higher Secondary	17	34
Degree	08	16
Diploma	02	04
Years of Experience		
Below 10	10	20
11 - 20	19	38
21 - 30	11	22
31 - 40	07	14
41 - 50	03	06
Initial Investment		
Below 50,000	18	36
50,000 - 1,00,000	13	26
1,00,001 - 1,50,000	10	20
1,50,000 - 2,00,000	09	18
Monthly Income		
3000 - 5000	21	42

5001 - 7000	10	20
7001 - 9000	13	26
9001 - 11000	06	12

Source :Primary Data

Table 1 shows that the socio-economic background of the respondents. 52 percent of the respondents fall within the age group of 31-40 years. 78 percent of the respondents were married. 24 percent of the respondents. were had higher secondary education 38 percent of the respondents were 11-20 years of work experience 36 percent of the respondents. were invest initial amount below 50,000. 42 percent of the respondents were in the monthly income earnings 3000-5000.

Table No 2 : Overall Analysis of the respondents

Variables	Frequency	Percentage
Ownership of the building		
Own	19	38
Rent	31	62
Number of Machines		
Below 5	24	68
6 - 10	11	22
11 - 15	02	04
16 - 20	03	06
Number of Workers		
Below 5	38	76
6 - 10	05	10
11 - 15	04	08
16 - 20	03	06
Pattern of Payment		
Piece Wage	33	66
Weekly Wage	05	10
Monthly Wage	08	16
Daily Wage	04	08
Type of Dress Stitched		
Churidhar	24	48
Blouse	12	24
Nighty	04	08
Pants	06	12
Shirt	06	12
Pattupavadi & Blouse	02	04
Uniform Set	06	12
Type of Orders		
School	10	20
Individual	34	68

Institution	06	12
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Source: Primary Data

Table 2 shows that the Overall tailors analysis of the respondents. 38 percent of the respondents were in the own building. 68 percent of the respondents were engaged in below 5 number of machines. 76 percent of the respondents were below 5 number of workers category. 66 percent of the respondents were in the piece Wage payment. 48 percent of the respondents were Stitched in Churidhar. 68 percent of the respondents were in the type of order is individual.

Suggestions

- A major step in the direction of promotion of women's employment and self-employment has to be in expanding and diversifying the education facilities and training opportunities available to them.
- There is an urgent need to implement the banking policy in favour of women. It would be beneficial if loans are advanced to women.
- Self-employments programmes for women should be strengthened and designed on the basis of their needs at the micro level.

Conclusion

Women employment is considered not only as an important indicator of their status but also an instrument of their indicator of their status but also an instrument of their integration in development. Some of them, however take up employment but for poverty on one hand and in enhancing the self-esteem of women on the other hand attempts have been made in improving the status of self-employment women by creating awareness and skills among women encouragement of women's participation in trade unions. Expanding rural employments programmes reservation of 30 percent vacancies for women and diversification expansion of women's education.

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