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## Globalization and Women Empowerment through Entrepreneurship

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### Introduction:

Women entrepreneurs are these women who think about business or enterprise, initiate it, organize and combine the factors of production. Open the enterprise and undertake risks and handle economic uncertainly involved in running a business. Globalization refers to the number of changes in the world situation. It has brought changes in the global economy. Globalization and entrepreneurship are bringing new opportunities and challenges for women in the business world today.

Today women are excelling in every field. The field of textile is no exception women entrepreneurs in textiles can start their own business which includes Garment Making, Accessory making, Decorative materials, Boutiques, Useful articles such as saree cases, blouse cases, Bangle box, jewelry box etc.

Therefore the present study was selected considering the objective to study the role of globalization in the development of women entrepreneurs in textile of Amravati District. The present study will be helpful to improve the business of the women entrepreneurs in textiles. It will be helpful to increase the volume of business and to empower women.

### Methodology:

#### 1. Research Design Used:

The research design of the present study was descriptive as the investigator wants to describe women entrepreneurs situation and business.

#### 2. Operational Definitions:

##### a. Globalization

It was operationally defined as the world globalization refers to a number of changes in the world situation like increased international mobility, increased connectivity and open market.

##### b. Women Entrepreneurs:

It was operationally defined as 'As enterprises owned and controlled by women having a minimum financial interest of 51% of the employment generated in the enterprises to women.

##### c. Women Empowerment:

Dictionary meaning of empowerment is to give power. Women empowerment for the present study was operationally defined as the increase of business of women & changes occurred in the business.

#### 3. Variables under study

- a. Department variable - Women Entrepreneurs
- b. Independent Variable - Globalization

#### 4. Locale of the study.

The locale selected for the present study was Amravati city of Maharashtra State.

#### 5. Framing the Interview - Schedule

The Interview - Schedule for the Present study consisted of two categories:

##### a. General Information

It contains the information which is general such as age, education, income, occupation.



## b. Specific Information

It contains necessary information about the research topic which help the researcher to collect data and to draw the results.

## 6. Selection of sample:

The samples selected were entrepreneurs related to textiles in Amravati City For the purpose of pretesting the schedule, pilot study was conducted.

**Pilot study:** After selecting the sample and framing the interview schedule, the pilot study was conducted. The interview schedule was pretested by 25 women entrepreneurs and then the interview schedule was reconstructed for the further investigation. The respondents selected for pilot study was non sample respondents. Then schedule was altered as required and finalized for further utilization.

## 7. Collection of data:

For collecting the data, the investigator has taken 200 women entrepreneurs other than samples in the pilot study. The data was collected in the time period between month of December 2007 to months of March 2008.

## 8. Analysis of data:

After collecting the data, the data were carefully examined before tabulation. The data collected from respondents were transformed firstly in to primary tables and subsequently in secondary tables percentages and frequencies were worked out for the interpretation.

**Result and Discussion:** This chapter highlights the findings of the study with the help of which results can be drawn and the data can be made ready for interpretation.

The chapter for the present study comprises under the following heads.

4.1 Profile of women entrepreneurs in terms of personal, economic and situational characteristics.

4.2 Distributional Analysis of respondents according to Awareness of women entrepreneurs about globalization.

4.3 Distributional analysis of respondents according to rating on impact of globalization on women entrepreneurs.

4.4 Distributional Analysis of respondents according to economic development of women entrepreneurs due to globalization.

4.5 Distributional analysis of respondents according to changes occurred in the business of women entrepreneurs due to globalization.

4.6 Distributional Analysis of Respondents according to awareness of women entrepreneurs about globalization.

4.2.1 Distribution of respondents according to rating on changes occurred in the products material due to open market.

Material	Frequency	Percent
Easily Available	136	68.00
More Fine	10	5.00
Varieties of Material	124	62.00
Less Expensive	140	70.00

Multiple response hence the sum total was more than 100.

Data from above table revealed that most of the respondents i.e. 70 percent respondents were agreed that less expensive material was more preferred.

## 4.2.2 Distribution of respondents according to rating on changes in the present day Market.

Changes	Frequency	Percent
Varieties of Textiles	124	62.00
More Competition	108	54.00
Increased connectivity	98	49.00
Quality changes according to price	130	65.00

Multiple response hence the sum total was more than 100.

From the above table it can be said that most of the respondents i.e. 65.00 percent agreed that quality changes according to price.

Only 49.00 percent respondents said that connectivity was increased due to globalization.

## 4.3 Distributional analysis of respondents according to rating on impact of globalization on women entrepreneurs.

Impact	Frequency	Percent
Increased connectivity	144	72.00
Easy to access to imported material	140	70.00
Innovative construction techniques	156	78.00
Increased consumer	120	60.00
Various advanced technologies	116	58.00

Multiple response hence the sum total was more than 100.

From the above table it can be delineated that most of the respondents i.e. 78.00 percent agreed that innovative construction techniques were introduced due to globalization.

Only 20.00 percent respondents said that there was neither increased nor decreased in the number of consumers.

## 4.4.1 Distribution of respondents according volume of business.

Impact	No. of respondents	Percent
Increased	140	70.00
No-Change	35	17.50
Decreased	25	12.50
Total	N=200	100.00

From the above table it can be said that most of the respondents i.e. 70.00 percent agreed that their volume of business has been increased due to globalization.

While 17.50 percent respondents thought that there was in volume of business due to globalization. It may be due to the failure in fulfilling the consumer's demands.

## 4.4.2 Distributional Analysis of Respondent according to economic development of women entrepreneurs due to globalization.

No. of Consumers	No. of respondents	Percent
Increased	124	62.00
No-Change	40	20.00
Decreased	36	18.00
Total	N=200	100.00

From the above table it was cleared that, majority of the respondents i.e. 62.00 percent strongly agreed that there number of consumers were increased because of globalization.

18.00 percent of respondents agreed that they have decreased number of consumer due to globalization. It may be due to lack of required product.



## b. Specific Information

It contains necessary information and to draw the results.

## 6. Selection of sample

The samples selected for pretesting the schedule.

## Pilot study: After

The interview schedule was reconstructed from responses. Then

7. Collection of data

For the pilot study, the data was collected on March 20.

## 8. Analysis of data

For the pilot study, the data was collected on March 20.

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## According to changes occurred in the business of women

in their business in this era of globalization to or business up to date-

act.

product.

## Rating on steps taken to compete with market

	Frequency	Percent
1. Update their product	124	62.00
2. Arrange their product artistically to attract the consumers.	96	48.00
3. Give discrimination of price.	30	15.00
4. Sell their product on credit.	84	42.00
5. Sell their product through various medias.	60	30.00
6. Discrimination of Price	90	45

hence sum total was more than 100.

From the above table it can be said that majority of the respondents i.e. 62.00 percent update their product artistically, half yearly or yearly by organizing sales and exhibition cum sale.

48.00 percent respondents arrange their product artistically to attract the consumers.

45.00 percent respondents give discrimination of price.

30.00 percent respondents sell their product on credit. Only 15.00 percent respondents sell their product through various medias.

## Summary and Conclusion:

Women entrepreneurs are those women who think about business or enterprise, initiate it, organize and combine the factors of production. Open the enterprise and undertake risks and handle economic uncertainty involved in running a business. Globalization refers to the number of changes in the world situation. It indicates that the world now is more interconnected than it was before. It has brought changes in the global economy. It has further helped to bridge changes in the global economy. It has further helped to bridge the gender inequalities in employment and economic status of Asian Women especially in India.

As no one field has remained untouched from the effects of globalization, same is in the case with the field of Women Entrepreneurship. Therefore the present study was selected considering the objective to know the awareness of women entrepreneurs about globalization and to know the changes in the development of business of women entrepreneurs due to globalization.

Women empowerment for the Present Study was operationally defined as the improvement in the field of entrepreneurship. Globalization for the Present Study was operationally defined as the changes occurred in the business due to open market.

The samples selected for the present study were 200 women entrepreneurs of Amravati City. The Pilot Study was conducted with the objective to formulate the hypothesis and testing the prepared tools for the consistency. The Pilot Study was carried out on 25 Women Entrepreneurs in Amravati City.

An interview schedule prepared was implemented for data collection. Results of the Pilot Study were applied for formulating the Hypothesis of the study and Schedule was altered as required and finalized for further utilization. The data were collected by filling the interview Schedule by the respondents in the presence of the investigator.

It can be concluded from the Present Study that most of the Women were running their small business to support their family economically. Most of them were running their enterprise because of their interest. Many of them suppose the business as a status symbol.

Present Study highlighted that most of the Women Entrepreneurs were familiar with the term Globalization. The study focused that there was impact of Globalization on business of Women. The Volume of business was increased due to Globalization. Due to open market the required material for the business can be easily available. Various technologies have been introduced to speed up their work.

Through their enterprise the women can develop the economic status of their family ultimately helping in improving the standard of living. With the help of their entrepreneurship the empowerment of Women can be possible and they can be a part of Indian Economy.

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