

ENTREPRENEURIAL PERFORMANCE OF WOMEN SHG MEMBERS IN PERAMBALUR DISTRICT OF TAMIL NADU

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ABSTRACT

Entrepreneurs play a pivotal role in catalyzing economic growth of the country women are equally endowed with motivation and managerial capabilities in starting and running the enterprises efficiently. In order to harness their potential for continued growth and development, it is necessary to formulate appropriate strategies for stimulating, supporting and sustaining their efforts in the entrepreneurial world. The present study was undertaken to study the entrepreneurial performance of women SHG members. A sample size of 120 women SHG members were selected from eight different villages of Perambalur district of Tamil Nadu. The data were collected by personal interview with the respondents using a pre-tested interview schedule. Around sixty per cent of the respondents belonged to medium category of entrepreneurial performance. Majority of the respondents were found to be medium in most of their entrepreneurial traits viz., decision making ability, risk taking ability, innovativeness, credit orientation, competition orientation, management orientation, leadership ability and knowledge about the enterprise. The entrepreneurial traits which were found to be high were self-confidence and achievement motivation. Majority of the entrepreneurs perceived their enterprises as profitable and sixty percent of them had medium level of marketing ability.

KEYWORDS: Entrepreneurial performance, Self Help Group, Women entrepreneurs.