

ANALYSIS OF SKILL DEVELOPMENT AND ITS IMPACT ON BUSINESS PRACTICES OF WOMEN MICRO ENTREPRENEURS IN TRICHY DISTRICT

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ABSTRACT

India is a land of enterprises, where almost 70 percent of the population is still self-employed and some place this estimate as high as 80 percent. Entrepreneurship development and income generating activities are a feasible solution for empowering women. It generates income and also provides flexible working hours according to the needs of homemakers. The best way for women to recognize their own talents and capabilities is engaging them in income generating activities through entrepreneurship skills. It is proved that Women Micro Entrepreneurship is contributing not only to the sustainable development of women but also to the sustainable development of the country's economy. This study analyses the various skill development possessed by women entrepreneurs and their impact on business practices of Women Entrepreneurs in Trichy District. Based on a sample of 100 Women Micro Entrepreneurs in Trichy district, descriptive and inferential analysis are conducted. Independent Sample "t" test and Correlation Analysis are used to test the hypotheses. The research reveals that there is a strong relationship between the skill development and business practices of Women Micro Entrepreneurs. Out of five skills development, the impact of Behavioural Skill on Business Practices is more than others. The study suggests that the Women Micro Entrepreneurs should take proactive steps to develop their entrepreneurial skills and improve the business practices by which they can increase their business performance. The study proved that various entrepreneurial skills development would lead to better business practices of Women Micro Entrepreneurs.

KEYWORDS: Micro Entrepreneurs, Skill Development, Business Practices, Behavioural Skills, Business Skills, Managerial Skills.

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