

An Exploratory Study on Decision Making Empowerment of Women Idli Vendors

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Abstract: Vending is an important and natural source of employment for a large number of urban poor, men and women alike. Idle vending is one of the important sources of livelihood for economically weaker sections. Idle vending is wide spread business which is mostly carried out by women especially people those who are from underprivileged society. Many of the women set up this roadside eatery in order to take care of their families. The eateries do face difficulties such as increase in price of firewood, raw materials, their availability and the like, yet they weather the storm. The roles of idli women vendors are multifaceted in nature. They are all running their idli vending business with normal profit, playing a good role like a managerial economist. The following objective have been framed for the purpose of the study: (i) to identify the background profile of women idli vendors, (ii) to find out the motivational drive of doing the self-entrepreneurship among idli vendors. And (iii) to explore the decision making empowerment among the idli vendors.

Purposive sampling method has been adopted to collect primary data. The choice of the sample items depends on the purpose of the researcher. 200 women idli vendors are selected as sample units in the study area. The objectives of the study were analyzed with help of simple percentage analysis, garrat ranking techniques and one way Anova and Post-Hoc Technique

Keywords: Idli Vending, Women, Empowerment

1. INTRODUCTION

Women place a respectable and important part on our society. To be independent they starting up small and medium enterprises with their hard work and with sheer dedication. In the past fifty years, society shifted their perspectives of women being primarily child bearers and caregivers to include primary breadwinners or co-contributors to the family income. Idle vending is one of the important sources of livelihood for economically weaker sections. Idle vending is wide spread business which is mostly carried out by women especially people those who are from underprivileged society.

Vending is an important and natural source of employment for a large number of urban poor, men and women alike. It requires skills that can be gained outside the formal education setup, is quite flexible and does not require heavy capital investment and also does not have significant entry barriers.

As a family business, idli vendors would often operate as a husband and wife team, however in other cases vendors relied on other female family members to help out as needed. And while many tasks were done by either men or women depending on who was available, it is also clear that certain activities were more likely to be done by women than men and vice versa. While men's roles tended to be more visible and extroverted, women were often more involved behind the scenes in the primary preparation stages of idli and the washing of dishes. However, when an enterprise was run exclusively by women, both the more visible and less visible roles became the domain of women and their workload was increased. Idli vendors provide an important economic and cultural connection between rural and urban life.

Many of the women set up this roadside eatery in order to take care of their families. The eateries do face difficulties such as increase in price of firewood, raw materials, their availability and the like, yet they weather the storm. The women continue to offer their faire knowing that making idlies not only provide them with a livelihood, but offers sustenance to countless people. To