

WOMEN ENTREPRENEURSHIP IN INFORMAL MARKETS- A STUDY WITH REFERENCE TO DAKSHINA KANNADA AND UDUPI DISTRICTS

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Consequent to economic restructuring, informal space operating on the basis of market principles offers itself as a new institution to deliver goods and services to the consumers in globalizing economy. In order to come to terms with this development, people are trained to participate in a market lead informal economy.

In the light of increasing emphasis on women empowerment and education, entrepreneurs from weaker sections are drawn towards informal sector. Weekly markets are an important segment of the informal sector in the study region. Therefore, it was intended to study the condition of women entrepreneurs in the weekly markets. Women in rural and informal sector have been taking economic initiatives and social responsibility, which, in fact, has been instrumental in sustaining the informal economy directly and formal economy indirectly. The study was planned with purpose of exploring the dynamics of informal economic space, which accommodates female participation.

Weekly markets happen to be one of the neglected informal economic spaces within the study region. Women entrepreneurs, who operate in these market is facing problems which is brushed aside by the state and civil society. In this context informal market space has to be understood as a gendered space. The study has been able to throw light on some of the important variables like education, economic condition, and caste-category types of products dealt, motivating factors, age of entrepreneurs, and the age of enterprises. In addition to this the role of micro-finance in the development women entrepreneurs has been significant.