Abstract- The article tries to find out the influence of microfinance of women entrepreneurs in Cuddalore district. One objective of this study is reached through proper methodology. Sample size was 80 in all obtained through convenience sampling technique in Cuddalore district. Researcher designed questionnaire is with 5 point scale in the continuum of agreeing. Multiple regression analysis was used for data analysis. The study found that there is an influence of micro savings, micro loan, education and training on success of women entrepreneurs. Hence, it is concluded that micro finance institutions should create proper group formation and supporting infrastructure facilities are precondition for a successful use of micro-credit as a tool of empowering and success of women entrepreneurs.

Keywords: Success of Women Entrepreneurs; Cuddalore District; Convenience Sampling Technique; Micro Finance Institutions; Infrastructure Facilities.

I. INTRODUCTION

The current research inspects on business development through the involvements of micro finance institution and check to what coverage it assists for authorizing women entrepreneurs in the Cuddalore district. It was listening carefully on the objective to establish the impact of micro finance on empowerment of women entrepreneurs in Cuddalore district.

Usually microfinance helps the poor and the needy. They assist in the life cycle needs of the poor which include marriage, child birth, children’s education, festivals, etc. They get help for the emergencies such as accidents, illnesses, pregnancy related needs, etc. Through this microfinance they also get financial assistance after natural hazards such as floods, heavy rains, cyclones, droughts landslides etc. They also assist in paying the monthly premium towards LIC, PLI, savings deposits and towards lifting up the entrepreneur’s economy. Microfinance covers a broad range of fiscal services towards loan, deposits and other dues. These institutions have shown a significant contribution towards the poor in rural, semi-urban and urban areas to raise their income and living standards in the universe.

Microfinance attempts to reduce the dualistic economy in the developing countries such as India. Micro Finance establishments have very important role among the poorest cluster folks to enlarge their financial gain in developing countries. Small finance establishments play an important role against the impoverishment by support poor folks to extend their wealth (Zama, 2004). The small Finance establishments are empowering the poor folks by providing money and non money services to boost their living customary through the facilities for impoverishment alleviation, health nutrition, education and self employment opportunities and serving to induce capital and freelance financial gain and contribute economically to their family and society.

Main Features of Indian Microfinance Institutions

Micro finances are actually related to financial services which include savings, insurance and credits to the poor of the poor in order to lift the socio-economic status. Some of the features are as follows:

i. Loans are given without security.

ii. Loans are given only to those who are below the poverty line i.e. the annual income below the announced amount which will be periodically announced by the Government. As per 2012 census Indian Government stated that 22 per cent of the Indians are below the poverty line. Reserve Bank of India announced that 25.70 per cent of rural and 13.70 of urban are poor.

iii. Members of SHG may get benefits through microfinance institutions.

iv. Maximum limit of microfinance to a household remains as 25000 rupees.

v. Terms and conditions are decided by NGOs.

vi. Micro finance differs from micro credits in the sense that micro credit commits itself with only loans and its collections; but microfinance is related to savings insurance, credits, etc.

2. REVIEW OF LITERATURE
Moh Ashraf Ali (2015) studied concerning the impact of microfinance on political and socio-cultural authorization. The study was conducted in Aligarh district of state. The analysis found that there’s influence of microfinance on ladies authorization in Aligarh district.

Ashok Jhawar and Priyanka Chawla (2014) studied the role of SHG in ladies authorization in Indore town. The investigator known that there’s a rise in improvement in condition, range of participation, saving quality rate and self employment has been exaggerated. The study concludes that authorization could be a self generated method however SHG could be a medium through that it may be achieved.

Selvaraj and Balamurgan (2014) studied the role of microfinance in ladies authorization. The analysis thought of on 3 issues like economic factor, psychological factors and social factors. The analysis was conducted in erode district. The study found that a number of the members area unit accretive the nongovernmental organization to come back up with additional coaching session in financial gain generating activity. The study conjointly found that there’s an explicit improvement in psychological and social authorization among rural ladies with the participation of self facilitate cluster and microfinance their living commonplace has been improved.

Subhas and Kiran Kumar (2013) recommended that there’s a desire to evolve an off-the-cuff small finance through formal institution. They found that cluster activities area unit found to be useful in developing bigger sense of closeness, solidatory and shoulder responsibility among SHG cluster members.

Suresh Ranjan and Baranidharan (2013) exposes in their study that microfinance facilitate society, government and society well being association to grasp the extent of ladies authorization and growth through microfinance. In specific there’s higher improvement in contribution to accommodate hold financial gain, participation in house hold money call, self esteem, improvement in living commonplace, skill, data and interest to develop leadership quality among ladies.

3. III. MATERIALS AND METHOD

Research Design

The study has explanatory survey design was used which aimed at impact of microfinance institutions on success of women entrepreneurs in Cuddalore district. Quantitative technique was used to explain and interpretation.

Statement of Problem

There are insufficient studies on this area with no studies carried out to determine the same on success of women entrepreneurs in Cuddalore district. It is for this reason that this study sought to investigate the effect of micro finance institutions on success of women entrepreneurs in Cuddalore district.

Objective of the Study

➢ To identify the influence of microfinance of women entrepreneurs in Cuddalore district.

Hypothesis of the Study

➢ There is no influence of microfinance of women entrepreneurs in Cuddalore district.

Questionnaire Construction

A structured form was wont to collect the first information. Structured questionnaires were administered by the researchers with Likert scale starting from powerfully conform to powerfully disagree writing five to one severally.

Target Population

The population of ladies entrepreneurs was the members of microfinance institutions Cuddalore district. The ladies microfinance institutions were thought-about as entrepreneurs were those that owned and concerned the business and had petty retailers, poultry farms, craft retailers, shop and handicrafts within the house from wherever the business operates that enabled the man of science to trace them and collect the form.

Sampling Technique

The analysis assumed a convenience sampling technique to pick the ladies entrepreneurs of microfinance institutions occupied in higher than aforesaid numerous behaviors.

Data assortment

Both primary and secondary information were used. The first information was collected exploitation the survey methodology. Secondary information was collected from numerous e sources and non e sources build up the literature review.

Tool for Data Analysis

Multiple regression analysis was used for data analysis. The purpose of multiple regression analysis was used for influence of microfinance of women entrepreneurs in Cuddalore district.
4. **Analysis and Discussion**

**Table 1: Multiple Regression Analysis Shows Influence of Micro Finance Institution on Success of Women Entrepreneurs**

<table>
<thead>
<tr>
<th>Model Summary</th>
<th>R</th>
<th>R Square</th>
<th>Adjusted R Square</th>
<th>Std. Error of the Estimate</th>
<th>F</th>
<th>p</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>0.885</td>
<td>0.783</td>
<td>0.782</td>
<td>3.801</td>
<td>653.482</td>
<td>0.001</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Coefficients</th>
<th>Sl.No.</th>
<th>Microcredit</th>
<th>B</th>
<th>SE</th>
<th>Beta</th>
<th>t</th>
<th>p</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Constant</td>
<td>5.353</td>
<td>0.799</td>
<td>6.698</td>
<td>0.001</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>1 Micro savings</td>
<td>0.477</td>
<td>0.031</td>
<td>0.312</td>
<td>15.619</td>
<td>0.001</td>
<td></td>
</tr>
<tr>
<td></td>
<td>2 Micro Loan</td>
<td>0.551</td>
<td>0.037</td>
<td>0.285</td>
<td>14.775</td>
<td>0.001</td>
<td></td>
</tr>
<tr>
<td></td>
<td>3 Education</td>
<td>0.537</td>
<td>0.032</td>
<td>0.314</td>
<td>16.675</td>
<td>0.001</td>
<td></td>
</tr>
<tr>
<td></td>
<td>4 Training</td>
<td>0.682</td>
<td>0.039</td>
<td>0.340</td>
<td>17.277</td>
<td>0.001</td>
<td></td>
</tr>
</tbody>
</table>

Dependent Variable: Success of women entrepreneurs

The Linear multiple regression analysis has been carried out on a sample of 80 and data considering success of women entrepreneurs as a dependent variable and the remaining four independent variables such as micro savings, micro loan, education and training. The reaction of the entrepreneurs and effect of the independent variables on success of women entrepreneurs have been studied by the multiple regression analysis.

The F value obtained for the analysis is 653.482 which are significant at one percent level. Hence the assumed regression model may be considered as a good fit. The value of R2 is 0.783 and implies that 78.3% of success of women entrepreneurs influenced by the four variables such as micro savings, micro loan, education and training.

Null Hypothesis ($H_0$): There is no influence of microfinance institution on success of women entrepreneurs.

Alternative Hypothesis ($H_a$): There is an influence of microfinance institution on success of women entrepreneurs.

Considering the significant individual regression coefficients, it is seen that the variable micro savings obtained beta value was 0.312 and implies that 31.2 percent of success of women entrepreneurs. The p value was less than 0.050. Hence, it is concluded that there is influence of micro savings on success of women entrepreneurs.

Considering the significant individual regression coefficients, it is seen that the variable micro loan obtained beta value was 0.285 and implies that 28.5 percent of success of women entrepreneurs. The p value was less than 0.050. Hence, it is concluded that there is influence of micro loan on success of women entrepreneurs.

Considering the significant individual regression coefficients, it is seen that the variable education obtained beta value was 0.314 and implies that 31.4 percent of success of women entrepreneurs. The p value was less than 0.050. Hence, it is concluded that there is influence of education on success of women entrepreneurs.

Considering the significant individual regression coefficients, it is seen that the variable training obtained beta value was 0.340 and implies that 34 percent of success of women entrepreneurs. The p value was less than 0.050. Hence, it is concluded that there is influence of training on success of women entrepreneurs.

From this multiple regression analysis result, it is identified that there is an influence of micro savings,
Findings

- The F value obtained for the analysis is 653.482 which are significant at one percent level. Hence the assumed regression model may be considered as a good fit. The value of R² is 0.783 and implies that 78.3% of success of women entrepreneurs influenced by the four variables such as micro savings, micro loan, education and training.
- It is identified that there is an influence of micro savings, micro loan, education and training on success of women entrepreneurs.

5. V. RECOMMENDATIONS

- Micro finance institutions should consider channeling more services and funds for micro financing programs to bring on board many business enterprises that are currently out of reach of the programs as this will help well economic development and improve business enterprises.
- Micro finance institutions could lead the way towards women empowerment through self employment activities through the development of social capital, better access to loans, and repayment schedules and multiple financial services.
- Micro finance institutions should create proper group formation and supporting infrastructure facilities are prerequisite for an effective use of micro-credit as a tool of empowering women.

6. VI. CONCLUSION

The current research inspect on business development through the involvements of micro finance institution and check to what coverage it assists for authorizing women entrepreneurs in the Cuddalore district. The study found that there is an influence of micro savings, micro loan, education and training on success of women entrepreneurs. Hence, it is concluded that micro finance institutions should create proper group formation and supporting infrastructure facilities are precondition for a successful use of micro-credit as a tool of empowering and success of women entrepreneurs.

7. REFERENCE