



## “WOMEN ENTREPRENEURS AS EVENT PLANNERS IN REFERENCE TO TRIVANDRUM DISTRICT”

Dr. Lakshmi. S, Assistant Professor, Department of Business Admn. Dr MPS Memorial College Of Business Studies, Sikandra, Agra.

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### ABSTRACT

*In the present scenario, event management industry is one among the fastest growing industries in India. Women are entering the world of business in increasing numbers while compared to the past. The need of the hour is to inspire more and more women entrepreneurs as event planners because Trivandrum is the only place in Kerala where few women event entrepreneurs have started their business hence women entrepreneurs as event planners with reference to Trivandrum is chosen for this study. This article also provides new insights into the involvement of event planners, problems faced by them, remedies, constraints restricting the growth of women entrepreneurs, suitable measures for the development of women entrepreneurs as event planners.*

### Keywords

*Women entrepreneurs, Event planners, Suitable measures, Event Management Industry, Trivandrum.*

### INTRODUCTION

Entrepreneurs are the lifeblood of any economy. It is often the entrepreneurs who provide the wisdom ladder to the jobseekers, inspiring them with innovative ventures with a growth perspective. It is the entrepreneur who powers the process of economic development. The increase in number of genuine and innovative entrepreneurs will increase the rate of economic growth. Entrepreneurs should also adopt to new managerial skills. In recent years women have made their mark in every field. The stage is set for a social take-off for women. Women constitute almost half of the total population in the world but their representation as entrepreneur is low. Until quite recently, only some of the nations cared much about the event management business as a career avenue. In India women entrepreneurs in event business is in a budding stage. Experts says it is the commencement of a new era

### Review of Literature



Entrepreneurs like many other economic concepts, has long been debated. It has been used in various ways and in various senses. It is an elusive concept that cannot be defined precisely. The word “Entrepreneurship” has been derived from a French root which means to undertake”. Today people call it by various names example adventurism, risk-taking, thrill seeking, innovating etc. Women entrepreneurs may be defined as a women or a group of women who initiate, organise and run a business (J Schumpeter)2011. An enterprise owned and controlled by woman having a minimum financial interest of 51 percent of the capital and giving at least 51percent employment generated to women (By Government of India) 2009. Women entrepreneurship is based on women participation in equity and employment of a business enterprise (Ruhani . J. Alice)2014

## RESEARCH GAP

- Very little literature is available on women entrepreneurs as event planners in Indian context
- Event management industry is being established in recent decades and yet this market is fully explored
- None of the researcher has concentrated on women entrepreneurs as event planners
- Research is conducted to know the outcome, competence, growth, problems of women as event planners.

## AREA OF THE STUDY

The study is limited to women event planners of Thiruvananthapuram

Objectives of the study

1. To study the growth of effectiveness of women entrepreneurs as event planners
2. To evaluate the problems faced by women event planners in this competing business
3. To identify the sustainable measures for the development of women entrepreneurs as event planners
4. To know the factors that inspire women entrepreneurs as event planners
5. To understand why women, prefer to be in event planning profession.



### Sample size

In this study quota sampling method is used so that all the twenty-five women event planners are included

### Data Analysis

#### Part A

TABLE 1

#### LOCATION

SL NO	VARIABLES	FREQUENCY	PERCENTAGE
1	RURAL	5	20
2	URBAN	14	56
3	SEMI URBAN	6	24
TOTAL		25	100

Source: Self proposed questionnaire and field survey.

TABLE 2

#### NATURE OF OWNERSHIP

SL NO	VARIABLES	FREQUENCY	PERCENTAGE
1	PROPRITERSHIP	7	28
2	PARTNERSHIP	7	28
3	OTHERS	11	44
TOTAL		25	100

Source: Self proposed questionnaire and field survey.

TABLE 3

#### MONTHLY INCOME

SL NO	VARIABLES	FREQUENCY	PERCENTAGE
1	10-20,000	10	40
2	20-30,000	9	36
3	30-40,000	6	24
TOTAL		25	100

Source: Self proposed questionnaire and field survey.



PART B

TABLE 1

TYPES OF EVENT ORGANISED

SLNO	VARIABLES	FREQUENCY	PERCENTAGE
1	CULTURAL	3	12
2	PERSONAL	11	44
3	ORGANISATIONAL	6	24
4	AWARD FUNCTION	5	20
TOTAL		25	100

Source: Self proposed questionnaire and field survey.

TABLE 2

WHY WOMEN ENTREPRENEURS CHOOSE TO BE EVENT PLANNERS

SL NO	VARIABLES	FREQUENCY	PERCENTAGE
1	CREATIVITY CENTERED	9	36
2	HEALTHY COMPETITION	2	8
3	BETTER MARKET	9	36
4	HIGH TARGETED PROFIT	5	20
TOTAL		25	100

Source: Self proposed questionnaire and field survey.

TABLE 3

EXPECTED POSSIBLE OUTCOMES

SL NO	VARIABLES	FREQUENCY	PERCENTAGE
1	PROFIT MAKING	7	28
2	GOODWILL	9	36



3	BRAND RECOGNITION	7	28
4	SELF SATISFACTION	2	8
TOTAL		25	100

Source: Self proposed questionnaire and field survey.

TABLE 4

GROWTH OF WOMEN ENTREPRENEURS AS EVENT PLANNERS

SL NO	VARIABLES	FREQUENCY	PERCENTAGE
1	SATISFIED	3	12
2	MODERATE	5	20
3	DISSATISFIED	10	40
4	STRONGLY DISSATISFIED	7	28
TOTAL		25	100

Source: Self proposed questionnaire and field survey.

TABLE 5

PROBLEMS FACED BY WOMEN EVENT PLANNERS

SL NO	VARIABLES	FREQUENCY	PERCENTAGE
1	LACK OF TRAINING	7	28
2	LACK OF FAMILY SUPPORT	7	28
3	LACK OF EXTERNAL AND INTERNAL FINANCIAL SUPPORT	8	32
4	STIFF	3	12



	COMPETITION		
TOTAL		25	100

SouSource: Self proposed questionnaire and field survey.

TABLE6  
REMEDIES TO OVERCOME THE PROBLEM

SL NO	VARIABLES	FREQUENCY	PERCENTAGE
1	FINANCIAL INSTITUTION SUPPORT	10	40
2	TRAINING AWARENESS	5	20
3	AVOID GENDER DISCRIMINATION	5	20
4	FAMILY SUPPORT	5	20
TOTAL		25	100

Source: Self proposed questionnaire and field survey.

TABLE 7  
PSYCHO SOCIAL BARRIERS OF WOMEN EVENT PLANNERS

SL NO	VARIABLES	FREQUENCY	PERCENTAGE
1	ROLE CONFLICT	7	28
2	POOR SELF IMAGE	6	24
3	CULTURAL VALUES	7	28
4	FAULTYSOCIALISATION	5	20
TOTAL		25	100

Source: Self proposed questionnaire and field survey.

TABLE 8  
FACTORS THAT INSPIRE WOMEN EVENT PLANNERS

SL NO	VARIABLES	FREQUENCY	PERCENTAGE
1	EDUCATIONAL	5	20



	BACKGROUND		
2	PROFIT MARGIN	7	28
3	INSPIRING AND CREATIVE PROFESSION	7	28
4	FAMILY BACKGROUND	6	24
TOTAL		25	100

Source: Self proposed questionnaire and field survey.

TABLE 9

REQUIRED SKILLS FOR SUCCESSFUL WOMEN EVENT PLANNERS

SL NO	VARIABLES	FREQUENCY	PERCENTAGE
1	NETWORKING	8	32
2	COMMUNICATION	8	32
3	INTERPERSONAL	4	16
4	PUBLIC SPEAKING	5	20
TOTAL		25	100

Source: Self proposed questionnaire and field survey.

## FINDINGS

- Women entrepreneurs need new challenges and opportunities for self-fulfilment
- Women need an independent job to expose the talents and capacity so they willingly focus as event planners.
- Women are interested in moderate investment so most of the women entrepreneurs prefer the new trend of event planner as their career
- With education and training women has gained confidence to do all work better than men
- Many women became as a event planners due to the pull factors and push factors
- Required skills for successful event planners are networking and communication



- Women entrepreneurs are attracted to event planning because this is an inspiring , creative profession and profit margin

## SUGGESTION

- A false sense of fear of failure is the reason for less number of women as event planners. This has to be eradicated.
- Government can organise more awareness programmes regarding the credit facilities available for business especially in rural areas
- Skill development training has to be provided for the successful implementation of business.
- Psycho social barriers of women entrepreneurs in event planning business has to be improved

## CONCLUSION

Event management can be defined as an Umbrella term which focus on family functions to business events. Hence women can focus on this business and establish it into a big business which is easy while comparing to other business. Women are well versed than men in planning, budgeting activities. Hence, we can conclude that women as event planners can climb the ladder at ease.

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