

INTRODUCTION

Self-employment has emerged as a significant avenue for economic independence and empowerment, particularly for women. In recent years, the shift from traditional employment to entrepreneurial ventures has gained momentum due to various socio-economic factors, including the desire for financial independence, flexible work schedules, and self-sufficiency. Women, who have historically faced challenges in accessing formal employment, are increasingly turning to self-employment as a means to overcome societal and economic barriers. This trend is not only fostering financial stability but also contributing to overall economic growth by generating employment opportunities and enhancing community development.

Despite the rising trend of women in self-employment, several challenges continue to hinder their entrepreneurial journey. Limited access to capital, lack of financial literacy, social constraints, and inadequate governmental support remain significant barriers. Moreover, balancing work and personal responsibilities adds another layer of difficulty for women entrepreneurs. However, various initiatives by governments, non-governmental organizations, and financial institutions are gradually addressing these issues, providing women with the necessary resources, training, and incentives to establish and sustain their businesses. The promotion of self-employment among women is now a critical focus of economic policies and social development programs.

The study aims to explore the status, challenges, and opportunities of self-employment among women, with a specific focus on Thaliparamba Municipality.

In India, self-employment among women has seen significant growth, supported by various government schemes such as the Mudra Yojana, Stand-Up India, and initiatives under the Ministry of Micro, Small & Medium Enterprises (MSME). Kerala, known for its high literacy rate and progressive social indicators, has been at the forefront of women's empowerment, with a strong presence of self-help groups like Kudumbashree playing a crucial role in fostering female entrepreneurship. Despite these advancements, regional disparities still exist, affecting the accessibility of resources and opportunities for women entrepreneurs. This study focuses on self-

employment among women in Thaliparamba Municipality, analyzing the key factors influencing their participation in entrepreneurial activities and the socio-economic impact of their businesses on the local economy.

OBJECTIVES OF THE STUDY

- To identify the reasons why women in Thaliparamba choose self-employment.
- To explore the different types of businesses women are engaged in.
- To analyze the challenges faced by women in self-employment.
- To examine the impact of self-employment on their income and lifestyle.
- To suggest strategies to support and encourage women in self-employment.

SCOPE OF THE STUDY

This study examines the factors influencing self-employment among women in Thaliparamba Municipality, including financial access, skill development, and social barriers. It focuses on women engaged in small businesses and home-based enterprises, assessing their challenges and growth prospects.

LIMITATIONS OF THE STUDY

- The data was collected only from 50 samples from Kannur Area.
- The limitation of time and cost is another constraint.
- Any wrong disclosure from respondents will destroy the truthfulness of the study.
- Some respondents are reluctant to disclose some of their personal information.

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