

A Study on Problems Faced by Women Entrepreneurs in Tuticorin District

Dr.J.Angel Beulah Gracelin, M.Com., M.Phil., Ph.D.,

Department of Commerce, Holy Cross Home Science College, Tuticorin District

Abstract

Women's skills and knowledge, their talents and abilities in business and a compelling desire of wanting to do something positive are some of the reasons for the women entrepreneurs to organize industries. According to World Bank, investing more in business of women rather in men leads to greater development of a Nation. Empowering women in entrepreneurship leads to break the inequalities and reduces the poverty. Entrepreneurs are faced with many obstacles that limit their growth and survival. In addition to this, women have to cope with negative prevailing social and cultural attitudes, lack of education and training, as well as gender discrimination. The study aims at analyses problems faced by the women entrepreneurs. This paper employed an interpretative, qualitative methodology to examine the problems faced by women entrepreneurs. The present study is designed to select 60 respondents. Most of the women entrepreneurs are started their business under sole proprietorship & small scale. So that government has to aid their business and help those to start large-scale business like company form of organization. Most of the Women Entrepreneurs are getting their finance from banking and Financial Institutions. So that government has to take initiative and supportive role for both banks and women entrepreneurs.

Keywords: financial problems, marketing problems, HR problems etc.

I. INTRODUCTION

India is a vast country with an estimated population of about 1.21 billion of which nearly half are women. Entrepreneurship amongst women in India is relatively a recent phenomenon. Various programmes are being conducted to improve the status of women, their access to resources and so on. But peripheral interest has been shown in developing a realistic and well-designed plan and programme for promoting women entrepreneurs. Despite the shared characteristics, gender based differences have been found to influence both business start-up and performance.

In today's post-modern era, the role of women entrepreneurs in economic development is inevitable and women are willing to take action in business and contribute to the nation's growth. Women are stepping up to own and run businesses in numbers that would have been hard to imagine a

mere few decades ago. However, women entrepreneurs face a wide variety of challenges both in starting and in growing their business ventures.

Women have been successful in breaking their freedom within the limits of their homes by entering into varied kinds of professionals and services. Women entrepreneurs have proved to be on par with their men counterparts in business wisdom and are emerging as smart and dynamic entrepreneurs. There are many reasons for women to enter into entrepreneurial ventures in a predominantly society. Entrepreneurship among women is an important avenue through which women can overcome their subordination within the family and the family and the society as a whole. Therefore, development of entrepreneurship among women has received special attention of the policy makers to promote the healthy growth of entrepreneurial activities and enterprises owned by women.

Women owned businesses are highly increasing in the economies of almost all States of the Nation. The hidden entrepreneurial potentials of women have gradually been changing with the growing sensitivity to the role and economic status in the society. Skill, knowledge and adaptability in business are the main reasons for women to emerge into business ventures. 'Women Entrepreneur' is a person who accepts challenging role to meet her personal needs and become economically independent. A strong desire to do something positive is an inbuilt quality of entrepreneurial women, who is capable of contributing values in both family and social life. With the advent of media, women are aware of their own traits, rights and also the work situations. They are flourishing as designers, interior decorators, exporters, publishers, garment manufacturers and still exploring new avenues of economic participation. In India, although women constitute the majority of the total population, the entrepreneurial world is still a male dominated one. Women in advanced nations are recognized and are more prominent in the business world. But the Indian women entrepreneurs are facing some major constraints like

- Lack of confidence in their strength and competence
- Socio-cultural barriers
- Market-oriented risks

- Motivational factors
- Knowledge in Business Administration
- Awareness about the financial assistance
- Exposed to the training programs
- Identifying the available resources

II. REVIEW OF THE LITERATURE

Soundarapandian, (1999) suggested that for entrepreneurship development in India, there was a greater need to emphasize on research relating to process and enhancement of entrepreneurship. The problems of women entrepreneur are listed as, Stiff competition from male entrepreneurs, High price of raw materials required, Financial constraints, Managerial constraints, Technical difficulties, Low ability to bear risks, Low level of favourable family background, Lack of entrepreneurial initiative.

Vatharkar (2012) examined the problems faced by women entrepreneurs in Pune district at various levels in their journey as entrepreneurs and also found the factors motivating these women to become entrepreneur. The study found that women entrepreneurs face lots of problems at start-up as well as operating stage like, role conflict, lack of motivation, lack of finance, maintaining balance between work and family life, discriminating treatment, understanding government rules and regulations, etc. Further, it is noted that these women entrepreneurs are both “willing” as well as “forced” entrepreneurs. For some of them, factor motivating to start their own enterprise is to support family financially, while for some of them it is the urge to be economically independent.

Kapadia and Barodia in 2004 while studying the problems of women entrepreneurs quoted that in order to improve living conditions, developing capabilities of women for self-employment had become essential. Women were often the main economic agents to ensure the survival of a poor family. Hence, women get empowered if they are led towards entrepreneurship. They also reported that there were successful women entrepreneurs today heading enterprises like electronics, multimedia, garment industry and so on. They also suggested that women entrepreneurs had to face many problems.

A. Statement of the Problem

Entrepreneurship is one of the important factors of industrialization; in the absence of entrepreneurship, industrialization cannot take place. Women’s skills and knowledge, their talents and abilities in business and a compelling desire of wanting to do something positive are some of the reasons for the women entrepreneurs to organize industries. According to World Bank, investing more in business of women rather in men leads to greater development of a Nation. Empowering women in entrepreneurship leads to break the inequalities and reduces the poverty. Entrepreneurs are faced with many obstacles that limit their growth and survival. In addition to this, women have to cope with negative prevailing social and cultural attitudes, lack of education and training, as well as gender discrimination. The study aims at analyses problems faced by the women entrepreneurs.

B. Objectives of the study

The following objectives are framed for the study

- To analyses the problems faced by the women entrepreneurs in Tuticorin District.
- To know the factors influencing women entrepreneurial development
- To offer suitable suggestions to improve entrepreneurial development especially women entrepreneurs

C. Methodology

This paper employed an interpretative, qualitative methodology to examine the problems faced by women entrepreneurs. The present study is designed to select 60 respondents.

D. Significance of the Study

There is need for a clear understanding of the challenges hampering the growth and development of these small ventures if meaningful solutions are to be implemented. Although some research has been conducted on entrepreneurship, it remains important to investigate challenges faced by women entrepreneurs operating in the Tuticorin District.

Table.1 Analysis and Interpretations

S. No	Nature of family type	No. of Respondents	Percentage (%)
1.	Joint family	24	40.0%
2.	Nuclear family	36	60.0%
	Total	60	100.0%

The above table shows that 60 percent of respondents are belong to the nuclear family. Remaining 40 percent of respondent are belong to the joint family. It is understood that maximum of the respondents are belongs to the nuclear family. Nuclear family women are having more courage than joint family women.

Table.2 One-way ANOVA

	Mean	Std. Deviation	Sum of Squares	df	Mean Square	Statistical inference
Financial problem						
Between Groups			1.268	2	.634	F = 0.786 0.642= 0.05 Not significant
Hindu	1.45	1.084				
muslim	1.00	.000				
christian	1.00	.000				
Within Groups			61.132	57	1.072	
Marketing problmes						
Between Groups			1.098	2	.549	F = 2.894 0.265= 0.05 Not significant
Hindu	1.74	1.303				
muslim	1.00	.000				
christian	1.60	1.342				
Within Groups			95.502	57	1.675	
Human resource Problems						
Between Groups			.971	2	.485	F = 0.346 0.982= 0.05 Not significant
Hindu	1.40	.968				
muslim	1.00	.000				
christian	1.00	.000				
Within Groups			48.679	57	.854	
Overall problems faced by women entrepreneur						
Between Groups			.515	2	.258	F = 2.342 0.967= 0.05 Not significant
Hindu	1.42	.989				
muslim	1.00	.000				
christian	1.60	1.342				
Within Groups			58.068	57	4.019	

E. Research Hypothesis

There is a significant difference between religion of the respondents and overall perception of problem faced by the women entrepreneur

F. Null Hypothesis

There is no significant difference between religion of the respondents and overall perception of problem faced by the women entrepreneur

Statistical tools

One way ANOVA ‘f’ test was used in the above table

III. FINDINGS

The above table shows that there is no significant difference between religion of the respondents and overall perception of problem faced by the women entrepreneur. Hence the calculated value is greater than table value. So that research hypothesis is rejected and null hypothesis is accepted.

IV. SUGGESTIONS

Women entrepreneurs should raise confidence, empower themselves through entrepreneuriaeducation, which is one of the initiatives that can be designed to enhance skills and

knowledge in entrepreneurship. It is recommended that women entrepreneurs should acquire skills that will help to break the stereotypes and value systems that hinder them from participating in everyday activities. Women entrepreneurs should form partnerships with individuals from different areas of knowledge and expertise in order to learn from one another.

Lack of technical know-how, lack of specialized skills, non-availability of modern technology, difficulties in maintenance of machinery are some of the technological related constraints, or rather major constraints in running the enterprise. This is one of the vital factors in success of any business.

Most of the women entrepreneurs are started their business under sole proprietor ship & small scale. So that government has to aid their business and help those to start large-scale business like company form of organization.

Most of the Women Entrepreneurs are getting their finance from banking and Financial Institutions .So that government has to take initiative

and supportive role for both banks and women entrepreneurs.

Government has to conduct special training programs, entrepreneurial development programmes, and improvement programs to Women Entrepreneurs as well as their employees to enhance their productivity.

V. CONCLUSION

Women entrepreneurs must have an intention to fulfil their dreams. They have to make a dream transferred into an idea enterprise studies show that successful women work hard. Many authors have tried to define these most important concepts differently. For positive change to be realised around these five aspects there is need for all people to come together and have an input to ensure that all views are included in decision making for women empowerment. It is important to note that students, especially women, should be afforded opportunities and resources to make decisions and learn about entrepreneurship.

REFERENCES

- [1] Sharma Sheetal (2006) "Educated Women, powered, women" Yojana Vol.50, No.12.
- [2] Dhameja S K (2002), Women Entrepreneurs : Opportunities, performance, problems.
- [3] Women Entrepreneurship Problems and Prospects of Indian Economy: Mr.SandeepKrishnatRaval, Mr.Suresh Shankar Shejal ZENITH International Journal of Multidisciplinary Research Vol.1 Issue 5, September 2011, www.zenithresearch.org.in 202
- [4] Dhameja S K (2002), Women Entrepreneurs: Opportunities,Performance and Problems, Deep Publisher (P) Ltd.,New Delhi.
- [5] Gordon E. &Natarajan K.: (2007)Entrepreneurship Development – HimalayaPublication House, Second Revised edition.
- [6] Donald F. Kuratko& Richard M. Hodgetts, Entrepreneurshipin the new millennium, Reprint Edition 2009,ISBN- 13: 978-81-315-0561-8
- [7] Robert D. Hisrich, Michael P Peters & Dean A Shepherd,Entrepreneurship, Sixth edition, ISBN- 13: 978-0-07-062017-9
- [8] Sunil Gupta, Entrepreneurial Development- An Introduction,First Edition, ISBN- 81- 7881-343-2