

A Study on Challenges and Problems of Women Entrepreneurs in Madurai District

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Abstract:

Women- possessed entrepreneurship should be encouraged in any society that aspires to reach a high position of overall development so that women can take advantage of the openings it presents for particular development and profitable growth. The donation of women to business development can be backbone of profitable acceleration. Women's business power is extensively recognised as a critical element of a healthy frugality because it plays a significant part in the product of new jobs and services and contributes to overall profitable development. Due to numerous challenges and problems that are present in the business world. The metamorphosis of socio- profitable fabric of Indian society in recent times has brought clear recognition of women in public docket and in achievement of development objects including sweats to promote women entrepreneurship. The presence of women entrepreneurs has increased leading to a change in demographic characteristics of women. The present study was conducted to identify the social and profitable position among the women entrepreneurs as well as the colorful challenges facing by them during the starting and running the business.

Keywords: Women Entrepreneurs, Challenges, Business, Problems.

Introduction

In developing countries, women and men are given equal social status, but in a developing country like India, gender inequality is all pervaded over the decades. Because of the traditional upbringing of Indian women, if they initiate to open an enterprise, they mostly go for a low budget, low cost, and low-value products like hand-woven items, embroidery work, making of spice mixtures, pickle making, making of incense sticks, launch pack distribution service, set up for babysitting, and a number of such small scale enterprises where they have embarked their impressions. However, very few women entrepreneurs undertake medium and large- scale business, and this is not due to their lack of intelligence or potential but only to the traditional culture dragging them behind to take up the sky-high challenges. Women entrepreneurs face many challenges, face the financial arrangement, stiff competition, education shortages, family problems, women dominated society and so on. Women are not easier to face in the society so many problems are come but women have less opportunity in society. When compared to men female business owners are less only because owner society dominated the female in higher possessions. If female comes in good possession women will change more and more through and thing. Women are not weaker. Women also have qualification to improve our society. A woman faces more not only in more willpower and empower. So, women can do everything. So may dominated persons are come but they take in a positive way and women across the many persons and won in their goal.

Women Entrepreneurs

Any women who generate business idea, sets up an organisation, combines the factors of production, operates the unit, undertakes risks and handles the problem involved in managing a business enterprise is known as women entrepreneur. The government of India has defined women entrepreneurs based on women's participation in equity and employment of a business enterprise.¹ The basic objective of women entrepreneurs is the creation of employment opportunities. With the development of women entrepreneurs, there can be dispersal of industries in the country. Women entrepreneurs facilitate a more equitable distribution of the national income and they ensure the achievement of technical improvements. Since the labourers do not have any disturbance in their local and social habits and customs, women entrepreneurs lead to progressive improvement in productivity.

Women Entrepreneur in Tamil Nadu

Tamil Nadu is one among the leading industrialized states of the country. It has been ranked as the third largest economy in India. But the Government's efforts come only from 1970 onwards for the promotion of self employment among women. The modern Tamil Nadu woman is different from the housewife of the past, to whom selling or running a business carried a stigma which she found difficult to shake off. Women entrepreneurs in Tamil Nadu possess organisational abilities, marketing skills, entrepreneurial skills and efficiency and novel ideas. Many women have vaulted the barriers of conditioning and reaped the rewards of a global economy. According to Lakshmi Venkatesan, Founder Trustee of Bharatiya Yuva Shakthi Trust (BYST), "Women in Tamil Nadu are the best Entrepreneurs in the country; they have shown that they could make excellent entrepreneurs if they get support by way of finance and guidance". Women are successful when they undertake group activities like Self Help Group (SHG), since they get very good awareness from it about the Government Agencies, Financial Institutions, their schemes and opportunity to utilise these facilities.

Women Entrepreneur in Madurai District

Madurai, the headquarters of Madurai District, has been famous for leather and lock industries since independence; Madurai is also famous for various industries like cotton textiles, coir, chemicals, plastic goods, iron and steel, pharmaceuticals, glass wares and various agro-based industries. The present study aims at probing the growth of women entrepreneurs in Madurai over a period of time and women entrepreneurs are selected from the businesses of tailoring, vegetables shop, petty shop, craft shop, beauty parlor, hotels, electrical shop, book binding shop, readymade shop, etc.

Objectives of the Study

1. To identify the socioeconomic background of women entrepreneurs in Madurai District.
2. To study the challenges faced by women entrepreneurs while starting and running the business.
3. To study the problems faced by women entrepreneurs.

Scope of the Study

The present study, "Challenges and Problems of Women Entrepreneurs in Madurai District" is undertaken only from view point of women entrepreneurs. The marketing strategies adopted and the

¹Dr.P.T.Vijayshree, Dr. M.Alagammai "Entrepreneurship and Small Business Management "(2010), Margham Publications , Chennai P. 24.1

difficulties faced by the women retailers in marketing the products have been dealt in this study. The marketing aspect covers the merchandise buying and handling, retail strategy adopted for selecting the location, covering the risk, employing the staff and for fixing the prices. The promotional strategy and the distribution strategy adopted have also been dealt with. This study reveals the challenges and problems faced by the women entrepreneurs.

Review of Literature

Charumathi (2015) examined emerging challenges and prospects of women entrepreneurs in India keeping in view the increasing infrastructure, education level and awareness regarding upcoming opportunities among women. She concluded that women were still not able to handle risks in a calculated manner and first priority gives to family and enterprise held second priority.

Mallika Das (2013)² identifies the major problems of women entrepreneurs in India with the objectives of analysing the various problems faced by them and by suggesting the remedial measure which will help in the speeding up of women entrepreneurship in the city.

Goyal and Parkash (2011)³ examined finished up with the feeling that endeavours are being taken to satisfy the guarantee measure up to circumstance in all circles to the Indian women and ensuring meet privileges of support.

Methodology

Designing a suitable methodology and the selection of appropriate and suitable analytical tools were very important for carrying out a meaningful analysis of any chosen research problem. For the present study area, the sampling design, the collection of data, the period of study and tools of analysis.

Data Collection

The present study had been based on primary data as well as secondary data. The personal interview method was adopted for collecting primary data from the sample respondents. The secondary data were collected from the entrepreneurship center, District Industries Centre, various published as well as unpublished reports, handbooks, magazines and websites and so on.

Analysis and Interpretation

Table1.1 Age

S.No	Age	No. of Respondents	Percentage (%)
1	Less than 30	38	38
2	30-35 yrs	25	25
3	35-40 yrs	19	19
4	Above 40 yrs	18	18
5	Total	100	100

Source: Primary Data

² Mallika Das (2013), Women Entrepreneurs of India: Problems, Motivations and Success Factor, Journal of Small Business and Entrepreneurship Publications INC., Vol.15.

³ Goyal.M & Parkash.J.(2011), Rural Women Entrepreneurship in India- Problems and Prospects, International Journals of Multidisciplinary Research, Vol.1 Issue5.

The above table 1.1 indicates that out of 100 respondents, 38 % are in the age group of less than 25% of respondents are in the age group of 30-35 and 19% are in the age group between 35-40. The least number of respondents belong to above 40 years at the rate of 18%.

Figure 1.1

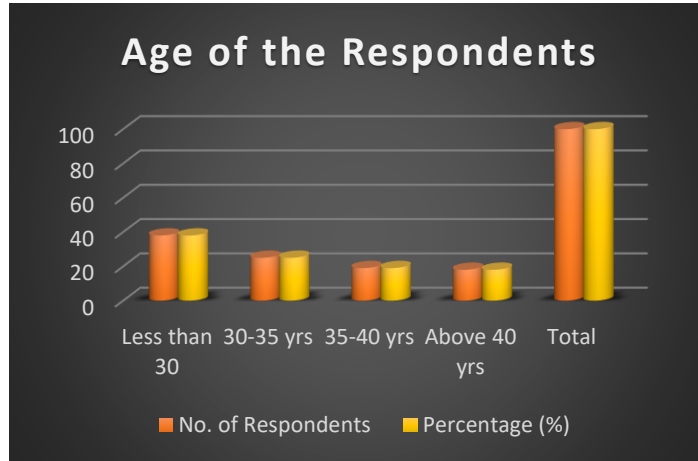


Table 1.2 Nature of Business

S.No	Nature of Business	No. of Respondents	Percentage (%)
1	Supermarket	20	20
2	Department Store	40	40
3	Hypermarket	10	10
4	Others	30	30
5	Total	100	100

Source: Primary Data

The above table 1.2 reveals that the out of 100 respondents, 20% of respondents own supermarket, 40% of respondents own Department Stores, 10% respondents own hypermarket and 30% other retail sectors.

Figure 1.2

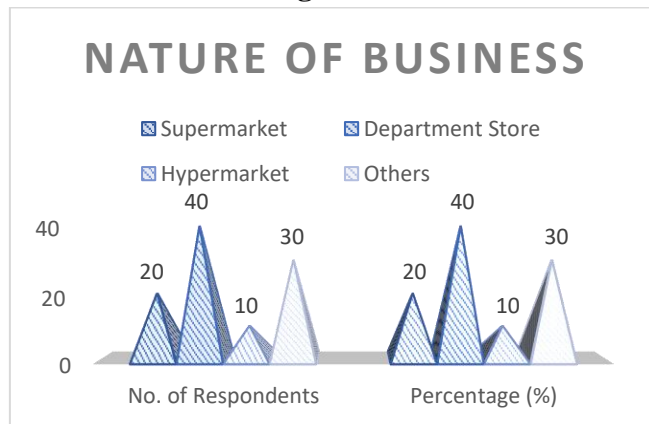


Table 1.3 Type of Business

S.No	Type of Business	No. of Respondents	Percentage (%)
1	Sole- Proprietorship	47	47
2	Partnership	53	53
3	Total	100	100

Source: Primary Data

The above table 1.3 shows that out of 100 respondents, 47 % are Sole-Proprietorship and 53% are running business in Partnership.

Figure 1.3

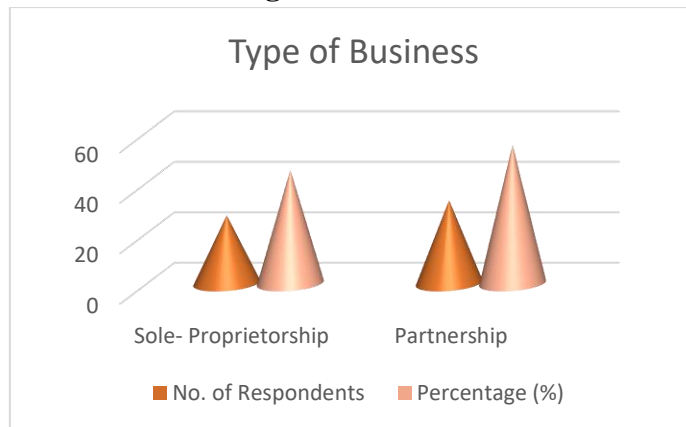


Table 1.4 Source of Capital

S.No	Source of Capital	No. of Respondents	Percentage (%)
1	Owned	49	49
2	Borrowed	51	51
3	Total	100	100

Source: Primary Data

The above table 1.4 indicates that the out of 100 respondents, 49 % of people have invested their own capital and 51% of respondents have borrowed their capital.

Figure 1.4

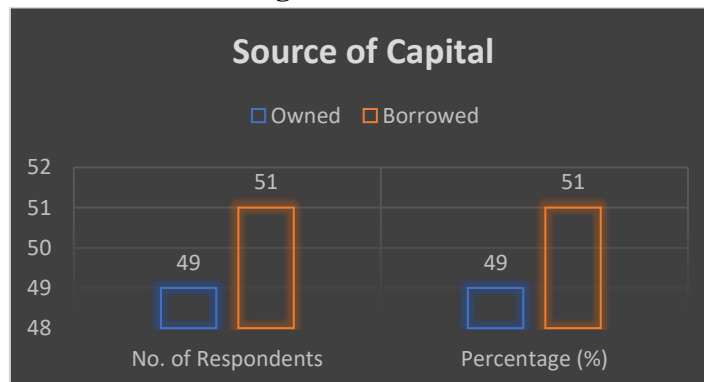


Table 1.5 Challenges

Sl.No	Challenges	No. of Respondents	Percentage
1.	Tough Competition	34	34
2.	Work life Balance	16	16
3.	Minimal Support	15	15
4.	Unfavourable Business Environment	18	18
5.	Family Restriction	17	17
6.	Total	100	100

Source: Primary data

The above table 1.5 shows the challenges of women entrepreneurs. Majority of the respondents 34 percentage faced the challenges in tough competition. 15 percentage are challenged in minimal support. It is found that majority of the respondents are challenged in tough competition.

Figure 1.5

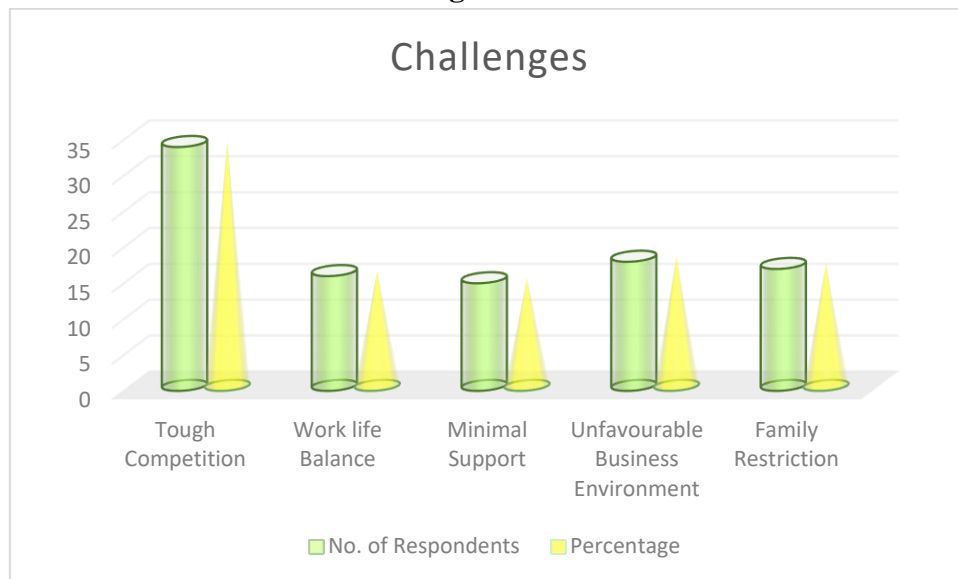


Table 1. 6: Problems Faced by Women Entrepreneurs

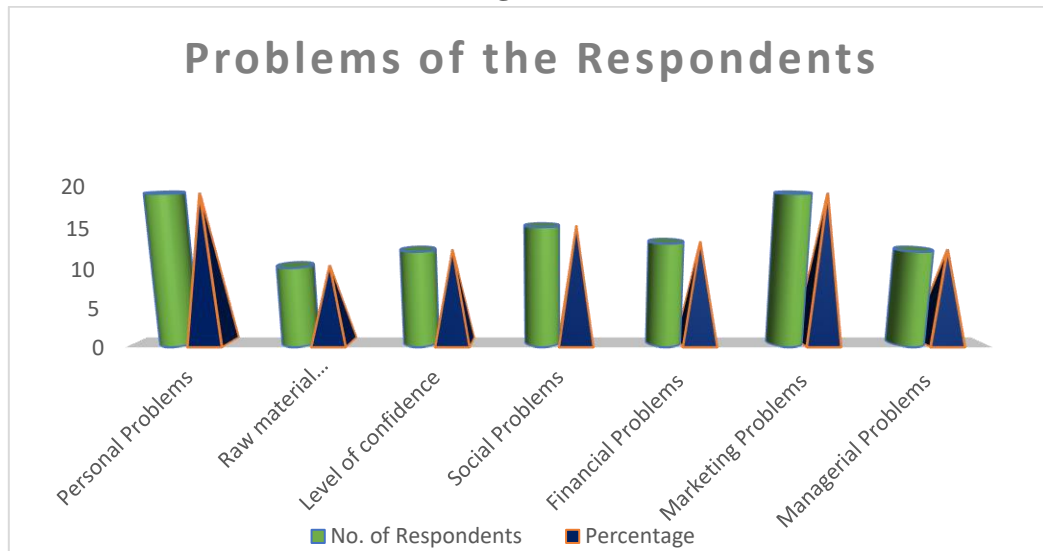
Sl.No	Problems	No. of Respondents	Percentage
1.	Personal Problems	19	19
2.	Raw material Problems	10	10
3.	Level of confidence	12	12
4.	Social Problems	15	15
5.	Financial Problems	13	13
6.	Marketing Problems	19	19
7.	Managerial Problems	12	12
	Total	100	100

Source: Computed from primary data

The above table 1.6 shows the problems faced by women entrepreneurs. Out of 100

respondents 19 percentage of the respondents are facing personal and marketing problems. 13percentage are facing financial problems and 12percentage are facing level of confidence and managerial problems. It is found that majority of the respondents are facing personal and marketing problems.

Figure1.6



Findings

1. Out of 100 respondents, the greater part of respondents is age gathering of less than 25 years.
2. Out of 100 respondents, 40% of the respondents are departmental stores and 30% other retail shops.
3. Out of 100 respondents, 53% of the respondents running a business in partnership and 47% of the respondents running a business in Sole-Proprietorship.
4. Out of 100 respondents, 51% of the respondents have borrowed capital to running a business and 49% of the respondents have invested own capital to running a business.
5. Out of 100 respondents, Majority of the respondents 34 percentage faced the challenges in tough competition.
6. Out of 100 respondents 19 percentage of the respondents are facing marketing problems.

Suggestions

Family members should be support and motivate women for their business, finance, cooperation. Society has to make the good environment to conductive for promoting women entrepreneur's culture. Central and state government should be promoting more schemes to the rural women entrepreneurs.

Conclusion:

From the various research papers, articles and information analysed and studies, it is found that several problems are faced by the female entrepreneurs of Madurai. The imbalanced between career and family, male-dominance society, social and cultural hindrances, illiteracy, lack of marketing and entrepreneurial skills, lack of self- confidence as well as mobility restraints are some of the major factors. Women are coming in front and doing business, owing their business houses and flourishing as successful entrepreneurs. Government policies, schemes, incentives, and subsidies have motivated and supported women entrepreneurs. It has given an impetus that encouraged women entrepreneurs.

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