

Problems and Challenges of Women Entrepreneurs

Dr. Senthilkumar. R

Assistant Professor & Head, Department of Commerce (Bank Management), Ganesar College of Arts and Science, (Affiliated to Bharathidasan University, Tiruchirappalli-24), Melasivapuri-622 403, Ponnamaravathi Tk, Pudukkottai District, Tamil Nadu State.

ABSTRACT

Entrepreneurship serves as a catalyst of economic development of the country. It is one of the largest sections for capital accumulation. In fact economic growth is the result of the efforts taken by the entrepreneurs. The entrepreneurs play an important role in the economic and social development of the nation. Women entrepreneurs are also giving a partial role in this field. Now a day, society gives a better socio economic status to women. The State and Central Government has been introduced various schemes and empowerment programs to promote them to sustain in good working conditions of women enterprise. At present, the number of women entrepreneurs in Tamilnadu is low. If the Government takes necessary promotional measures, the number will rise into an indefinite in future and they can contribute much for the entrepreneurial growth of Tamilnadu. Mostly the women are producing home need items, and this type of essentials & food items. These opportunities can be further applied for the growth of Tamilnadu's entrepreneurship and the future of women entrepreneur will be an asset for the growth of our state. This study helps to find out the various problems faced by women Entrepreneurs in Coimbatore District. The details are directly collected from women entrepreneurs to observe their problems.

Keywords: Women Entrepreneurs, Entrepreneurs, Economic, Social Development

INTRODUCTION

In under developed economies the need of entrepreneurship is been recognized as the major factor of growth in an economy. As the number of entrepreneurs increasing in an economy the growth rate is high, reduction of employment and it also helps in the economic growth of the country. Similarly entrepreneurs can dictate the economic growth by their actions and decisions. Now many have begun to realize that for achieving the goal of economic development, it is necessary to promote entrepreneurship both qualitatively and quantitatively in the country.

The coming out of women entrepreneurs in a society depends, to a great degree, on the economic, religious, cultural, social, psychological and a host of other factors. To developing countries like India, the presence of entrepreneurs, that too women entrepreneurs is a very important necessity to achieve a rapid, all around and regionally and socially balanced economic growth through industrialization. It also helps in beating the intrinsic talent existing among them and acts as a solution for many problems faced by them such as dowry death, low appreciation in society, poverty, and unemployment and unnecessary dependence on male members. There is greater energy in the rate of growth of female employment. The

appearance of women entrepreneurs is to be viewed as socio-economic freedom of women.

BARRIERS FACED BY WOMEN ENTREPRENEURS

The struggle and constraints experienced by women entrepreneurs have resulted in restricting and reserved the expansion of women entrepreneurship.

1. Finance

The majority of women business owners have had to rely to a important extent on self generated finance during the initiate period of their business. Bank loans and grants have only been used in a minority of cases and have frequently accompanied by some form of self generated finance.

2. Administrative and Regulatory requirements

Problems with administrative and regulatory needs were judged to be main issues of female entrepreneurs. Micro enterprises of all types can experience problems in meeting administrative and regulatory requirements, while the disproportionate effect of fulfilment costs on small companies compared with large firms.

Lack of management skills or training

Women entrepreneurs lacked management skills to a greater amount than small businesses in general, for the reason that of their lower propensity to have had previous business experience.

Marketing

A lack of sales and marketing skills was the most commonly reported problem faced by female entrepreneurs, after finance.

Technology

Access to technology and problems with academic property protection were regarded as problems for women entrepreneurs. The lack of computer knowledge of employees is a major problem as computer skills are a key part of the business.

Lack of confidence

As women are accepting a subordinate status, as a result they lack confidence of their own capabilities.,

Lack of working capital

To be women and to do something on their own becomes quite hard for them because of lack of access to funds as women do not have any concrete security and credit in the market.

Limited mobility

Due to leading household responsibilities towards her family, her time gets divided between the two worlds. She has restricted timings for work. She is not in a position to travel frequently and be away for longer periods. Therefore, her mobility is controlled.

Male dominated society

A woman is dominated by men in her family as well as business. Commonly she has to get permission from men for almost everything. They are not treated as equals. Her freedom is restricted.

Low risk bearing ability

Since right from the babyhood, her parents take decisions for her and after marriage her husband takes over. She is protected throughout and thus the risk bearing ability gets reduced.

Socio-cultural barriers

Woman has to carry out multiple roles family or social irrespective of her work as working woman or an entrepreneur. In our public, more significance is being given to male child as compared to female child. This attitude results in lack of schooling and necessary training for women. As a result this impediments

the progress of women and handicap them in the world of work.

RESEARCH GAP

With the strong support and encouragement of Tamil Nadu government, every woman in Coimbatore District has started establishing business on their own capital but around ninety percent of the businesses recently started are unsuccessful due to lack of Technical education, support and training and want of sufficient loan facilities. As a result, their ambition of starting new or continuing existing business cannot be fulfilled. Hence, there is a need to focus on the problems faced by women entrepreneurs in the study area. In the context, this research will play an essential role in filling up gap in the field of research on problems at the time of starting or during the operation of existing business by women entrepreneurs in Coimbatore District of Tamil Nadu.

OBJECTIVES OF THE STUDY

- To study the problems in starting and running women entrepreneurship
- To study the attitude of family and others towards women entrepreneurs
- To check whether adequate training and marketing facilities are available for women entrepreneurs
- To provide suggestion for the improvement for the functioning of women enterprise.

REVIEW OF LITERATURE

Greene, P.G.; Hart, M.M.; Gatewood, E.J; Brush, C.G; Carter, N.M. (2003). Women Entrepreneurs: Moving Front and Center: An Overview of Research and Theory. United States Association for Small Business and Entrepreneurship (USASBE), pp.1-47.

Rao, P., (2002), Entrepreneurship and Economics Development, Kaniska Publishers, New Delhi.

Rekha K. Jadhar (2013) has pointed out that Government is giving various types of assistance to women entrepreneurs for their growth and development in the field of business. Development of women entrepreneurs is determined by numerous types of socio-economic factors and government policies help women entrepreneurs to play an important role in their success. Development of women entrepreneurs can be considered as one of the social changes which helped in raising the status of women socially and economically.

A.M. Mahaboob Basha and K. Sai Pranav (2013) in their article titled, "A Study on the Development of Women Entrepreneurship in Nellore, AP, India" have discussed the women play a prominent role for the development of economy. Women entrepreneurs are getting success when they have support from family and husband.. Problem as an entrepreneur family member should support.

Gurendra Nath Bhardwaj and Swati Parashar (2013) in their article entitled, "Women Entrepreneurship in India: Opportunities and Challenges" have analysed the woman constitutes the family, which leads to society and nation. It is an attempt to quantify some of the non-parametric factors to give the sense of ranking these factors. It will also suggest the way of eliminating and reducing hurdles of the women entrepreneurship development in Indian Context.

DATA COLLECTION

Primary data were collected through direct discussion and interview. For collection of information from women entrepreneurs, questionnaire and interview schedule were used. Secondary data are collected from journals and publications, books, relevant website etc.

SAMPLING METHOD

‘Convenient’ sampling method is used for this study

ANALYSIS AND INTERPRETATIONS:

Table: 1: Simple Percentage Analysis

Factor	Options	No. of Respondents	Percentage
Age	<30 Years	10	20
	31-40 Years	15	30
	41-50 Years	16	32
	>51 Years	09	18
Marital status	Married	38	76
	Unmarried	12	24
Education qualification	School level	06	12
	HSC	11	22
	Under Graduate	24	48
	Post Graduate	09	18
Income per month	Below 10,000	02	4
	10,001-20,000	16	32
	20,000-30,000	18	36
	Above 30,000	14	28

Size of the Family	Up to two	10	20
	3-4	25	50
	Above 4	15	30
Any specific training for starting the enterprise?	Yes	34	68
	No	16	32
Who has motivated you to start the enterprise?	Family members	17	34
	Relatives	11	22
	Friends	13	26
	Colleagues	09	18

Where do you market your production?	Locally	14	28
	Within the state	18	36
	Within the country	12	24
	Outside the country	06	12

Problems & Challenges faced to start Business	Financial	17	34
	Raw material	10	20
	Sales & Other Problem	11	22
	Lack of Family support	08	16
	Competition	04	8

You face any problem to getting financial assistance?	Govt. support motivation is not sufficient	10	20
	Very long procedure	16	32
	Requiring a large number of unnecessary documents	14	28
	High interest rate	10	20

Interpretation:

The study reveals that majority of the women entrepreneurs (32%) whose age group is belong to the category of 41 to 50. Majority of the respondents (76%) are married and majority of the respondents (48%) are under graduate level. It reveals that majority of the women entrepreneurs (36%) belong to the category of ranges from 20,000-30,000. Most of the respondent’s family size is 3 to 4. Majority (68%) of the women entrepreneurs are trained to start the enterprise. 34% of the women entrepreneurs are motivated to their family members to start the business. Most of the respondents (36%) market area is within the country Majority of the women entrepreneurs (34%) suffer financial oriented problems and challenges faced to start business. Most of the (32%) respondents feel very long procedure to get financial assistance.

Figure 1

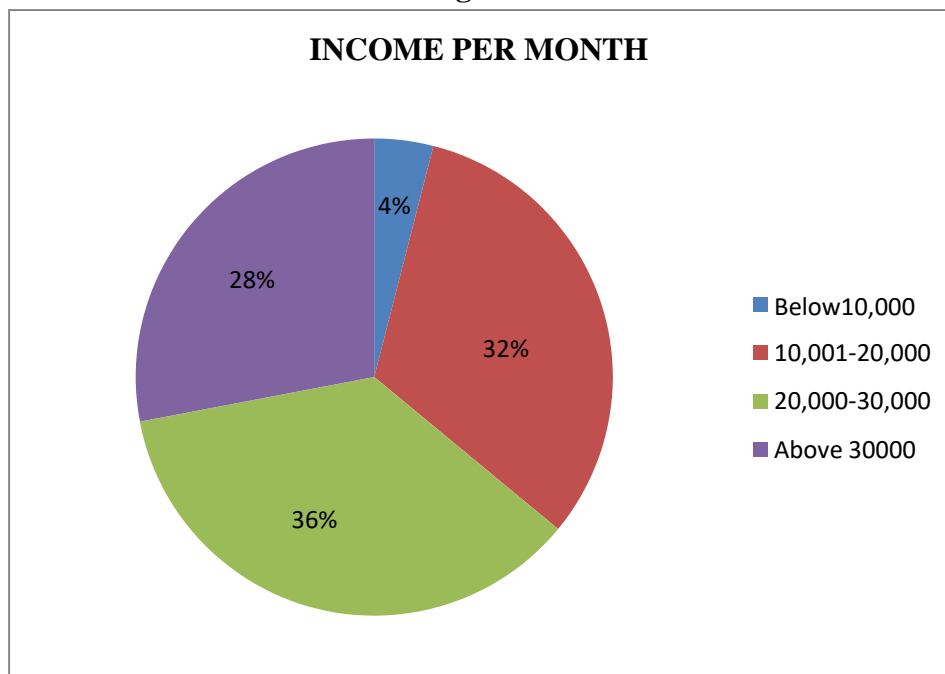


Figure 2
WHO HAS MOTIVATED YOU TO START THE BUSINESS

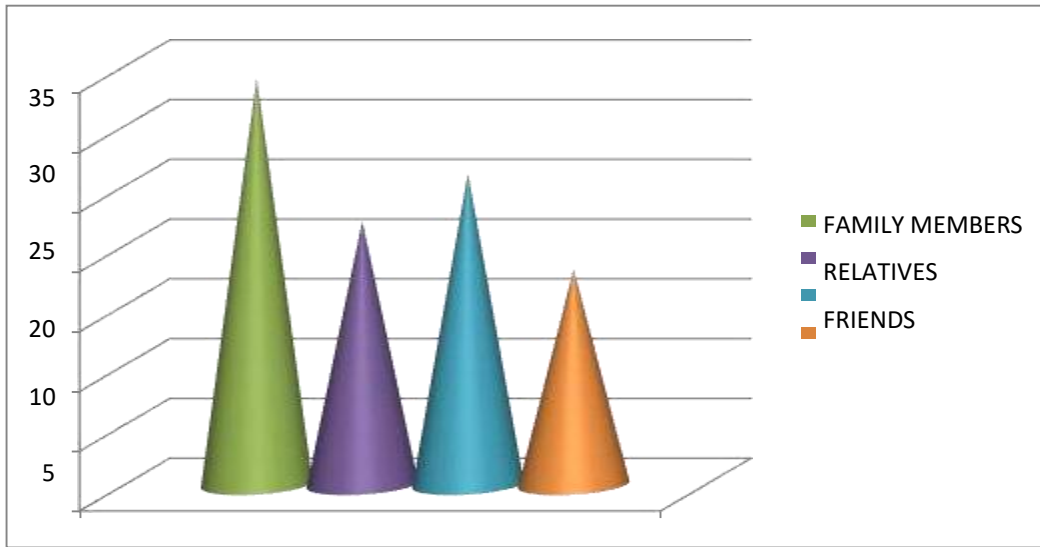


Figure 3

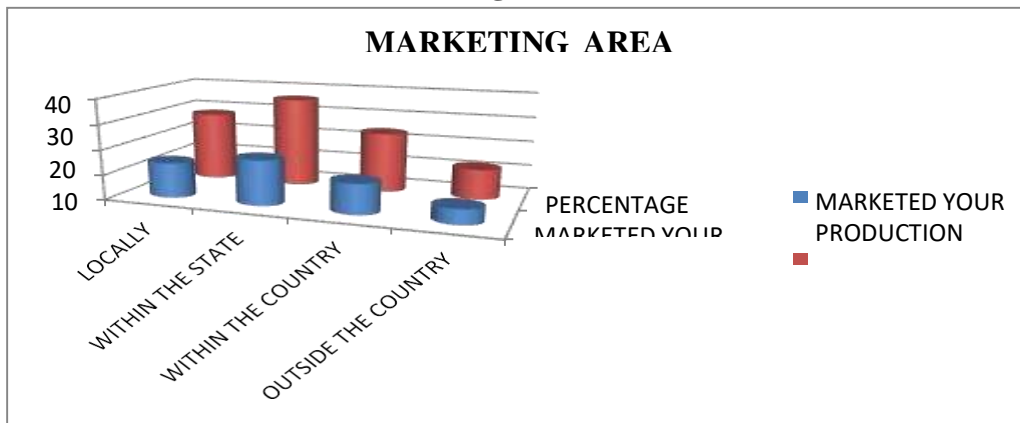
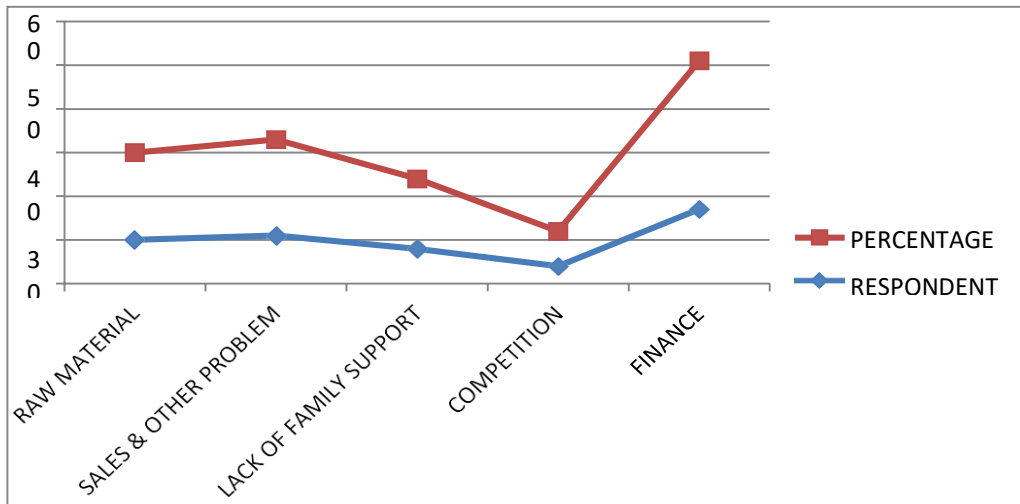


Figure 4

PROBLEMS & CHALLENGES FACED BY WOMEN ENTREPRENEURS



Findings

Majority of the respondents (48%) are under graduate level. It reveals that majority of the women entrepreneurs (36%) belong to the category of ranges from 20,000-30,000. Majority (68%) of the women entrepreneurs are trained to start the enterprise. 34% of the women entrepreneurs are motivated to their family members to start the business.

SUGGESTIONS FOR IMPROVEMENT

- Government and financial institutions should provide special assistance and incentives for encouraging women entrepreneurship.
- Proper training shall be given to the women entrepreneurs through Government Programmes.
- Many people are not aware about available entrepreneurial opportunities, though the Government is offering different types of incentives and assistance; still many people are beyond purview. There is a dire need to create awareness about entrepreneurial opportunities assistance.
- Women industrial estate shall be setup in each District for upgrading level of activities of women entrepreneurs.
- Co-operative institution and Banks use a share of their profit for the promotion of women entrepreneurs by providing free training, loans with subsidy, and loan without interest for helping them to identify suitable products under their jurisdiction.

The Government assistance should be given in the areas like marketing, distribution etc. of the Women entrepreneurship products

Conclusion

India a male dominated society and women are assumed to be economically as well as socially dependent on male members. Women Entrepreneurs faced lots of problem at start –up as well as operating stage in business. Non-availability of finance, restricted mobility freedom and having to perform dual role one at home and other at work. In addition, Technological Advancement and Information Technology explosion have reduced the problem of women entrepreneurs. Further increasing Government and non- Government and other financial institutions help for various women entrepreneurs within the country there can be significant increase brought about in the growth of women entrepreneurship.

Thus, women have the potential and the determination to set up, uphold and supervise their own enterprises in a very systematic manner. Appropriate support and encouragement from the society and family members in particular is required help these women scale new heights in their own business ventures. The right kind of assistance from family, society and Government can make these Women Entrepreneurs a part of the main stream of national economy and they have contribute to the economic progress of India.

Reference:

1. Entrepreneurship development, A. Vinod , Calicut university publications.
2. Entrepreneurship development, E.Gorden & K.Natarajan ,Himalaya publications.
3. Entrepreneurial development, Dr.S.S.Khanka, s.chand publications.
4. Entrepreneurial development, Dr.C.B.Gupta & Dr.N.P.Srinivasan ,s.chand publications.
5. Prabandhan : indian journal of management ,vol. 7(2) ,feb 2014] Prabandhan : indian journal of

management ,vol 7(5) ,may 2014] Epra international journal of economic and business review.
6. International journal of social science research.