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A STUDY ON PROBLEM FACED BY WOMEN ENTREPRENEURS IN NAMAKKAL DISTRICT

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ABSTRACT

The educated women do not want to limit their lives in the four walls of the house. They demand equal respect from their partners. However, Indian women have to go a long way to achieve equal rights and position because traditions are deep rooted in Indian society .The entrepreneurs play an important role in the economic and social development of the nation. This paper made an attempt to investigate the problems faced by women entrepreneurs in Namakkal District. In order to achieve the aforesaid objective data was gathered from primary sources i.e. Google form and secondary data was collected from research papers, Journals etc. Data was collected from 160 women entrepreneurs in Namakkal district and simple statistical tools are used for the data analysis. From the present study it is identified the major problems faced by women entrepreneurs in the study area. Financial constraint, Inadequate Institutional support, Problems in Marketing, Social Attitude, are the major Constraints faced by women entrepreneurs in study area to carry out their entrepreneurial activity in efficient and effective manner. To overcome the above mentioned limitations it is suggested that, the financial institutions should take steps to facilitate easy availability of credit to encourage the women entrepreneurs and Government should also think over to solve the problems faced by women entrepreneur. Women constitute around half of the total world population. The women who start up their business have to face some teething problems. Economic problem is the main problem faced by women entrepreneurs, while empowering and highest prospectus was found as compared to own business to women services. Form the present study it is identified the major problems faced by women entrepreneurs.

KEY WORDS: Women entrepreneurs, Economic, Problem, Social development.

INTRODUCTION

Entrepreneurs Development of entrepreneurship culture and qualitative business development services are the major requirements for industrial growth. The development of women entrepreneurs in very low in India. Women have aware of their rights and their work situation. However, women of middle class are not too eager to alter their role in fear of social problems. It is seen that many entrepreneurs are motivated on their own to start their own enterprises. The progress is more visible among upper class families is urbanities. In the present era, the women owned businesses in the form of form of women entrepreneurs are one of the fastest growing entrepreneurial populations in India, history of women with various role models.

PROBLEM FACED BY WOMEN ENTREPRENEURS IN INDIA

1) Problem of Finance: Finance is regarded as “life-blood” for any enterprise, be it big or small. However, women entrepreneurs suffer from shortage of finance on two counts. Firstly, women do not generally have property on their name to use them as collateral for obtaining funds from external sources. Thus, their access to the external source of fund is limited. Secondly, the bank also considers women are less credit-worthy and discourage women borrowers on the brief that they can at any time leave their business.

2) Stiff Competition: Women entrepreneurs do not have organizational set-up to pump in a lot of money in canvassing and advertisement. Thus, they have to face a stiff competition for marketing their products with both organized sector and their male counterparts. Such a competition ultimately results in the liquidation of women enterprises.

- 3) Family Ties: Family problems are important barriers for the success of women entrepreneurship. Lack of family support and social support discourage women in starting and running enterprises.
- 4) Lack of Education: In India, around three-fifth (60%) of women is still illiterate. Illiteracy is the root cause of socio-economic problems. Due to the lack of education and that too qualitative education, women are not aware of business, technology and market knowledge. Also lack of education causes low achievement, motivation among women.
- 5) Social Barrier: Gender discrimination, fear of reaction from the society, family responsibilities and commitments are some of the factors that combine together to make a social barrier for women to venture into entrepreneurship. Women in India are treated as subordinates and live as dependents to men and thus it is assumed that entrepreneurship is not the subject of women as it is a total preserve for men. The duties, responsibilities and obligations towards family is considered to be acting as a barrier for women to take up entrepreneurship.

REVIEW OF LITERATURE

Priya (2018) revealed that the empowerment of women is very essential for a nation. The freedom of life of a woman brings enlightening not only the family but also the entire nation. In the modern era, the women are achieving great level in all the fields. They do business, caring family, business, science and technology and what not? Though they earn money, most of them are not empowered economically yet. Earnings of a married women help to lead a family. Mostly middle class women earnings are contributing more in the family development. But in many occasions, they are not able to take financial decision in their life. Hence, this article is an attempt to study the economic empowerment of women in India.

Lall & Sahai, (2008), conduct a comparative assessment of multi-dimensional issues & challenges of women entrepreneurship, & family business. The study identified Psychographic variables like, degree of commitment, entrepreneurial challenges & future plan for expansion, based on demographic variables. Through stratified random sampling & convenience sampling the data have been collected from women entrepreneurs working in urban area of Lucknow. The study identified business owner's characteristics as self perception self esteem, Entrepreneurial intensity & operational problem for future plans for growth & expansion. The study suggested that though, there has been considerable growth in number of women opting

STATEMENT OF THE PROBLEM

Due to acute shortage of job opportunities and stiff competition prevailing more and more women have opted for entrepreneurship and set up their own ventures. The present study focuses mainly on the problem faced by the women entrepreneurs.

OBJECTIVE OF THE STUDY

1. To know the prospects of women entrepreneurs.
2. To critically evaluate various problem faced by women entrepreneurs.

SCOPE OF THE STUDY

The present study confined to problems faced by women entrepreneurs in Namakkal district and data was analyzed based on information gathered from women entrepreneurs. And data was collected from 160 women entrepreneurs in Namakkal.

RESEARCH METHODOLOGY

The nature of research considered appropriate is 'descriptive'. The aim is to determine the relationship and analyze the associations between variable and the type of sampling was convenience sampling.

RESEARCH DESIGN

Sample Size

The sample size was fixed to 160 women entrepreneurs in Namakkal District.

Sampling Method

“CONVENIENT” Sampling method is used for this study.

Sources of Data

The success of any research depends on the systematic method of collecting the data and analyzing the same in a manner. In the present study, an extensive uses of both primary and secondary data were made. The primary data are those which are collected afresh and for the first time and thus happen to be original character it is originally collected. Secondary data has been collected from various books, Journals magazines, and newspapers. Reports, statistical document and also through Internet.

Statistical Tools

The only tool is used to analyze the collected data:

- Simple Percentage Analysis

DATA ANALYSIS AND INTERPRETATION OF THE DATA

Introduction

Data analysis and interpretation is the process of assigning of assigning meaning to collected information and determining the conclusions, significance and implication of the findings.

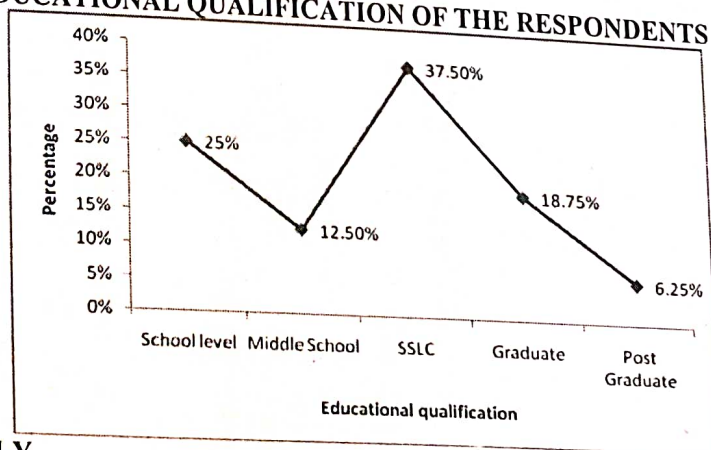
TABLE NO -1 EDUCATIONAL QUALIFICATION OF THE RESPONDENTS

S.NO	PARTICULARS	NO.OF RESPONDENTS	PERCENTAGE (%)
1.	School Level	40	25
2.	Middle School	20	12.5
3.	SSLC	60	37.5
4.	Graduate	30	18.75
5.	Post Graduate	10	6.25
	Total	160	100

Source: Primary data

From the above table, it is found that 25% of the respondents have school level education, 12.5% of the respondents have middle school have higher secondary education, 37.5% of the respondents are SSLC, 18.75% of the respondents are graduates, and 6.25% of the respondents and of the respondents have other qualification. It is concluded that most of the respondents SSLS (37.5%)

CHART NO -1 EDUCATIONAL QUALIFICATION OF THE RESPONDENTS



TYPE OF FAMILY

TABLE NO -2 TYPE OF FAMILY

S.NO	PARTICULARS	NO.OF RESPONDENTS	PERCENTAGE (%)
1.	Nuclear	90	56.25%
2.	Joint	70	43.75%

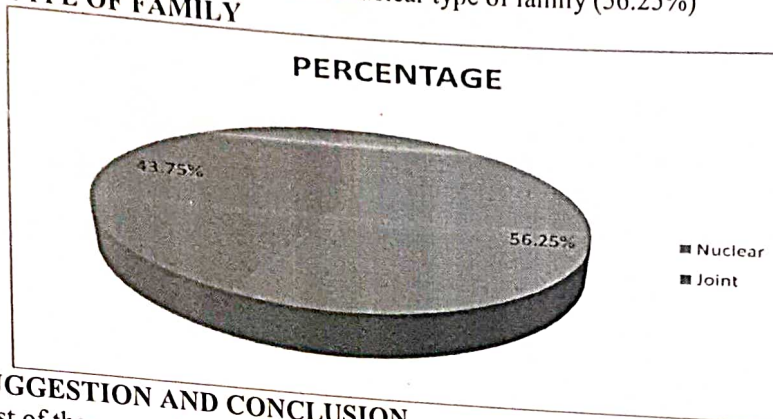
Total	160	100
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Source: Primary data

From the above table, it is that 56.25% of the respondents type of family, 43.75% of the respondents' type of family.

It is concluded that most of respondents Nuclear type of family (56.25%)

CHART NO -2 TYPE OF FAMILY



FINDINGS SUGGESTION AND CONCLUSION

- ❖ Most of the respondents are SSLC (37.5%)
- ❖ Most of the respondents are nuclear type of family (56.25%)

SUGGESTION

- ❖ Finance is the first major problem for women. This training should be made compulsory for women entrepreneurs.
- ❖ This will motivate more young women to enter into business of their own.
- ❖ Most of the women have entered in to entrepreneurship only after their marriage. Unmarried women can be more successful the married women in entrepreneurship business if they are properly trained.
- ❖ Hence the government can provide interest free loans, capital subsidy, power tariff subsidy, tax conclusions and marketing assistance the encourage women entrepreneurship.

CONCLUSION

It can be concluded that the role of women entrepreneurs promoting industrial development is also being recognized and steps are being taken to promote women entrepreneurship. Though women entrepreneurs face many problems and challenges in their path to become successful entrepreneurs the government has taken many initiatives for the growth of women entrepreneurs. The result shows that most women entrepreneurs face financial constraints, insufficient institutional support, competition and marketing problems, lack of raw materials and The key problems/constraints faced by women entrepreneurs in carrying out their entrepreneurial activity in an efficient and successful way are facilities and workspaces.

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