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## CHALLENGES FACED BY WOMEN ENTREPRENEURS IN MADURAI DISTRICT

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### Abstract

*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 women entrepreneur, 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. The challenges and opportunities provided to the women of digital era are growing rapidly that the job seekers are turning into job creators. Many women start a business due to some traumatic event, such as divorce, discrimination due to pregnancy or the corporate glass ceiling, the health of a family member, or economic reasons such as a layoff.*

**Keywords:** *Women entrepreneurs, Self-employment, Entrepreneurship, Economic development.*

### Introduction

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 women entrepreneur, 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. The challenges and opportunities provided to the women of digital era are growing rapidly that the job seekers are turning into job creators. Many women start a business due to some traumatic event, such as divorce, discrimination due to pregnancy or the corporate glass ceiling, the

health of a family member, or economic reasons such as a layoff. But a new talent pool of women entrepreneurs is forming today, as more women opt to leave corporate world to chart their own destinies. They are flourishing as designers, interior decorators, exporters, publishers, garment manufacturers and still exploring new avenues of economic participation.

The Economic Census of India finds women entrepreneurship in India at the lowest level among the developing countries; it is estimated that women entrepreneurs presently comprise about three percent of the total 3.2 million entrepreneurs in the country and an

estimated 33 percent of women entrepreneur in rural areas. Rapid growth of women’s self-employment and entrepreneurship corroborates that this is a significant avenue to improve womens employability. This avenue is widely recognized at the global level. Self-employment and entrepreneurship are increasingly important for women as a way to ensure income from work in the context of declining job security and flexibilization of work contracts across India. Women experience more difficulties than men in getting decent jobs as employees in most countries, especially in developing countries like India. This is due to discriminatory practices, especially in the private sector, and gender barriers embodied in social norms and existing labour market institutions. Many women are turning to self-employment and small businesses as a means of economic survival.

**Methodology**

The study is empirical in nature based on survey method. The primary data relating to the women entrepreneurs were located various parts in Madurai district collected by interviewing the respondents with the help of an interview schedule and based on convenient and single convenient and simple random sampling method. The secondary data relating to the study were obtained from various published and unpublished records, annual reports, bulletins, booklets, journals, magazines etc., There are 8020 women Entreneurs were found from the source of district industries centre, Madurai. Out of which 400 respondent (5 percent) has been selected as sample size.

**Factors Influencing Entrepreneurship**

There are many factors influencing women entrepreneurs. Among them, eight variables are identified and an attempt is made to find out whether these variables are interrelated.

**Table 1**  
**Factors Influencing Entrepreneurship (Inter Correlation Matrix)**

Factors	1	2	3	4	5	6	7	8
To achieve something new	1							
Financial Problem	0.43	1						
To relax from household work	0.01	0.22	1					
To show the potential ability	0.70	0.34	0.97	1				
To became economically sound person	0.11	0.02	0.80	0.24	1			
To be a career women	0.20	0.01	0.78	0.27	0.99	1		
Social cause	0.95	0.23	0.01	0.54	0.44	0.24	1	
Other	0.98	0.54	0.78	0.48	0.72	0.20	0.12	1

Source: Primary data

This table 1 shows that all the variables are significantly related with 5 per cent level of significance.

**Motivational Factors to Become Entrepreneur**

The respondent’s motivational factors to become entrepreneur are

**Table 2**  
**Motivational Factors to become Entrepreneur**

Factors	Respondents	Percent
Parents	40	10.00
Husband	200	50.00
Friend	40	10.00
Relatives	80	20.00
Others	40	10.00
<b>Total</b>	<b>400</b>	<b>100.00</b>

Source: Primary data

Out of 400 respondents fifty per cent of them are motivated through their husbands, 20 of them are through their relatives and 10 of them are motivated through parents and friends.

**Hardest Part of Current Job of the Respondents**

There are so many hardest parts in the respondent’s current venture; it may vary from individual to individual. These parts are overcome through their own skills and knowledge. The following table shows the hardest part of current job of the respondents.

Out of 400 respondents 280 of them feel marketing of their products is a hardest one, 20 per cent of them finance is a major part of their current venture and only 10 per cent of

them suffer due to gender difference.

**Table 3**  
**Hardest Part of Current Job of the Respondents**

Hardest parts	Respondents	%
Gender difference	40	10.00
Finance	80	20.00
Marketing	280	70.00
<b>Total</b>	<b>400</b>	<b>100</b>

Source: Primary data

### Methods of Solving Business Problem

A woman as entrepreneur plays a vital role in maintaining sustainable economic development through diversity of economic activities. The following table 4 confined among the women entrepreneurs in Madurai district. Ranking technique has been used to find out the methods of solving business problem of women entrepreneurs.

**Table 4**  
**Methods of Solving Business Problem**

Methods	Number of Respondents (Percent)					Total
	Rank 1	Rank 2	Rank 3	Rank 4	Rank 5	
By self	136 (34)	84 (21)	65 (16)	65 (16)	50 (13)	<b>400</b>
By Spouse	177 (44)	112 (28)	52 (13)	35 (8)	24 (6)	<b>400</b>
By Relatives	107 (27)	148 (37)	63 (16)	49 (12)	33 (8)	<b>400</b>
By Friends	107 (27)	124 (31)	88 (22)	51 (13)	30 (8)	<b>400</b>
By Government	68 (17)	36 (9)	63 (16)	132 (33)	101 (25)	<b>400</b>
By Association of Industrialist	55 (14)	88 (22)	71 (32)	55 (14)	31 (8)	<b>400</b>
By Consultant	47 (12)	59 (15)	115 (29)	96 (24)	83 (20)	<b>400</b>
By any other sources	28 (7)	51 (12)	91 (23)	119 (30)	111 (28)	<b>400</b>
<b>Total</b>	<b>400</b>	<b>400</b>	<b>400</b>	<b>400</b>	<b>400</b>	

Source: Primary data (Figures in parenthesis indicate percentages to total)

The respondents attach high priority to their spouses as 34 per cent of respondents ranked it first in their order of preference. Following it herself this is represented by problem solving ranked second. In third place, 32 per cent of respondents prefer relatives. Only 17 per cent of the respondents gave first rank to the government.

### Conclusion

It can be said that today we are in a better position where in women participation in the field of entrepreneurship is increasing at a considerable rate. Efforts are being taken at the economy as brought promise of equality of opportunity in all spheres to the Indian women and laws guaranteed equal rights of participation in political process and equal opportunities and rights in education and employment were enacted.

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