

Available online @ www.iaraindia.com
 RESEARCH EXPLORER-A Blind Review & Refereed Quarterly International Journal
 ISSN: 2250-1940 (P) 2349-1647 (O)
 Impact Factor: 3.655 (CIF), 2.78 (IRJIF), 2.77 (NAAS)
 Volume VII, Issue 23
 April - June 2019
 Formally UGC Approved Journal (63185), © Author

ISSUES AND PROSPECTS OF WOMEN ENTREPRENEURS - AN OVERVIEW

Dr. K. AMUTHAVALLI

Assistant Professor of Commerce,
 Dr.R.K.Shanmugam College of Arts and Science, Indili-Kallakurichi

Abstract

Women constitute around half of the total world population. They are, therefore, regarded as the better half of the society in India also. In traditional societies, they were confined to the four walls of house performing household activities. In modern societies, women participate in all sorts of activities and are involving in the various types of business. 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. The glass ceilings are shattered and women are found indulged in every line of business from pepped to power cables. The challenges and opportunities provided to the women of digital era are growing rapidly that the job seekers are turning into job creators. They are flourishing as designers, interior decorators, exporters, publishers, garment manufacturers and still exploring new avenues of economic participation. In India, although women constitute to Women in advanced nations are recognized and are more prominent in the business world.

Keywords: Household, Family and social life, Pepped, Power cables.

Introduction

Women constitute around half of the total world population. They are, therefore, regarded as the better half of the society in India also. In traditional societies, they were confined to the four walls of house performing household activities. In modern societies, women participate in all sorts of activities and are involving in the various types of business. They are: politics, administration, social work, management, cine field, and so on. Now they have started plunging into industry also and running their enterprises successfully. In advanced countries of the world there is a phenomenal increase in self – employed women after the II world war. In USA women owned 26% of the total business in 1980 and it increased to 32% in 1990 in Canada. The increasing progression in the world is common

nowadays. In general one third of small business is owned by women and in France one- fifth of the Industries are owned by women. Women owned businesses are highly increasing In the economies of almost all countries. Thus 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. The glass ceilings are shattered and women are found indulged in every line of business from pepped to power cables. The challenges and opportunities provided to the women of digital era are growing rapidly that the job seekers are turning into job creators. They are flourishing as designers, interior decorators, exporters, publishers, garment manufacturers and still exploring new avenues of economic participation. In India, although women constitute women in advanced nations are recognized and are more prominent in the business world.

Statement of the Problem

Women Entrepreneurs are faced many problems to get ahead their life in business. The greatest deterrent to women entrepreneurs is that they are women. A kind of patriarchal – male dominant social order is the building block to them in their way towards business success. The financial institutions are skeptical about the entrepreneurial abilities of women. The bankers consider women loonies as higher risk than men loonies. The bankers put unrealistic and unreasonable securities to get loan. Entrepreneurs usually require financial assistance of some kind to launch their ventures – be it a formal bank loan or money from a savings account. Women in developing nations have little access to funds, due to the fact that they are concentrated in poor rural communities with few opportunities to borrow money.

Objectives of the Study

- To introduce the concept and the importance of women entrepreneurship
- To discuss the issues and prospects of women entrepreneurship
- To understand the empowerment of women entrepreneurship
- To illustrate the challenges in the path of women entrepreneur in general and at Kallakurichi district.

Review of Literature

In India, women's entry into business is a new phenomenon. It can be traced out as an extension of their kitchen activities mainly to 3Ps viz Pickles, Powder & Pappad. But with growing awareness about business and spread of education among women over the period, they have started shifting from 3Ps to 3 modern Esviz Engineering, Electronics & Energy. They have excelled in these activities. Women entrepreneurs manufacturing solar

cookers in Gujarat or owning small foundries in Maharashtra or manufacturing capacitors in Orissa have proved beyond doubt that given the opportunities, they can excel their male counterparts. Hence, the researcher has come across the following various books, journals and previous studies relating to women entrepreneurs.

Raghaventra (2000)¹ in his article titled, "Enterprise Development: Employment Avenues for Women" has opined in his study that enterprise development has the most exciting and varied opportunities for women who have not been able to emerge from the purdah of family chores and responsibilities. In his study, he highlights the factors, which are responsible for a woman to be successful in any business venture.

HirmaniNaik(2001)² in his study on "Problems of Women Entrepreneurs" has stressed the fact that woman entrepreneurs risk is greater as she has the additional problems being in a male dominated area. His study also highlights the profile of the women entrepreneurs, reasons for the venture and marketing practice. Finally, he concludes that most of the women entrepreneurs face problems like establishment of show rooms, exposure of the product, management of demand and non-availability of skilled labour.

Female entrepreneurs in the united states of America entre into business because they want to be in charge of their own destiny or they need more flexibility or are dissatisfied with an unhappy work environment or they have been unchallenged by their present job. Based on the above literature the researcher has followed ant conducted the survey by using the questionnaire to fill gap.

Research Methodology

The urban and semi Urban limit alone is having Government and Private sector organizations and apart from these organization, some of the business units are engaged by entrepreneurs. Among the entrepreneurs nearly 20% may constitute to Women entrepreneurs, flourishing as designers, tailors, interior decorators, exporters, publishers, Food, fruits & vegetable producers, Milk and milk producers, provisions store keepers, DTP Centre, Books and Stationery, Communication Centre owners etc., irrespective of rural and urban population.

Sources of Data

In this study, both primary data and secondary data are used. The primary data were collected by using a structured questionnaire method. A questionnaire, containing 26 questions was framed with utmost care to fulfill the objectives of the study. Secondary data were collected from books, journals, magazines, dailies, reports of various agencies, such as Center for Monitoring Indian Enterprises (CMIE) data base, relevant web sites.

Sample Size

The questionnaire was administrated to 100 Women Entrepreneurs engaging in all the urban and semi urban areas constituting various industries in Thiruvannamalai district. Hence, the sample size is restricted to 100 Women Entrepreneurs only.

Sampling Method

The study is adopted non probability sampling. Hence, convenient sampling method was followed

Limitation of the Study

1. The study confines only to the women Entrepreneurs who engage at Kallakurichi district, urban and semi urban areas. Hence, the finding cannot be generalized
2. Due to shortage of time the sample size is limited to 100 only.

Table-1 Age profile of the Respondents

Age Group	No of Respondents	% of the respondents
<25	5	5%
25-35	25	25%
35-45	40	40%
>45	30	30%
Total	100	100%

Inference: From the above table - 1, it is derived that majority (40%) of the women entrepreneurs are from the age group of 35 – 45 years. Followed by 30% of them 45years and above. Only 5% of the respondents are below 25 years and 25% of them between 25-35 years. From this study, it is noticed that the youngsters should come forward to initiate new ventures. Futher, Government should give motivation through financial assistance and Training assistance.

Marital Status of women entrepreneurs

Marital Status	No. of respondents	% of respondents
Married	85	85%

Unmarried	15	15%
Total	100	100%

Inference: From the above table - 2, it is found that 85% of the women entrepreneurs are married women. Even though, they were involved in family affairs, they have come and concentrating in their respective business enterprise. It is concluded that the married women entrepreneurs have more life responsibility than the unmarried women entrepreneurs

Age at which started the business

Age factor	No. of Respondents	% of Respondents
<25	36	36%
25-35	42	42%
35-45	15	15%
>45	7	7%
Total	100	100%

Inference: The above table IV-8, are stated that 42% of the women entrepreneurs in this study have started their business between 25-35 years of age which followed by 36% of them less than 25 years of age and 15% between 35-45 years of age. Only 7% of the respondents have stared above 45 years of age. It is found that women entrepreneurs in this area have started their business at the age of 30 years (approx.).

Specific Findings

- Most of the women entrepreneurs unaware of various facilities available in India they park their idea and skill in unorganized small business.
- Majority (40%) of women entrepreneurs are from the age group of 35 – 45 years in this area.
- 90% of the women entrepreneurs are married women in this study. It is concluded that the married women entrepreneurs have more life responsibility than the unmarried women entrepreneurs.
- 70% of the women entrepreneur’s educational qualification is below 10 standard and 1% is Under Graduate holders in this study area.
- 90% of the women entrepreneur’s having family. Most of the women entrepreneurs in this study are doing dual job of family and business.
- All the women entrepreneurs are required help from their family.

- 55% of the women entrepreneurs are doing small business like Oil Store, Xerox Shop, and Super Market, tailoring beauty centre and fancy stores etc.,

Suggestions

The following are the due area of this study that may take as suggestions to develop the women entrepreneurs in India.

- It is noticed that they young women entrepreneurs should come forward to initiate new ventures, Further, Government should give motivation through financial assistance and Training assistance.
- Women entrepreneurs in this area require proper education to promote entrepreneurship. The government should give vocational education in this area.

- The women entrepreneur should come forward to initiate business like, cloth business, milk product and DTP centre and other organized businesses etc.

Conclusion

In the present scenario, due to modernization, urbanization, globalization and development of education, with increasing awareness, women are now seeking gainful employment in several fields. Women are entering into entrepreneurship even in the face of socio – cultural, economic, technical and managerial difficulties. Women entrepreneurship movement can gain momentum by providing encouragement, environment finance and support. This would definitely enhance heir socio-economic status, a pre – requisite for women’s empowerment.