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A STUDY ON PROBLEMS OF WOMEN ENTREPRENEURS IN TIRUPUR CITY

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Abstract

Women entrepreneur's explore the prospects of starting a new enterprise undertake risks, introduction of new innovations, coordinate administration & control of business in all aspects of business and have proved their footage in the male dominated business arena. Women Entrepreneurship means an act of business ownership and business creation that empowers women economically increases their economic strength as well as position in society. Women-entrepreneurs have been making a considerable impact in all most all the segments of the economy. A women entrepreneur is a confident, innovative and creative woman capable of achieving economic independence individually or in collaboration generates employment opportunities for others through initiating establishing and running an enterprise by keeping pace with her personal, family and social life. An enterprise owned and controlled by a women having a minimum financial interest of 51% of capital and giving at least 51% of the employment generated by the enterprise to women. Every successful woman entrepreneur is truly determined to achieve goals and make her business prosper. Thorough knowledge of the field is indispensable to success. She comes with new innovative solutions to old problems to tide over issues. Women are confident a successful woman entrepreneur is confident in her ability. She is ready to learn from others, search for help from experts if it means adding value to her goals. She is positive in nature and is keener to take risks. A winning woman entrepreneur uses common intelligence to make sound judgments when encountering everyday situations. women entrepreneurs in the traditional industries, it is often criticized that the women entrepreneurship is engaged only in handloom and handicraft and in then on-traditional term, now their aspect have broaden into new fields of business.

Keywords: *Entrepreneurs, Women, Business, traditional term, employment.*

1. Introduction

“Women entrepreneur” is a person who accepts challenging role to meet her personal need and become economically independent. Women entrepreneurship development is an essential part of human resource development. The development of women entrepreneurship is very low in India, especially in the rural areas. Women entrepreneur is a woman or group of women who initiate, organize, and run a business enterprise. *Women are expected to innovate, imitate or adopt an economic activity to be called women entrepreneurs. The Government of India has treated women entrepreneurs of a different criteria-level of women participation in equity and employment position of the enterprise.* Women promotional organizations should be established to promote women entrepreneurship. Women constitute around half of the total world population. They are regarded as the better half of the society. In traditional societies, they were confined to the four walls of house performing household activities. In modern societies they have come out of the four walls to participate in all sorts of activities. Women owned business are lightly increasing in the economics of almost all countries. The hidden entrepreneurial potential of women has gradually been changing with the growing sensitivity to the role and economics status in the society. It means women have the potentials, skill, knowledge and adaptability to run a business successfully.

A women Entrepreneur is an individual who undertake role to fulfill her personal requirements and in the process become financially self-sufficient. Entrepreneurs, social or otherwise, have to possess some management skills and knowledge to be successful social entrepreneurs. Apart from knowledge of their domain, entrepreneurs need to be adept at financial accounting, marketing strategizing, team building, legal frameworks, and operations management.

The women entrepreneur has to take risks in the form of changes in tastes of consumers, techniques of production and new innovations. Such risks can be minimized if women take earlier initiative, use skill and judgment. The women entrepreneur conceives the idea for the improvement in the quality of product line. Women consider the economic viability and technological feasibility in bringing about improved quality. Along with the fact that they should be given equal right in employment they should be paid equally for equal work done. Women should be given freedom to invest in properties and sharing of income.

The economic impact of COVID-19 pandemic is still emerging; early evidence suggests that the pandemic is likely to hit women disproportionately hard.

REVIEW OF LITERATURE

Krishnaveni Moth (2004) has analysed “a study on women entrepreneurship in rural areas of India” also observed that the majority of women entered the entrepreneurial field to supplement family income and due to other reasons, such as economic necessity, non-availability of government jobs, etc.

Cocoon, Waxhaw and Mitchell (2010) presented a detailed exploration of men & women entrepreneur’s motivations, background and experiences. This study identified top five financial and psychological factors motivating women to become entrepreneurs. These are desire to build the wealth, the wish to capitalize own business ideas they had, the appeal of startup culture, a long standing desire to own their own company and working with someone else did not appeal them. The study concluded that the women are very much concerned about protecting intellectual capital than their counterpart.

Mentoring is very important to women, which provides encouragement & financial support of business partners,

experiences & well developed professional network.

Sandhu (2012) discussed in his research that bank official takes a final decision on a loan application of women entrepreneurs when female owners provide collateral and have given a letter of guarantee from blood relation or husband or a head of the village for setting up enterprises. It is normally believed that women being feminist gender have low risk taking ability.

G. Palaniappan, C. S. Ramanigopal, A. Mani (19 March 2012) in their article analyzed that women have been successful in breaking their barriers within the limits of their homes by entering into varied kinds of professionals and services. Skill, knowledge and adaptability in business are the main reasons for women to emerge into business ventures. This study had also been carried out to analyze the motivational factors and other factors that influence women to become entrepreneurs.

V. Krishnamoorthy and R. Balasubramani (April 2014), identified the important women entrepreneurial motivation factors and its impact on entrepreneurial success. The study identified ambition, skills and knowledge, family support, market opportunities, independence, government subsidy and satisfaction are the important entrepreneurial motivational factors. The study also concluded that ambition, knowledge and skill, independence 'dimensions of entrepreneurial motivational has significant impact on entrepreneurial success.

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STATEMENT OF THE PROBLEM

Women entrepreneurs in MSEs Account the greatest proportion of total entrepreneurs in the country as a whole, there is an acute shortage of studies conducted with a specific objective of analyzing the problems of enterprises operated by women in terms of personal and organizational-related challenges, economic, social/cultural, and legal/administrative. Women entrepreneurs a large number of women in Indian region. But the region does not yet exploit them very well to contribute a lot for economic development. The study is undertaken to analyze the problems of women entrepreneurs in tirupur city.

OBJECTIVES OF THE STUDY

- To know the factors influencing for women entrepreneurs.
- To study the problems faced by women Entrepreneurs.

- To discuss the measures for the development of women entrepreneurs.
- To give valuable suggestions for the development & women entrepreneurs.

PROBLEMS OF WOMEN ENTREPRENEURS

1. Problem of Finance

Finance is regarded a “life-blood” for any enterprise, be it big or small. However, women entrepreneurs suffer from shortage of finance on two counts. Women do not generally have property on their names to use them as collateral for obtaining funds from external sources. Thus, their access to the external sources of funds is limited. The banks also consider women less credit-worthy and discourage women borrowers on the belief 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 for 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

Women mainly must look after the children and other members of the family. Man plays a secondary role only. In case of married women, she has to strike a fine balance between her business and family. Her total involvement in family leaves little or no energy and time to devote for business. Support and approval of

husbands seem necessary condition for women’s entry into business. Accordingly, the educational level and family background of husbands positively influence women’s entry into business activities.

4. Male-Dominated Society

Male chauvinism is still the order of the day in India. The Constitution of India speaks of equality between sexes. Women suffer from male reservations about a woman’s role, ability and capacity and are treated accordingly. In nutshell, in the male-dominated Indian society, women are not treated equal to men. This, in turn, serves as a barrier to women entry into business.

5. Low Risk-Bearing Ability

Women in India lead a protected life. They are less educated and economically not self-dependent. All these reduce their ability to bear risk involved in running an enterprise. Risk-bearing is an essential requisite of a successful entrepreneur. In addition to above problems, inadequate infrastructural facilities, shortage of power, high cost of production, social attitude, low need for achievement and socio-economic constraint also hold the women back from entering into business.

LIMITATIONS OF THE STUDY

- The time period of the study was limited.
- This study is restricted in Tirupur city.
- There are only 100 respondents taken for this study. So the findings of the study is applicable only tirupur city.

**ANALYSIS AND INTERPRETATION
PERSONAL FACTOS OF WOMEN ENTREPRENEURS**

PARTICULARS	CATEGORIES	NO.OF RESPONDENTS	PERCENTAGE
AGE	Below 25	15	15
	25 – 35	35	35
	35 – 45	40	40
	Above 45	10	10
MARITAL STATUS	Unmarried	30	30
	Married	70	70
EDUCATIONAL QUALIFICATION	School level	17	17
	Diploma	25	25
	Graduate	58	58
NATURE OF BUSINESS	Sole Proprietor	55	55
	Partnership firm	35	35
	Private ltd	10	10
SIZE OF THE BUSINESS	Small Scale	52	52
	Medium	30	30
	Large Scale	18	18
YEAR OF EXPERIENCE	Below 1 year	10	10
	1 – 5 Years	32	32
	Above 5 Years	58	58
INVESTMENT	Below 3,00,000	15	15
	3,00,000 – 5,00,000	40	40
	5,00,000 – 8,00,000	28	28
	Above 8,00,000	17	17

FACTORS INFLUENCING WOMEN ENTREPRENEURS

S.NO	Factors Influencing Women Entrepreneurs	No. of Respondents	Percentage
1	Family atmosphere	30	30
2	Financial problem	38	38
3	Social status	12	12
4	Self interest	20	20
	Total	100	100

The table reveals that 38% of respondents are influence for financial problems, 30% of respondents are influence for family atmosphere, 20% of respondents are influence for self interest and 12% of respondents are influence for social status.

PROBLEMS OF WOMEN ENTREPRENEURS**RANK ANALYSIS**

S.NO	Problems of women entrepreneurs	1	2	3	4	5	Total	Rank
1	Lack Of Education	6	10	18	25	23	197	5
2	Arrangement Of Finance	30	25	19	8	15	338	1
3	Male Dominated Society	12	15	25	22	14	253	3
4	Market Risk	10	17	23	18	17	240	4
5	Scarcity Of Raw Materials	35	24	9	9	11	327	2

From the above table indicates that the problem of an arrangement of finance has assigned the first rank, second rank for

scarcity of raw materials, third rank for male dominated society, fourth rank for market risk and fifth rank for lack of education.

FINDINGS:

- ❖ 40% of the respondents are in the age group between 35-45 years.
- ❖ 70% of the respondents are married.
- ❖ 58% of the respondents are graduates.
- ❖ 55% of the respondents are doing sole proprietor.
- ❖ 52% of the respondents are small scale business.
- ❖ 58% of the respondents have an experience above 5 years.
- ❖ 40% of the respondents are invested between 3, 00,000, and 5, 00,000.

SUGGESTIONS:

1. The first problem of women entrepreneurs is financial problem. Special loans schemes for women entrepreneurs without interest and also grand various incentive and subsidy schemes for motivating the women entrepreneurs.
2. Marketing product is one of the main problems for women entrepreneurs. Hence, women co-operative societies can be started to procure the products from women entrepreneurs. They will help them in selling their products at a reasonable price.
3. The financial institutions and banks should provide more working capital assistance both for small scale venture and large scale ventures of women entrepreneurs.
4. Women promotional organizations should be established to promote women entrepreneurship.

5. Government should provide better educational system and schemes should be launched to motivate women entrepreneurs.

6. Adequate training programmer has to be conducted for the women entrepreneurs and Continuous monitoring and improvement of training programmers to be provided by the government for grooming women entrepreneurs.

CONCLUSION:

Women entrepreneur are those women who think of a business enterprise, initiate it organize and combine the factors of production, operate the enterprise, undertake risk and handle economic uncertainties involved in running a business enterprise. Women entrepreneurship must be moulded properly with entrepreneurial traits and skills to meet the changes in trends, challenges in global market. The right kind of assistance from family, society and Government can make these Women Entrepreneurs one of the crucial entrepreneurial resource and they can contribute towards the economic and social development of India. Along with the fact that they should be given equal right in employment they should be paid equally for equal work done. Women should be given freedom to invest in properties and sharing of income.