
A STUDY ON THE PROBLEMS OF WOMEN ENTREPRENEURS IN MADURAI DISTRICT OF TAMIL NADU

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Abstract

Women possessed entrepreneurship should be encouraged in any society that aspires to reach a high position of overall development so that women can take advantage of the openings it presents for particular development and profitable growth. The donation of women to business development can be backbone of profitable acceleration. Women's business power is extensively recognised as a critical element of a healthy frugality because it plays a significant part in the product of new jobs and services and contributes to overall profitable development. The numerous challenges and problems that are present in the business world. The presence of women entrepreneurs has increased leading to a change in demographic characteristics of women. The present study was conducted to identify the social and profitable position among the women entrepreneurs as well as the colorful challenges facing by them during the starting and running the business

The research work is based on both the primary and secondary sources and the primary data has been collected through interview schedule method and the secondary source has gathered from books, journals, magazines, District Industry Commerce and newspapers. The researcher has selected the sample size of 250 women entrepreneurs in Madurai District on the basis of convenience sampling method. The present study may end that the women entrepreneurs are encountered both social and economic or financial problems like constraints with social relation, lack of self confidence, lack of self-decision making, lack of social recognition, insufficient loan facilities, inadequate subsidy facilities, lack of tax relief. This study can be concluded that social constraints are high then the economic constraints in the study area of Madurai District of Tamil Nadu.

Keywords: Entrepreneur, challenges, business and Women.

INTRODUCTION

Women, in traditional societies, were confined to the four walls of houses doing all the household works including taking care of the children and are treated as property of men. But in the modern society the concept and status of women has been changed substantially. Modern age has lifted the veil of ignorance and created more awareness of their rights and privileges. They are growing and blossoming as successful persons in their own right. Slowly and subtly changes are creeping in. Women have come out of the four walls to participate in all sorts of activities. However, women of the middle and lower class are not too eager to alter their role in fear of social backlash and so on. The awareness is more visible among upper class families in urban cities.

Albeit entrepreneurship amongst women has been a recent concern, they have proved that they are no less than men in efficiency, hard work or intelligence. They are treated equally in teaching jobs, IT firms, hospitals and administrative jobs, military and defense fields, law, science, medicines and even aeronautics and space exploration. Now they have jumped into industrial activities and run their enterprises successfully.

They are emerging as potential entrepreneurs. They have been making significant impact in all segments of the economy. Indian women also do have vast entrepreneurial talent which could be harnessed to join in the race for development.

National development programmes can be implemented through women entrepreneurs since they utilize scarce resources effectively. Encouragement of women entrepreneurs will promote a healthy, balanced economic growth in urban and rural areas. The development of women entrepreneurs leads to easy availability of products at comparatively less cost, thereby increasing the purchasing power of the consumers. The taxable capacity of the people will increase as a result of the increase in the purchasing power of the people engaged in self employment. They also play a key role in the development of export

trade, and it aids in attracting savings into productive channels.. However, very few women entrepreneurs undertake medium and large- scale business, and this is not due to their lack of intelligence or potential but only to the traditional culture dragging them behind to take up the sky-high challenges.

Women entrepreneurs face many challenges, face the financial arrangement, stiff competition, education shortages, family problems, women dominated society and so on. Women are not easier to face in the society so many problems are come but women have less opportunity in society. When compared to men female business owners are less only because owner society dominated the female in higher possessions. If female comes in good possession women will change more and more through and thing. Women are not weaker. Women also have qualification to improve our society. A woman faces more not only in more willpower and empower. So, women can do everything. So may dominated persons are came but they take in a positive way and women across the many persons and won in their goal.

Women Entrepreneur in Tamil Nadu

Tamil Nadu is one among the leading industrialized states of the country. It has been ranked as the third largest economy in India. But the Government's efforts come only from 1970 onwards for the promotion of self employment among women. The modern Tamil Nadu woman is different from the housewife of the past, to whom selling or running a business carried a stigma which she found difficult to shake off. Women entrepreneurs in Tamil Nadu possess organisational abilities, marketing skills, entrepreneurial skills and efficiency and novel ideas. Many women have vaulted the barriers of conditioning and reaped the rewards of a global economy. According to Lakshmi Venkatesan, Founder Trustee of Bharatiya Yuva Shakthi Trust, Women in Tamil Nadu are the best Entrepreneurs in the country; they have shown that they could make excellent entrepreneurs if they get support by way of finance and guidance. Women are successful when they undertake group activities like Self Help Group, since they get very good awareness from it about the Government Agencies, Financial Institutions, their schemes and opportunity to utilise these facilities.

Women Entrepreneur in Madurai District

Madurai, the headquarters of Madurai District, has been famous for leather and lock industries since independence; Madurai is also famous for various industries like cotton textiles, coir, chemicals, plastic goods, iron and steel, pharmaceuticals, glass wares and various agro-based industries. The present study aims at probing the growth of women entrepreneurs in Madurai over a period of time and women entrepreneurs are selected from the businesses of tailoring, vegetables shop, petty shop, craft shop, beauty parlor, hotels, electrical shop, book binding shop, ready made shop, etc.

Statement of the Problem

Madurai District one of the largest district in TamilNadu. Though this district is primarily focusing on the focusing on the agricultural sector, but now it is also concentrating the development of industrial sector because of support from both State and Central Government. Traditionally, the women are always playing supporting role in the economic development of family and society but the situation has completely changed now and many women of this district became successful entrepreneurs.

The women entrepreneurs are playing multi faced roles in both their business and family and the amount of work related pressure is always very common. Therefore an attempt is made to study the impact of professional stress on the performance of women entrepreneurs. It is very significant for an entrepreneur to assess the level of stress among them and take steps to reduce or increase stress to acceptance level which will help to control entrepreneur's absenteeism, low productivity and health care expenses and as a result performance will improve. This is very useful to women entrepreneurs to develop coping techniques and strategies that will help to reduce their stress level at an acceptable and optimum level.

Objectives of the Study

- To study the problems faced by women entrepreneurs while starting and running the business.
- To analysis the factors are involved women entrepreneurs in Madurai City, Tamil Nadu

REVIEW OF LITERATURE

Stalin (2017) in his study explain the women, in traditional societies, were confined to the four walls of houses doing all the household works including taking care of the children and are treated as property of men. Modern age has lifted the veil of ignorance and created more awareness of their rights and privileges. They are growing and blossoming as successful persons in their own right. Slowly and subtly changes are creeping in.

Charumathi (2015) examined emerging challenges and prospects of women entrepreneurs in India keeping in view the increasing infrastructure, education level and awareness regarding upcoming opportunities among women. She concluded that women were still not able to handle risks in a calculated manner and first priority gives to family and enterprise held second priority.

Mallika Das (2013) identifies the major problems of women entrepreneurs in India with the objectives of analysing the various problems faced by them and by suggesting the remedial measure which will help in the speeding up of women entrepreneurship in the city.

Manipal (2004) discussed the social development status of women particularly in terms of their general health and nutrition, sex ratio, education and physical quality because the aspects of their development and capacity building are reproductive actors in Indian society and economy.

Research Methodology

Designing a suitable methodology and the selection of appropriate and suitable analytical tools were very important for carrying out a meaningful analysis of any chosen research problem. For the present study area, the sampling design, the collection of data, the period of study and tools of analysis.

Data Collection

The present study had been based on primary data as well as secondary data. The personal interview method was adopted for collecting primary data from the sample respondents. The secondary data were collected from the entrepreneurship center, District Industries Centre, various published as well as unpublished reports, handbooks, magazines and websites and so on. The researcher has carefully designed an interview schedule and the same was administered to the sample respondents living in different parts in women entrepreneur in Madurai District. The researcher has selected on the basis of convenience sampling method in the study area.

Analysis and Interpretation of the Study

This chapter has discussed the following aspects of problems faced by women entrepreneurs. The researcher try to identify the major problems faced by women entrepreneurs has used the weighted mean score ranking method and to know the significance difference between social problems of women entrepreneurs and educational status of women in the study area, the researcher has used ANOVA test.

Table 1. Age of the Respondents

Age of the respondents is measured as a significant demographic up-and-down in the starting of new business. It is understood that age of the respondents may manipulate in ascertaining the investment opportunities and risk taking ability.

Age classification	No of respondents	Percentage(%)
Less than 25 years	30	12.0
26-35 Years	55	22.0
36-45 Years	98	39.2
More than 45 Years	67	26.8

Source: Primary Data computed

The table no.1 shows that the age distribution of the sample is presented in table. The majority of the respondents 39.2 percent of women are fall in the age category between 36 to 45 years followed by 26.8 percent of the respondents in the age category of more than 45 years. The age category 26-35 years old, constitutes 22 percent of the sample. The minority of the respondents 12 percent fall in the age category of less than 25 years. Noted the results it can therefore be concluded that the majority of the women entrepreneurs are in age category between 36 to 45 years in the study area.

Table 2. The social constraints and educational status of the women entrepreneurs.

H0: There is no Significance difference between Social Constraints and Educational Status of the rural Women Entrepreneurs.

The main motive of the education status is to change the perception and attitude of the women. This analyse assess the whether the education change the ideas of the women or does not influence any activity in the selection of entrepreneurship as their carrier.

This study analyzes the significance difference between social constraints and education status of women entrepreneurs by using statistical technique of ANOVA test.

Particulars	Sum Square	Mean Square	F- Value	P-Sig.
Constrain with Social Relation	10.167	2.916	4.681	0.001
	152.612	0.695		
Lack of Credit Sales and Recovery Procedure	42.250	13.960	14.116	0.001
	198.165	0.864		
Influence of Money Lenders	14.112	4.925	2.07	0.030
	332.001	1.514		
Preconception	4.520	1.242	1.814	0.312
	330.011	1.412		

Lack Self-DecisionMaking	18.292	6.295	6.283	0.001
	198.101	0.926		

Source: Primary Data

From the ANOVA result shows that, the p-value is less than 0.05 in the following social problems or constraints are social relation P value:0.01, lack of credit sales system and recovery procedure P-value:0.01, influence of external money lenders P-value: 0.03, lack of self-decision making ability P-value: 0.01. Hence, there is a significance difference between major problems and educational status of the respondents. Whereas p-value is more than 0.05 in the social constrain of preconception P-value: 0.312. Hence, there is no significant difference between social problems of preconception and educational status of the women entrepreneurs.

Financial Constraints Encountered by Entrepreneurs

Finance is the life blood of any enterprise. It has to be avail at the right time in right quantity. Availability of adequate financial support enrich the success of all organization. The vision of the entrepreneurs will not come true if they are unable to mobilize the needed finance. The rank is given is based on the opinion of the women entrepreneurs.

Table no.3: Economic Problems Encountered by Rural Women Entrepreneurs

Particulars	Mean	Rank
Lack of Accounting Skills	6.25	V
Non-Availability of Bank Loans	8.28	I
Shortage of Working Capital	6.34	IV
Inability to provide Security	5.22	VI
Rigid Repayment System	7.11	II
Insufficient Loan Size	6.89	III

Source: Primary Data

The above table shows the weighted mean score ranking method, it could be understood that the major financial problems of women entrepreneurs are constraints with non-availability of bank loan at 8.27, followed by rigid repayment system at 7.10, third place is insufficient loan size at 6.88, fourth rank is shortage o working capital and less economic or financial constraints are lack of accounting skills at 6.24, and inability to provide security at 5.21.

From the overall ranking conveys that the major financial issues faced by women entrepreneurs are lack non-availability of bank loan, rigid repayment system and insufficient size of loan in the study area.

Findings of the study

It is observed that the majority of the women entrepreneurs are in age category between 36 to 45 years. It is identified that majority of the women entrepreneurs have passed secondary level of education in the study area.

It is observed from ranking result that the major social issues are approach to society or public, lack of risk taking ability, influencing of money lenders. It is identified that, from simple ranking technique that the major financial problems are non-availability of bank loan, rigid repayment system, and insufficient size of loan facilities.

CONCLUSIONS

Entrepreneurship is an important task for women in India but if carried successfully can inculcate confidence among them and making them more conscious about their rights. Development of women entrepreneurship is very low in India in comparison to developed countries. There are number of obstacles faced by women entrepreneurs during start-up stage and running up of their enterprise. These obstacles need to be addressed so that women can make a significant contribution in sustained economic development and social progress of our country.

Women entrepreneurs in Tamil Nadu possess organisational abilities, marketing skills, entrepreneurial skills and efficiency and novel ideas. Many women have vaulted the barriers of conditioning and reaped the rewards of a global economy.

The present study may end that, the women entrepreneurs are encountered both social and financial problems like constraints with social relation, lack of self-confidence, lack of self- decision making, lack of social recognition, insufficient loan facilities, inadequate subsidy facilities, lack of tax relief. This study can be concluded that social constraints are high then the economic constraints in the study area of Madurai District of Tamil Nadu.

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