

ISSUES AND PROBLEMS OF WOMEN ENTREPRENEURS IN TIRUCHIRAPPALLI CORPORATION – A STUDY

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Abstract

Women entrepreneurs are also giving a partial role in this field. Now a day, society gives a better socio economic status to women. The State and Central Government have introduced various schemes and empowerment programs to promote them to sustain in good working conditions of women enterprise. At present, the number of women entrepreneurs in Tamil Nadu is low. If the Government takes necessary promotional measures, the number will rise into an indefinite in future and they can contribute much for the entrepreneurial growth of Tamil Nadu. Mostly the women are producing home need items, and this type of essentials & food items. These opportunities can be further applied for the growth of Tamil Nadu entrepreneurship and the future of women entrepreneur will be an asset for the growth of our state. This study helps to find out the various problems faced by women Entrepreneurs in Tiruchirappalli Corporation. The details are directly collected from women entrepreneurs to observe their problems.

Keywords: Women entrepreneurs, Entrepreneurship, Women Studies, Family income

Introduction

Woman entrepreneur is entitled to necessary backup support of specialized and experienced persons. The need for providing proper environment for entrepreneurship is of vital importance. Desirable qualities may be developed by training. To change the social and economic structure of our country and to uplift the disadvantaged section of the society like women, greater emphasis is needed on entrepreneurial development. Human resources, both men and women, of working age constitute the main strength of economic development of a nation. Women form an important segment of the labour force and the economic role played by them cannot be isolated from the framework of development. The role and degree of integration of women in economic development is always an indicator of women's economic independence and social status. Soundarapandian in 1999 quotes the words of Pundit Jawaharlal Nehru – “When women move forward, family moves and the village moves and the nation moves.” Employment gives economic independence to women. Economic independence paves the way for social status. Moreover, women have become an integral part of the industrialized society. A woman must supplement the income of the family through whatever skill she possesses or has acquired. The present inflationary pressures warrant women to join the male members of the family for securing substantial livelihood. According to Rani in 1996 entrepreneurship seems to be ideal for women seeking participation in the country's economic development because of certain factors. Emergence of entrepreneurship is considered to be closely linked to social, cultural, religious and psychological variables.

PROBLEMS OF WOMEN ENTREPRENEURS

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.

Scarcity of Raw Material: Most of the women enterprises are plagued by the scarcity of raw material and

necessary inputs **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. **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. **Lack of Education:** In India, around three-fifth (60%) of women are 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. **Male-Dominated Society:** Male dominism is still the order of the day in India. The constitution of India speaks of equality between sexes. But, in practice, women are looked upon as weak in all respects. 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. **Low Risk-Bearing Ability:** A woman in India leads 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 for a successful entrepreneur. **Heavy Competition:** Many of the women enterprises have imperfect organizational set up. But they have to face severe competition from organized industries.

Objectives of the study

- To study the socio-economic status of women entrepreneurs in Tiruchirappalli Corporation.
- To study the problems in starting and running women entrepreneurship
- To provide suggestion for the improvement for the functioning of women enterprise.

Methods and Materials

The sample size was fixed to 50 women entrepreneurs in Tiruchirappalli Corporation. Convenient sampling method is used for this study. For this study both primary and secondary data are used. Primary data are collected directly from 50 women entrepreneurs in Tiruchirappalli Corporation. Secondary data are collected from journals and publications, books, relevant website etc.

Entrepreneur: According to E.E.Hagen, “An entrepreneur is an economic man who tries to maximize his profits by innovation, involve problem solving and gets satisfaction from using his capabilities on attacking problems”. M.M.P.Akhouri describes entrepreneur as “A character who combines innovativeness, readiness to take risk, sensing opportunities, identifying and mobilizing potential resources, concerns for excellence and who is persistent in achieving goal”.

Entrepreneurship: According to A.H.Cole “Entrepreneurship is the purposeful activity of an individual or a group of associated individuals, undertaken to initiate, maintain or aggrandize profit by production or distribution of economic goods and services”.

Women Entrepreneurship: According to the general concept, women entrepreneur may be defined as a woman or a group of women, who initiate, organize and operate a business enterprise. The Government of India has defined a woman entrepreneurship as “An enterprise owned and controlled by a woman having a minimum financial interest of 51percent of the capital and giving at least 51percent of the employment generated in the enterprise to women”.

Data analysis and interpretation

Table – 1: Socio-demographic profile of the respondents

Particulars	No.of respondents	Percentage
Age		
20 to 30yrs	9	18
30 to 40yrs	29	58
40 to 50yrs	7	14
Above 50yrs	5	10
Marital Status		
Single	11	22
Married	33	66
Divorced	4	8
Widow	2	4
Education level		
Below SSLC	6	12

HSc	12	24
UG	23	46
PG	6	12
Technical	3	6
Ownership		
Sole Proprietorship	41	82
Partnership	9	18
Occupation		
First Generation	39	78
Parents as Entrepreneurs	7	14
In-laws as Entrepreneurs	4	8
Nature of business		
Garments	23	46
Food Products and Processing	6	12
Parlors and Health Club	4	8
Boutiques	2	4
Retail outlets	4	8
Tailoring	11	22
Various Problems		
Inadequate infrastructure facility	8	16
Lack of skilled labour	15	30
Non availability of raw material	6	12
Lack of training	3	6
Marketing problem	2	4
Inadequate finance	9	18
Lack of govt. support	7	14

Source: Primary data

More than half (58 per cent) of the respondents between 30 to 40yrs of age group, 18 per cent were 20 to 30yrs, 14 per cent were 40 to 50yrs and remaining 10per cent were above 50yrs. Majority (66 per cent) of the respondents were married, 22 per cent were single/unmarried, 8 per cent were divorced and remaining 4per cent were widow. Nearly half (46 per cent) of the respondents were under graduates, 24 per cent were Hsc, each 12 per cent were below SSLC and PG qualification and remaining 6 per cent were technical qualification. Vast Majority (82 per cent) of the respondents were sole proprietorship and remaining 18per cent were partnership form. Vast majority (78 per cent) of the respondents were first generation, 14 per cent were Parents as Entrepreneurs and remaining 8per cent were In-laws as Entrepreneurs. More than half (46 per cent) of the respondents business were garments, 22 per cent were Tailoring, 12 per cent were Food Products and Processing, each 8 per cent were Parlors and Health Club and Retail outlets and remaining 4per cent were Boutiques. One third (30 per cent) of entrepreneurs were facing lack of skilled labour, 18 per cent were Inadequate finance, 16 per cent were Inadequate infrastructure facility, 14 per cent were Lack of govt. support, 12 per cent were Non availability of raw material, 6 per cent were lack of training and remaining only 4 percent were marketing problem.

Table – 2: Association between nature of business and their facing problems

Various Problems	Garments	Food Products and Processing	Parlors and Health Club	Boutiques	Retail outlets	Tailoring	Total	Statistical inference
Lack of skilled labour	8	0	3	2	2	0	15	
Non availability of raw material	3	0	0	0	2	1	6	
Lack of training	1	1	0	0	0	1	3	

Marketing problem	1	0	0	0	0	1	2	
Inadequate finance	5	0	0	0	0	4	9	
Lack of govt. support	1	2	0	0	0	4	7	
Total	23	6	4	2	4	11	50	

Research Hypothesis: There is significant association between nature of business and their facing various problems

The above Chi-square test inferred that there is significant association between nature of business and their facing various problems. The calculated value is less than table value ($.016 < 0.05$). The research hypothesis is accepted.

SUGGESTIONS AND CONCLUSION

Government and financial institutions should provide special assistance and incentives for encouraging women entrepreneurship. Proper training shall be given to the women entrepreneurs through Government Programmes. Many people are not aware about available entrepreneurial opportunities, though the Government is offering different types of incentives and assistance; still many people are beyond purview. There is a dire need to create awareness about entrepreneurial opportunities assistance. More research is to be conducted to identify the problem which is being faced by women entrepreneurs. Women industrial estate shall be setup in each District for upgrading level of activities of women entrepreneurs. Wide publicity should be given about the financial assistance and other incentives that are offered by the Government Co-operative institution and Banks use a share of their profit for the promotion of women entrepreneurs by providing free training, loans with subsidy, and loan without interest for helping them to identify suitable products under their jurisdiction. The Government assistance should be given in the areas like marketing, distribution etc. of the Women entrepreneurship products. Tiruchirappalli has witnessed a solid augment in the number of women entrepreneurs of small enterprise. Government proposals should be embattled towards women to assist them cope with infrastructural deficiencies. As a result, encouragement of women entrepreneurship would carry the rank of redundancy down. In India, the prospective for sustaining and mounting women's entrepreneurship is enormous and women's amplified contribution in financial actions is a nationwide precedence. Though, women entrepreneurs are still not yet generally supported and acknowledged. The attempts to grow women need to be corroborated and toughened. The government should generate intended endeavors to create the consciousness among women entrepreneurs as regards different Govt. incentives and developmental programs.

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