



# A STUDY ON PROBLEMS FACED BY WOMEN ENTREPRENEURS IN COIMBATORE

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## Abstract

Entrepreneurs contribute significantly to India's development in both urban and rural regions. Among them, women entrepreneurs play a crucial role in driving sustainable growth. However, rural women entrepreneurs face numerous barriers that hinder their ability to contribute equally alongside men. These challenges are not only imposed by male counterparts but also by elder women within their own communities, reinforcing traditional gender expectations. This study explores the personal and social difficulties faced by rural women engaged in entrepreneurship in Coimbatore City. The results indicate that Lack of self-motivation is the most pressing personal issue. The burden of balancing business responsibilities with household duties is identified as the main social obstacle.

**Keywords:** Women entrepreneurs, Personal problems, social problems, Rural Entrepreneurs

## Introduction

Women entrepreneurship has emerged as a vital contributor to economic development and social transformation, particularly in developing nations like India. Among them, rural women entrepreneurs play a significant role in promoting inclusive growth, enhancing household income, and fostering self-reliance in marginalized communities. However, the journey toward successful entrepreneurship for rural women is often met with numerous personal and social challenges that impede their progress and sustainability in business.

In the context of Coimbatore City an emerging industrial hub in Tamil Nadu—rural women have begun to actively participate in micro, small, and cottage industries. Despite the growing enthusiasm and governmental support for self-employment, rural women continue to face various obstacles, especially in navigating traditional gender roles, managing family responsibilities, acquiring resources, and building entrepreneurial networks. Factors such as lack of education, societal pressure, mobility restrictions, and inadequate financial literacy further limit their ability to operate independently and grow their businesses effectively.

This study seeks to explore the personal and social problems experienced by rural women entrepreneurs in Coimbatore city. It focuses on identifying the root causes of these challenges, understanding the coping mechanisms adopted by women, and evaluating the effectiveness of support systems available to them. The insights gained from this study aim to aid policymakers, development agencies, and financial institutions in crafting targeted interventions that can empower rural women to thrive as entrepreneurs while balancing their personal and social commitments.

By shedding light on the lived experiences of these women, the study emphasizes the need for a more inclusive and supportive ecosystem that acknowledges the dual burdens rural women carry as both caregivers and change-makers.

## Statement of Problem

Rural women entrepreneurs in India, particularly in Coimbatore City, face unique personal and social challenges that hinder their entrepreneurial growth and success. Despite growing awareness and supportive government schemes, these women continue to struggle with issues such as lack of confidence, inadequate access to financial resources, limited education, and minimal family or community support. Social norms and traditional expectations often burden them with dual responsibilities—managing households while sustaining businesses—which reduces their ability to focus on enterprise development. In many cases, male dominance and restrictive cultural attitudes further discourage women from becoming economically independent. Although rural entrepreneurship has the potential to uplift women socially and economically, persistent obstacles prevent them from fully realizing this potential. This study aims to investigate and analyze the key personal and societal barriers affecting rural women entrepreneurs in Coimbatore, with the goal of identifying critical areas where policy interventions, training, and social awareness are urgently needed.

## Review of Literature

**Rani and Kalaivani (2024)**, observed that women entrepreneurs in Coimbatore face significant hurdles, such as lack of financial access, inadequate training, and insufficient support systems. Their study emphasized that family obligations often restrict women's ability to expand or even sustain their businesses.

**Punitha and Sivagurunathan (2023)**, noted that in rural pockets of Coimbatore, women encounter limitations in education, mobility, and self-confidence. These limitations not only affect their entrepreneurial performance but also restrict their participation in formal networks and markets.

**Renuka Devi (2022)**, highlighted the socio-economic benefits of rural women engaging in micro-enterprises. However, she identified poor risk-taking ability, societal pressure, and dual role burdens as major barriers that suppress entrepreneurial spirit in women.

## Objectives

1. To identify the major personal problems faced by rural women entrepreneurs in Coimbatore City, including issues related to confidence, initiative, education, and financial independence.

2. To examine the social challenges encountered by rural women entrepreneurs, such as family responsibilities, societal expectations, and lack of community support.
3. To analyze the impact of these personal and social problems on the entrepreneurial performance and growth potential of rural women-owned businesses in the region.

## Research Methodology

This study adopts a **descriptive research design** to explore the personal and social challenges faced by rural women entrepreneurs in Coimbatore City. The objective is to gain insights into the real-life problems that hinder their business development and social empowerment.

### Area of Study:

The research was conducted in selected rural regions of **Coimbatore District**, Tamil Nadu, where a significant number of women are engaged in small-scale and micro-enterprises such as tailoring, handicrafts, food processing, and retail.

### Sampling Technique:

A **purposive sampling method** was used to select women entrepreneurs who are actively managing businesses in rural areas. This ensured that only relevant respondents were included in the study.

### Sample Size:

The study was conducted on a sample of 100 rural women entrepreneurs from various villages and panchayat regions around Coimbatore city.

### Data Collection Method:

Both primary and Secondary data is used for this study. Primary data was collected through structured questionnaires and personal interviews. The questionnaire included both closed and open-ended questions to gather quantitative and qualitative data.

### Tools for Analysis:

The collected data was analysed using **simple statistical tools** such as Simple percentages. Tabulation and graphical presentation were used to illustrate the results effectively.

### Duration of the Study:

The data collection and analysis were carried out over a period of **three months**.

## Simple Percentage

Simple percentage analysis was used to bring out the proportionate portion of each variable to understand the respondent towards performance appraisal practiced in multi-speciality hospitals. The percentage method is utilized in constructing cross tabulation to estimate the two-way cross analysis of selected variables.

S. No.	Problem Faced	No. of Respondents	Percentage (%)
1	Difficulty in balancing family and business responsibilities	72	72%
2	Lack of self-confidence and initiative	65	65%
3	Limited access to finance or credit facilities	58	58%
4	Lack of family support or encouragement	54	54%
5	Low level of education and skill development	47	47%
6	Social restrictions and traditional gender roles	50	50%
7	Difficulty in marketing products or reaching customers	40	40%
8	Lack of training and awareness about government schemes	45	45%
9	Time constraints due to household work	60	60%
10	Mobility and transportation issues	38	38%

## Interpretation of Findings

### Interpretation of Findings

- Balancing work and family (72%) is the most critical challenge faced by rural women entrepreneurs. This reflects the burden of dual responsibilities and the lack of support systems to ease this load.
- Lack of confidence and initiative (65%) points to the need for psychological empowerment, mentoring, and motivational programs that encourage women to take leadership in their ventures.



- Limited access to finance (58%) remains a major structural barrier, indicating the necessity for improved microfinance services, collateral-free loans, and easier access to credit.
- Lack of family support (54%) shows that emotional and moral support from families is lacking, which can directly impact the motivation and continuity of women in business.
- Educational and skill gaps (47%) emphasize the importance of training programs tailored for women in rural areas, especially focusing on entrepreneurship, digital literacy, and management skills.
- Traditional gender roles (50%) still restrict women's freedom to expand or make independent business decisions.
- Marketing difficulties (40%) and lack of awareness (45%) reflect a need for better market linkages, digital platforms, and information-sharing networks.
- Time constraints (60%) due to domestic responsibilities and mobility issues (38%) indicate that infrastructural and societal changes are essential to enable easier business operations for women.

## Suggestions

To overcome the personal and social challenges faced by rural women entrepreneurs in Coimbatore, the following steps are recommended:

1. **Skill Development Programs:** Organize regular training in entrepreneurship, financial literacy, and digital tools to build confidence and competence.
2. **Financial Support:** Provide easier access to low-interest loans and government schemes specifically tailored for rural women.
3. **Awareness Campaigns:** Conduct awareness programs to change traditional mindsets and promote women's economic independence.
4. **Mentorship & Networking:** Establish support networks and mentorship programs to guide women through their entrepreneurial journey.
5. **Family and Community Involvement:** Encourage family and community participation to support women in balancing household and business responsibilities.

## Conclusion

This study highlights that rural women entrepreneurs in Coimbatore face significant personal and social challenges that impact their ability to start, manage, and sustain businesses effectively. The most pressing personal problem observed is the lack of self-initiative, driven by limited confidence, inadequate exposure, and lack of decision-making power. On the social front, balancing household responsibilities with entrepreneurial duties stands out as the most dominant obstacle. Cultural expectations, family pressure, and limited support from male family members often restrict their mobility and participation in business activities. Despite these barriers, rural

women continue to show resilience by engaging in small-scale or home-based ventures to gain economic independence. However, for these efforts to yield long-term success, there is a critical need for targeted intervention through training, credit access, awareness programs, and supportive policy frameworks. Empowering these women through education and community support will not only uplift them but also contribute to the socio-economic development of rural regions in Coimbatore.

## References

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