



# A STUDY ON WOMEN ENTREPRENEURS CONCEPTS AND CASES IN ERODE DISTRICT

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## ABSTRACT

In today environment women is regarded as nevertheless more successful in life by breaking out all the obstacles and and the major confines at the home, society and environment. The women is regarded herself to be the most successful in all the walks of life in whatever be the position they uphold in the field of any revolutionary industry. Even in great business enterprises the contribution of Income earned by the individuals was high enough to the contribution of Gross Domestic Product. Though it was highly a challenging factor yet it was an alarming height to make an identification that the Women can prove to play a magnanimous position in this 21<sup>st</sup> century. Women entrepreneurs have demonstrated that they are as business-savvy as their male counterparts, and they are emerging as smart and dynamic entrepreneurs. Women-owned businesses contribute significantly to nearly all countries' husbandry. Women retired entrepreneurial abilities have gradationally changed with their growing awareness of their role and profitable status in society. The main reasons for women to enter business gambles are their skill, knowledge, and rigidity. "A woman entrepreneur is someone who takes on a challenging role in order to meet her specific needs and achieve financial independence." TamilNadu is an industrialising state where some entrepreneurs excel at small-scale assiduity. Despite the fact that the government organises women into colorful associations, they are not ready to take over the business. Women are less motivated to start businesses than men because of unwanted fear, a lack of provocation, and conditioning. As a result, the study aims to bear the entrepreneurial development of women by emphasizing their motivating forces and the relationship between women entrepreneurs' socioeconomic backgrounds, motivating factors, and entrepreneurial traits. More women will enter traditionally male-dominated fields in the future. The socioeconomic background, including factors, type and mode of business, and training programmes, are major issues for Erode District women entrepreneurs.

**Keywords: Women Entrepreneur, Socioeconomic Backgrounds, Obstacles of Women Entrepreneur.**

## INTRODUCTION

Women have achieved success in breaking free from the confines of their homes through a variety of professions and services. There are numerous reasons for women to start businesses in a male-dominated society. Women's entrepreneurship is a critical avenue for women to overcome their subordination within the family, as well as within the larger family and society. As a result, policymakers have prioritised the advancement of female entrepreneurs. A special character in the seventh plan has been converted into the integration of women in economic development in this direction. The new industrial policy has emphasised the importance of implementing special Entrepreneurial Development Programs (EDPs) for women. Aside from that, the country now has a network of institutions in place to promote women's entrepreneurship. Commercial banks and financial institutions are essential components of this network. Many organisations, institutions, and associations promote and develop women entrepreneurs by offering low-interest loans and organising industrial fairs and exhibitions. Women's Entrepreneurship Development Programs (EDPs) raise entrepreneurial awareness among them.

## REVIEW OF LITERATURE

Cohoon & Mitchell (2020) provided a detailed examination of the motivations, backgrounds, and experiences of men and women entrepreneurs. The top five financial and psychological factors motivating women to become entrepreneurs were identified in this study. The desire to accumulate wealth, the desire to capitalize on their own business ideas, the appeal of startup culture, a long-standing desire to own their own company, and working for someone else did not appeal to them. According to the findings of the study, women are more concerned than men about protecting intellectual capital. Mentoring is essential for women because it provides encouragement and financial support from

business partners, as well as experiences and a well-developed professional network. John Emerald (2021) defines Women in advanced countries are more visible in the business world and are recognized for their problems. However, Indian women entrepreneurs face significant challenges, such as a lack of confidence in their own strength and competence. Social and cultural barriers, as well as market-related risk, Motivational factors, knowledge of business administration, awareness of financial assistance, exposure to training programmes, and identification of available resources.

## STATEMENT OF THE PROBLEM

Entrepreneurship is an important factor in industrialization; without entrepreneurship, industrialization cannot occur. Entrepreneurs play a critical role in the economic development of developing countries. Women entrepreneurs organise industries for a variety of reasons, including their skills and knowledge, business talents and abilities, and a strong desire to do something positive.

## NEED FOR THE STUDY

Women are less motivated to start business units than men because of unwanted fear, lack of motivation, and type of activities. Thus, the study aims to undertake the entrepreneurial development of women by highlighting their motivating forces and the relationship between women entrepreneurs' socioeconomic backgrounds, motivating factors, and existing entrepreneurial traits.

## OBJECTIVES OF THE STUDY

- To study about the socioeconomic backgrounds of Erode District's female entrepreneurs.
- To investigate the motivators and other factors that influence women to start their own businesses.
- To examine the major weaknesses and suggest recovering measure to women entrepreneurship.

## SCOPE OF THE STUDY

The study focuses on women entrepreneurs in selected Erode district in Tamil Nadu, which has seen phenomenal industrial growth. The selected districts, with their good infrastructure, offer promising prospects for industrial development. The study's scope includes women entrepreneurs in Erode District as well as the challenges that women entrepreneurs face when starting a new business. The study is only open to women entrepreneurs from specific groups in Erode District.

## METHODOLOGY

### Data Collection

- Primary Data: Data was collected from questionnaire.
- Secondary Data: Data was collected from secondary source such as website, books, conference, related material designed by previous authors. Sample: Convenience sampling technique is used to collect the questionnaire.

**Sample size:** Sample size is 100. Statistical Tools: Percentage Analysis & Weighted average tool

### Limitations of the study:

Original view of the respondents is different from filled up questionnaire and the scope are restricted to women entrepreneurs in erode district.

## FINDINGS OF THE STUDY:

### i. Percentage analysis based on socioeconomic backgrounds of women entrepreneur

Particulars	Category	No. of Respondents	Percentage (%)
Age	20 – 30 years	21	21
	31 – 40 years	37	37
	41 – 50 years	24	24
	51 – 58 years	18	18
Marital Status	Single	29	29
	Married	71	71
Educational Qualification	Illiterate	5	5
	UG	68	68
	PG	27	27

Particulars	Category	No. of Respondents	Percentage (%)
Annual Income	Below ₹5,00,000	29	29
	Above ₹5,00,000	30	30
Experience (in years)	Under 5 years	26	26
	Over 5 years	10	10
Capital Invested	Below ₹10,00,000	75	75
	Above ₹10,00,000	25	25
Source of Capital	From Spouse / Family	32	52
	Personal Savings	15	15
	Loan from Bank	53	33

Elucidation: above table shows that: 37% of the respondents belong to 31 to 40 years, 71% of respondents were married. 57% of the respondents were Assistant professors. 42% of the respondents were M.Phil degree holders. 41% Income level of the respondents in-between 21,000 to 50,000. 34% respondents experience level in- between 6 to 15 years.

## ii) Weighted average table (Obstacles of Women Entrepreneur)

S. No	Particulars	Scale Value (x)					Total Score ( $\sum fx$ )	Weighted Average Score (%)	Rank
		50	40	30	20	10			
		50	40	30	20	10			
1	Financial Shortfall	26	35	16	12	11	247	71	II
2	Health Issues	36	34	18	8	4	210	60	IX
3	Lack of Business Planning	23	17	32	14	14	279	80	IV
4	Lack of Government Schemes	22	40	25	3	10	239	68	VI
5	Lack of Training	16	24	19	21	20	305	87	II
6	Lack of Motivation	14	16	21	34	15	320	91	I
7	Lack of Leadership	28	35	24	8	5	227	65	VIII
8	Lack of Knowledge about Business	44	26	23	4	3	196	56	X
9	Other Problems	18	38	36	8	0	234	67	VII
10	Repayment of Loan	22	24	18	20	16	284	81	III

## Findings

It is defined from the above table that the various factor ranked based on the high average factor causes the obstacles to women entrepreneur. 91% respondents face obstacles because of lack of training, 87% respondents face obstacles due to more work load and pressure. 81% respondents felt obstacles due to repayment of their loans, 80% respondent obstacles because of Business Planning lacking capacity, 71% respondent obstacles due to financial deficit, 68% respondent obstacles because of lack in government schemes available to women entrepreneurs, 67% respondent obstacles because of other problems, 65% respondent obstacles because of lack of leadership quality, 60% respondent obstacles because of their health issues and 56% respondent obstacles because of their knowledge lacking in business.

## CASES

Erode has a growing number of women entrepreneurs, particularly in textiles, food (like Subitha Banu's biryani), and various startups, facing challenges like finance access but seeing success through local support and schemes, with initiatives promoting their growth and recognition for achievers like Niroshini in awards. Government and NGO efforts, alongside awards like SIWAA, highlight and support these women driving economic development, even as common hurdles like lack of capital and awareness persist.

## Key Figures & Examples

- **Niroshini:** Recognized as an Outstanding Entrepreneur from Erode at the South India Women Achievers Awards (SIWAA) 2025.
- **Subitha Banu (Bhai Amma):** Runs a popular biryani stall, symbolizing rural women entrepreneurs struggling with finance gaps but aiming for growth, supported by World Bank initiatives.
- **Startup Founders:** Women like Saranya Gopal (IdeeZ Career), Krishna Priyadarshini E (InstaGood), Deepika Kumaran (Krumble & Chip), and Manjuriya Palanisamy (Studio Forge) lead women-owned startups in Tamil Nadu, including Erode.

## Sectors & Focus Areas

**Textiles:** Erode is a major textile hub, creating opportunities for women in handloom and knitwear.

**Food:** Biryani stalls, local eateries, and food processing are growing areas.

**Technology & Services:** Startups in career guidance (IdeeZ Career) and digital platforms (InstaGood) are emerging.

## GREENFIELD GARDEN STORE:

Started by Abirami alias Manju Since 2015 26 th january and SriSpta Giri- Hitech Nurseries since 2007 as agripreneurs in selling seeds and garden tools and garden machineries and suppliers in sprayers and Farm machine dealers in all products...

## SUGGESTIONS

Parents of women entrepreneurs should be pushed to invest money in starting their businesses rather than prioritising their marriage. Women entrepreneurs should be encouraged to establish their businesses as joint stock companies rather than sole proprietorships or partnerships in order to reap the benefits of large-scale operations. The majority of women entrepreneurs believe that their inability to compete in the market is due to a lack of training. As a result, the government should regularly hold training sessions on new production, sales, etc., techniques. Women business owners should be required to complete this training. The first major issue for female entrepreneurs is money. As a result, the government can offer interest-free loans to encourage female entrepreneurs. Loan subsidies should be increased to attract more female entrepreneurs. Improper location and insufficient infrastructure facilities are barriers to the development of women entrepreneurs. As a result, separate industrial estates for women entrepreneurs may be established to reduce the initial investment and to create a special environment.

## CONCLUSION

According to the findings of the study, women are prepared to face the challenges of starting a business. The concept of women entrepreneurs is well received by society and the family. Women are not in business to survive, but to satisfy their creative urges and to demonstrate their abilities. Women's education is making a significant contribution to social transformation. More women will enter traditionally male-dominated fields in the future. Women entrepreneurs face significant challenges due to their socioeconomic background, which includes factors such as business type and mode, as well as training programmes.

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