

## **A Study on Problems of Women Entrepreneurs in Tirunelveli**

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### **Abstract**

Entrepreneurship has been known as a male-driven phenomenon before twentieth century, but later time has made remarkable changes in the prevailing situation and brought many changes in the business field. Nowadays, women are emerging as an excellent entrepreneur. The performance of successful women entrepreneur working in our country is outstanding. The present study reveals the problems of women entrepreneurs and helps to analyze the most dominated problem of women entrepreneurs. Garrett Ranking Technique has been used to find out the most prominent problem of the sample respondents.

**Keywords:** Entrepreneurship, Women Entrepreneurs, Business, Problems.

### **Introduction**

In today's worldwide business environment, women play a very crucial role. To accelerate the inclusive growth and prosperity of the nation, it is very essential to consider socio-economic development of women entrepreneurs. Entrepreneurship is a vital feature in development and it is significant for socio-economic upliftment of rural women with the increase in unemployment, entrepreneurship has implicit a big role and has become an important economic policy of the country. Majority of the women are slowly emerging out of the system that had suppressed and exploited them for centuries. The economic requirements of the family are increasing day-by-day challenging the women to take up gainful employment and raising the standard of living. Moreover, in case women are willing to go in for a small business the basic ability really questionable.

### **Reviews on Women Entrepreneurship in India**

Cohoon, Wadhwa and Mitchell (2010) in their study introduced a point-by-point analysis of men and women entrepreneur's inspirations, foundation and encounters. The study highlighted best five money related and psychological components

rousing women to end up entrepreneurs. These are want to assemble the riches, the desire to capitalize possess business thoughts they had, the intrigue of startup culture, a long standing want to claim their very own organization and working with another person did not bid them. They answered that the women are especially worried about ensuring intellectual capital than their partner. Mentoring is vital to women, which gives motivation and money related help of business accomplices, encounters and all around created proficient system.

## **Reviews on Socio-Economic Characteristics of Women Entrepreneurs**

Sumathy and Nagendran in 2007 have expressed in their article that the women of today certainly play a vital role in the development of the society. By sharing time, appreciation, knowledge and ideas, friendship, kindness and experience women manages the busy world today. Their success is mainly because of their ability to relax optimistically, listen deeply, feel empathetically, respond carefully, synchronize co-operatively, act authentically and acknowledge generously. After all that is the essence of women empowerment. Rajani in 2008 directed an examination on the nature of smaller scale venture management by women in socio-social milieu and to extend the management training needs of women entrepreneurs. Information was gathered from 100 women entrepreneurs. The investigation presumed that training needs are recognized in the territory of certainty building, ability associations and capital. It is discovered that the most regular boundaries looked by women entrepreneurs were absence of hard to get assistance from the money related foundation, acquiring trade license, tax certificate, and so forth. Different obstructions are nonappearance of legitimate women business network to raise the issue to the policy creators of the nation and nonattendance of business training foundation to show them how to begin the business.

## **Reviews on Social Status of Women Entrepreneurs**

A study conducted by Chowdhury in 2002 carried out an examination in Bangladesh, governmental and non-governmental development for women entrepreneurship ought to be actuated so as to expand the commitment of women towards the national economy. They likewise properly distinguished the serious problem of women entrepreneurship which incorporated the absence of credit offices, skill training, market openings, troubles in procurement of crude materials and transportation. She additionally called attention to that some middlemen made problems by offering low costs. The review of literature on women entrepreneurship uncovers that the phenomenon of entrepreneurial exercises has pulled in the intrigue and research consideration of a wide scope of management disciplines. Entrepreneurship is a generally new field of research, not more than 20-25 years old. The majority of the investigations have concentrated upon the male entrepreneurs as correlation with women entrepreneurs. Amid the most recent decade, it has increased broad enthusiasm past the standard regions of management

thinks about. Malik and Rao examined 135 women entrepreneurs in Chandigarh to break down the purposes behind beginning business, discernment with respect to their success in business and quality credited to their success. The investigation uncovered that women were prepared to confront the challenges related with setting up of business. Papad, pickles were the relics of past times, presently with new and imaginative business, women entrepreneurs were quick turning into a power to figure with in the business world. Women were not into business for survival but rather to fulfill their inward desire of imagination and to demonstrate their abilities. Women education was adding, all things considered, to the social transformation (Malik & Rao, 2009). Santha in 2018 analyzed and revealed that in Kerala, most of the women entrepreneurs (32 percent) had a high regard in the family, even before they progressed toward becoming entrepreneurs however in Tamil Nadu a more prominent rate (56 percent) had no regard. Their position had changed in the wake of getting to be entrepreneurs. 73 percent in Kerala and 97 percent in Tamil Nadu were getting extremely great regard in their family and for this situation additionally the rate was exceptionally high in Tamil Nadu. An investigation directed in Kerala and Tamil Nadu reveals that 28 percent of the respondents in Kerala had a high regard being a women entrepreneurs though, 84 percent in Kerala and 97 percent in Tamil Nadu were getting extremely great regard in the general public subsequent to getting to be entrepreneurs. Indeed, even in the wake of getting to be entrepreneurs, their involvement in social exercises was not improved much, which is 23 percent in Kerala and 20 percent in Tamil Nadu were effectively taking an interest in social exercises.

## **Reviews on Challenges and Problems of Women Entrepreneurs**

Sivalognathan in 2002 led an investigation on problems of women entrepreneurs in Chennai uncovered that among the socio-individual problems, 70% confronted absence of family and network support and 60 percent had managerial experience. Production problem as accessibility of land, plots and premises was looked by 70 percent respondents. The absence of knowledge about marketing the product was the serious problem looked by 76 percent of the respondents. Moreover, 74 percent confronted budgetary problems with respect to loan and sponsorship while insufficient government help was accounted for as problem by 70 percent respondents. An examination expresses that problems looked by women entrepreneurs in India are inequality, family foundation, low wages, insufficient training, government strategies, misuse by middlemen, problem of account, shortage of crude materials, solid challenge, mind-boggling expense of production, low portability, social attitudes, low capacity to manage chance, absence of education, low requirement for achievement, venture related problems, family ties, lack of intensity, deficient framework offices and financial limitations. Nayyar et al. investigated 100 women entrepreneurs in Himachal Pradesh uncovered that entrepreneurs face requirements in parts of financial, marketing, production, work place office and medical issues. Financial problems are identified with

non-accessibility of long haul money, customary and visit need of working capital. Intense challenge from bigger and set up units, poor area of shop and absence of transport office are real marketing problems. Production problems incorporated the problem of non-accessibility of crude material, non-accessibility of labor and staggering expense of machines. Entrepreneurs additionally face medical issues, for example, fatigue, tension and headache. Women entrepreneurs likewise face problem of ill-advised water and space office (Nayyar et al. 2007).

A study conducted by Valasamma in 2007 stated that male domination and other psychological taboos attached to women are yet to be challenged. Educating them in the nuances of business and managerial skills is essential. Liberal institutional finance and other support systems should be provided. Success stories of other women entrepreneurs also would help. Anyway, it is high time women are brought out of their reverie, into the mainstream towards the overall economic and social development of our nation. Sahai and Lall in their research investigation on women included a relative assessment of multi-dimensional issues and challenges of women entrepreneurship and family business. The investigation distinguished psychographic factors, for example, level of commitment, entrepreneurial challenges and future plan for extension, in view of statistic factors. Through stratified random examining and accommodation testing, the information has been gathered from women entrepreneurs who are working in urban areas of Lucknow. This examination distinguished the business individuals' attributes as self-perception, self-esteem, entrepreneurial power and operational problem for planning their future growth and development. The examination likewise proposed that however there has been impressive growth in number of women picking to work in family possessed business, yet despite everything they have a lower status and face increasingly operational challenges to lead their business (Sahai & Lall, 2008). Garga and Bagga in 2009 found that the most regular boundaries looked by women entrepreneurs were absence of hard to get assistance from the financial organization, getting trade license, tax certificate, and so forth. Different hindrances are nonappearance of appropriate women business network to raise the issue to the policy producers of the nation and nonattendance of business training organization to show them how to begin the business. Government in allowing liberal loans is sound. Women entrepreneurs appreciate adequate credit accessibility for addressing their needs. Anyway the system to get these loans endorsed is troublesome and awkward. Truth be told, absence of mindfulness about accessibility of such offices is the reason behind non accessibility.

A study conducted by Jha in 2012 clarified that women generally has been assuming a pivotal job in the family just as in the farm, shop and factory and in the general public, yet their commitment has not been appropriately acknowledged. The involvement and interest during the time spent development is the result for the elevation of women and lift their status in the general public. In the present phase of globalization where every single economy of the world is giving accentuation on

women empowerment which is beyond the realm of imagination by making employment open doors for them however to rouse them to go for making their very own venture. Women have experienced an extreme transformation from just a homemaker to a dynamic multifaceted identity adding to the financial growth around the world. In this way, a move from family management to big business management might be less demanding than a move from paid employment to self-employment.

Today, an ever increasing number of women are looking for economic chance and self-determination through big business creation and are all around arranged to snatch the chances of the multi-polar world. And yet they need to confront various challenges which are required to be understood by making them and their family mindful and drawing in financial and moral help in such manner. Swarnalatha and Anuradha stated that women in India face numerous problems and limitations to excel in their life in business. They ought to investigate the possibilities of beginning new venture; embrace risks, present advancements, organize organization and control business and give powerful leadership in all parts of business (Swarnalatha & Anuradha, 2016). A study conducted by Vinothalakshmi and Ganesan communicated alternate countenances of Indian Women entrepreneurship in late phenomenon and in the process need to confront different problems. The development of women entrepreneur and their commitment to the national economy is very unmistakable in India. The government of India has characterized women entrepreneurs based women interest in value and employment of a business undertaking. Moreover, women establish the family, which prompts society and family, wherein the social and economic development of women is vital for development of any nation (Vinothalakshmi & Ganesan, 2013). Thus, review of literature on women entrepreneurs gives a clear view of women entrepreneurship, Socio-economic characteristics of women entrepreneurs and their social status and challenges, which was faced by them in our daily life.

## **Problem Statement**

The problems relating to self-confidence, lack of knowledge and information can be solved by education and experience. There is no doubt that start-up activity entails a certain amount of risk, which can be minimized through careful planning and education.

## **Objectives**

- To know the challenges faced by the women entrepreneurs
- To find out the most prominent problem of the sample respondents

## Method of Study

### Sampling & Research Design

A total of 75 women entrepreneurs were selected as samples using convenient sampling technique. Keeping in view the nature of the study, descriptive research design has been adopted.

### Data Collection Instruments & Tools

The researcher has collected data from both primary and secondary sources. The primary data is collected through a self-devised interview schedule. The variables to be studied have been identified in the preliminary interview with some selected entrepreneurs in Tirunelveli and secondary data were collected from websites, books and journals. The collected data were analyzed through simple percentages and Garrett's Ranking Technique has been used to identify the most prominent problems, wherein the respondents were asked to assign the rank for the problems faced by them. The ranks assigned by the respondents were converted into scores. The scores of various respondents were added and mean score was calculated.

### Challenges of Women Entrepreneurs

Women entrepreneurs face all sorts of challenges right from beginning to till the enterprise functions. Being a woman itself poses many more problems to a women entrepreneur. Some of them are No independence, Social attitude, Low literacy, Low risk bearing capacity, Financial constraints, Family ties, Male dominated society, Shortage of raw materials, Stiff competition, High cost of production, Limited mobility, Lack of entrepreneurial aptitude, Limited managerial ability, Legal formalities, Exploitation by middle men and Fear of failure. According to the Global Entrepreneurship Monitor Report on Women's Entrepreneurship 2016-17, India needs a lot of improvement as far as women entrepreneurial activity is concerned, which has been showed in Table 1.

**Table 1: Women's Entrepreneurial Activity in India**

Parameter	Percentage
Female total early stage entrepreneurial activity (TEA)	7.60
Ratio of female/male TEA	0.60
Percentage of necessity driven women entrepreneurs	33.10
Percentage of opportunity driven women entrepreneurs	61.60
Percentage of Indian women having entrepreneurial intentions	16.70
Percentage of women established business activity	3.40

*Source: Global Entrepreneurship Monitor Report on Women's Entrepreneurship 2016-17*

From the above table, we can understand that total early stage entrepreneurial activity in Indian females is only 7.6 percent while percentage of women having established business activity is only 3.4 percent. In India, percentage of necessity driven women entrepreneurs is 33.1 percent, Percentage of opportunity driven women entrepreneurs is 61.6 percent but the Percentage of women having entrepreneurial intentions is only 16.7 percent.

## Data Analysis

The problems were ranked on corresponding mean score, which is presented in Table 2 indicated below.

**Table 2: Problems faced by Women Entrepreneurs**

S. No.	Problems	Ranks given by the Respondents								Mean Score	Rank
		I	II	III	IV	V	VI	VII	VIII		
1	Low Risk Bearing Capacity	7	12	6	15	6	13	3	18	4.44	<b>V</b>
2	Family Ties and Stress	9	12	9	1	16	18	9	1	4.96	<b>I</b>
3	Stiff Competition	10	7	11	9	16	11	8	3	4.75	<b>III</b>
4	Male Dominated Society	10	4	15	16	9	10	7	4	4.85	<b>II</b>
5	Social Attitude	15	6	2	16	1	5	14	16	4.23	<b>VII</b>
6	Lack of Technical Skill	4	15	8	9	15	3	3	18	4.30	<b>VI</b>
7	Limited Mobility	9	15	8	6	10	9	10	8	4.52	<b>IV</b>
8	Finance Problems	11	4	16	3	2	6	21	21	4.21	<b>VIII</b>

*Source: Primary data*

From Table 2, it has been inferred that majority of the respondents opined that family ties and stress are first and foremost problem faced by them, which secured the maximum score of 4.96 and ranked 1. This followed by male dominated society (4.85), stiff competition (4.75), limited mobility (4.52), low risk bearing capacity (4.44), lack of technical skill (4.30), social attitude (4.23) and finance problems (4.21).

## Discussion

According to the World Bank report, women claim only 10 percent of the income generated by their efforts. This situation reflects the transformation of women into having higher education and sharpens their skills in managing businesses. There are many types of motivations for women to go into business or entrepreneurship. They would have started to own businesses because of wanting greater freedom and

flexibility in managing family matters besides having some income. Having their own business means they can control the amount of time spent working and also time for family at home (Srinivasan, 2014). This means that they achieve a better quality of living without neglecting their family. Earning more means they can have a better life not only for her but also for her family (Motukuri, 2010).

Self-satisfaction is also an important element for women entrepreneurs to kick-start their own business which are mainly dominated by men. Women have their own thoughts or innovation ideas, therefore, they are willing to take risks in their business. Women want to be respected like men in the society (Sharma, 2013). Thus, if the business is successful, they are more likely to be respected by the society, which resulted high satisfaction. Besides gaining respect from society, another possible reason for women stepping into entrepreneurship is due to their family influence. Moreover, family background is important, as it influences the thinking, provide better to networking with others and gets financial support from the family (De Wit & Van Winden, 1990). Furthermore, having strong business family background gives greater impact on the next generation of business ventures. Some women entrepreneurs get into the field due to their strong family business influence. In the current economic situation, there seems to be more women entrepreneurs emerging and are doing very well thus, becoming perfect idols for younger generations (Lee, 1996). Therefore, these successful women entrepreneurs are motivating others in the field in terms of encouraging them to step into entrepreneurship.

The study conducted by Surti and Sarupriya in 1983 has investigated the psychological factor affecting women entrepreneurs. They examined the role of stress experienced by women entrepreneurs, the effect of demographic variables, such as marital status and type of family on stress and how women entrepreneurs cope with stress. The results indicated that unmarried women experienced less stress and less self-role distance than married women. Furthermore, women hailing from joint family tended to experience less role stress than nuclear families. This is probably due to the fact that they share their problems with other family members. External locus of control was significantly related to their role, stress and fear of success. This in turn is related to result inadequacy and role inadequacy dimensions of stress. However, many women used intra persistent coping styles that is, taking action to solve problems and avoidance oriented coping styles are more common than approach oriented styles of coping. In furtherance, women entrepreneurs are facing numerous challenges in their business, wherein family ties and stress has been the foremost problem that needs to be addressed in their entrepreneurial life.

## **Suggestions**

- 1) A new comprehensive course dedicated to women entrepreneurship education should be introduced.



- 2) Women students should be motivated to focus their research topics on 'entrepreneurship' and related topics.
- 3) Linkages with other entrepreneurial centers which are willing to provide collaborative entrepreneurial training and education must be established.
- 4) Adequate training programme on management skills to be extended to women community.
- 5) Training on professional competence and leadership skill provided to women entrepreneurs.
- 6) More governmental schemes to encourage women entrepreneurs to involve in small scale business ventures.

## **Conclusion**

The emergence of women entrepreneur depends upon the integrated approach, wherein government and non-governmental agencies have to play a key role in facilitating them at large. There should be a change in educational system, curriculum change, career guidance, scholarships and timely assistance. Moreover, the culture and society include a new layer of complexity to the challenges associated with women entrepreneurs. This in turn changes the attitude of women entrepreneurs and encourages them. Also, it will act as a solution for provision of channels of self-employment and jobs for women. Moreover, the opportunities for women will expand with the changes in technological, cultural and social environment. Thus, it will foster women entrepreneurship to achieve socio-economic sustenance.

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