



A STUDY ON CHALLENGE FACED BY WOMEN ENTREPRENEURS SPECIAL REFERENCE IN MADURAI DISTRICT AT TAMILNADU

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Introduction

The word entrepreneur is a highly respected one which determines the state of an economy. The development or under development of an economy is the reflection of the state of entrepreneur in the society. Women have some strong desirable qualities relevant to become an entrepreneur, such as their ability to manage details, dedication to the work they take up, behaviors and the maintenances of quality of work.

Women's business person assumes a critical part in India to the wake of globalization and financial progress. Women enterprises are essential ideas for improvement of country regions. Country Entrepreneurship can make new commercial open doors for provincial ladies and add to Generally speaking development and leaving from neediness.

Nowadays, women's are ending up socially; financial engaged through producing their own business. Women business visionary assumes an imperative part in India to the wake of globalization and financial Advancement.

Review of the Literature

Dr.M.Sumathy and Mr.Nagendren(2016) have expressed in their article that, the women of today certainly play an crucial role within the event of the society. By sharing time, appreciation, knowledge, and ideas, friendship, kindness and knowledge women manages the busy world today. Their success is particularly due to of their ability to relax optimistically, listen deeply, feel empathetically, respond carefully, synchronize co-operatively, and act authentically and knowledge generously. After all that is the essence of women empowerment.

Surinder Pal Singh (2017) identifies the reasons & influencing factors behind entry of women in entrepreneurship. He explained the characteristics of their businesses in Indian context and also obstacles & challenges. He suggested the remedial measures like promoting micro enterprises, unlocking institutional frame work, Projecting and pulling to grow and support the winners etc.

Sarbabriya and Ishita (2011)

focus on woman entrepreneur in India and also they talk about the status of woman entrepreneurs and the problems faced by them when they set up and manage their own businesses in the competitive world of business environment. Actually, there are significant differences between women entrepreneurs and the men entrepreneurs on ground of perseverance, potentiality and ability to work hard, as well as the abilities specific to emotional intelligence. At last, some general measures have been suggested to encourage women entrepreneurship in India.

Research Gap

The survey of the existing literature revealed that so far no exclusive study has been undertaken to analyze the issues connected with Special Reference in Rural Tamil Nadu to Madurai District and other scheme by Women Entrepreneurship. Hence, the present study mainly concentrates on women entrepreneurs under A Study on Women Entrepreneurship in Rural Tamil Nadu with Special Reference to Madurai District which is one of the biggest districts in Tamil Nadu

Objectives of the Study

1. To study the socio-economic outline of the women entrepreneurs.
2. To understand the encouraging and motivational factors behind women entrepreneurs.
3. To analyze the monthly household income of the respondents before and after entering the Enterprise.
4. To find the issues and challenges faced by rural women entrepreneurs in Madurai district.
5. To find the factors responsible for influence rural women to become entrepreneurs.
6. To study the efficient support of the government on women entrepreneurship.

Methodology

The present study is to be based both on secondary as well as primary data. The secondary data are to be obtained from published, unpublished reports, handbooks, action plan, pamphlets of Director of Industries and Commerce, Chennai; District Industries Centre, Madurai ; Statistical Office, Also Journals, books, and magazines have also to be used. To evaluate the performance of women entrepreneurs in Madurai District, Tamilnadu 100 women entrepreneurs to be randomly selected from the list obtained from District Industries Centre Madurai. As total populations were selected for primary data collection by adopting a simple random sampling method. Business taken for the study was beauty parlors, tailoring, medical stores, and grocery shops. The data to be collected from primary and secondary sources is to be analyzed with the help of some statistical tools like average techniques etc.

Results and Discussion Data Analysis and Interpretation

The socio-economic characteristics of respondents were analyzed and shown in the above table. It is obvious from the results that 80% of the respondents were side in a rural area, and 20% of the respondents were side in an urban area. The potential growth of the country is indicated by the age structure. The age composition of the respondents is necessary to find out whether they are actively participated in their work or not.

TABLE I AGE WISE CLASSIFICATION OF THE RESPONDENTS

S. N	Age (years)	Number of Respondents	Percentage
	20 to 30yrs	21	21
	30to 40	32	32
	40to 50	25	25
	50to 60	17	17
	60 to 70	05	5
	Total	100	100

Source: Computed from the Primary Data

From the above table it is inferred that 21% of the respondents belong to the age group of 20 to 30 years, 32% of the respondents belong to the age group of 30-40 years, 25% of the respondents belong to the age group of 40 to 50 years, 17% of the respondents belong to the age group of 50 to 60 years. Only 5% of the respondents belong to the age group of 60 to 70 years. It is inferred that the age group of 30 to 40 years is the most important age group which has great passion for entrepreneurs. So age is very important factor to determine their responsibility and business activity.

TABLE-II EDUCATIONAL QUALIFICATION OF THE RESPONDENTS

S. N	Educational Status	Number of Respondents	Percentage
	Graduate	28	28
	Primary Level	15	15
	Secondary Level	37	37
	Illiterate	20	20
	total	100	100

Source: Computed from the Primary Data

Education plays a vital role in the economic development of a country. Education develops one's personality and knowledge. Education is the gateway to economic security and opportunity for women. It is an instrument for increasing women employment and empowerment. Women entrepreneurs are highly educated and empowered this will result in eradication of poverty as well as removal of inequality in this society. 28% of the respondents studied up to graduation. 15% of the respondents studied up to primary school level. 37% of the respondents studied up to secondary level and 20% of the respondents are illiterate. This table shows that majority of the respondents are educated. Educational level of the respondents helps them to conceive a business plan and execute it.

TABLE-III NATURE OF BUSINESS BY THE WOMEN ENTREPRENEURS

S. N	Nature of the Activity	Number of Respondents	Percentage
1	Tailoring shop	8	8
2	Mobile restaurant	10	10
3	Flower vendors	5	5
4	Fancy store	10	10
5	Petty shop	6	6
6	Medical shop	6	6
7	Milk Product sale	5	5
8	Photoshop	4	4
9	Cool drinks shop	8	8
10	Street vendors	5	5
11	Vegetable vendors	4	4
12	Snacks items production	5	5
13	Browsing centre	7	7
14	Xerox shop 6 6	6	6
15	Cloth sale	6	6
16	Beauty parlors	2	2
17	Watch shop	1	1
18	Book stall	1	1
19	Ice cream shop	1	1
Total		100	100

Source: Computed from the Primary Data

Women entrepreneurs engaged in business due to push and pull factors which encourage them to have an independent occupation and stand in by their own leg. The following table explains the nature of business done by the women entrepreneurs. All respondents are doing different types of business activities which results in development of the society. Among them nearly 10% of the respondents are engaged in mobile restaurant and fancy store. The economic background, support of the family members, educational qualification and family business generally help women entrepreneurs to venture in to business awareness.

TABLE-IV MONTHLY INCOME OF THE RESPONDENTS

S. N	Monthly Income (in Rupee)	Number of Respondents	Percentage
1	Below Rs.5,000	45	45
2	Rs.5,001 to 10,000	21	21
3	Rs.10,001 to 15,000	19	19
4	Rs.15,001 to 20,000	10	10
5	Above Rs.20,001	5	5
	Total	100	100

Source: Computed from the Primary Data

Monthly income is an important measuring rod of the respondents' economic status. Income is the consumption and saving opportunity gained by an entity with in a specific time. It is expressed in monetary term. The women entrepreneurs earn a sizeable income which will supplement the family income. 45% of the respondents' monthly income is below Rs. 5,000, 21% is Rs.5,001 to 10,000, 19% is Rs.10,001 to 15,000/, 10% is Rs.15,001 to 20,000 and 5% of the respondents' monthly income is above Rs.20,001.

TABLE V REASON FOR STATING OWN BUSINESS

S. N	Reason for Starting Own Business	Number of Respondents	Percentage
1	To uplift the family	15	15
2	Divorce	4	4
3	To earn money	35	35
4	To gain economic independence	26	26
5	To become an owner	20	20
	Total	100	100

Source: Computed from the Primary Data

The above table revealed that 15% of the respondents start the business to uplift the family, 35% of the respondents start their own business for the purpose of earning money, 26% of the respondents start the venture for being economically independent.20% of the respondents start the business enterprises to become a proud owner, only 4% of the respondents due to divorce they survive the life time to start the business. So entrepreneurship helps women entrepreneurs to enhance their status of in the society.

TABLE –VI PROBLEMS FACED BY THE WOMEN ENTREPRENEURS

S. No.	Nature of the Problems	Number of Respondents	Percentage
	Financial problem	45	45
	Family problem	20	20
	Marketing problem	20	20
	Other problems	15	15
	Total	100	100

Source: Computed from the Primary Data

Women entrepreneurs face a number of problems right from the starting of business till running of the business. 45% of the respondents' major problem is financial problem they face a lot of huddles for meeting financial requirement for the business concern. It is observed that 20% of the respondents major problem is family conflicts. If women are enters in the field of business, they must face the conflict in the family. They are overburdened with family responsibilities. They spend more time in business as a result they find it difficult to meet the needs of their family members. In such a situation, it will be very difficult to concentrate and run the business successfully. It is shows that 20% of the respondents' major problem is marketing their products. It is the main problem of women entrepreneurs. They have to depend on middle men for marketing the product. Middle men tend to exploit the women entrepreneurs easily. It revealed that 15% of the respondents major problems is society's attitude towards women entrepreneurs, male domination, lack confidence, lack of awareness, illiteracy and ignorance about the market condition.

GOVERNMENT HELP WOMEN ENTREPRENEURS DEVELOPMENT

From the beginning of the Five -Year Plan, Government of India has giving emphasis on the scope of entrepreneurship, and related developments. The financial sector has a great importance in the overall entrepreneurship development of a country. Schemes and financial assistance for Women Entrepreneurship: With a view that women entrepreneurs should come forward in the industrial field to become self-sufficient, governmental and financial institutions announced various schemes to provide financial assistance.

Annapurna Scheme:

Under this scheme, loans are provided for those women entrepreneurs, who are fixing food catering industry (in order to sell packed snacks, meals, etc.) by the SBI of Mysore. Under this scheme, to fulfil the working capital needs of the business-like buying goods, kitchen tools, utensils and equipment, the granted loan amount can be used.

Stree Shakti Package:

This scheme is obtainable by most of the SBI branches. It is meant for the women, who have 50 percent share in the ownership of a firm or a business and has taken part in the state agencies-run Entrepreneurship Development Programs (EDPs). This scheme offers 0.50 percent interest rate in case of a loan, which is more than Rs. 2 lakhs.

Bharatiya Mahila Bank Business Loan: Under this loan, financial assistance (MICRO loans, and SME loans) is provided to women entrepreneurs, who are looking forward to start new enterprises in the fields of the retail sector, against the property.

Udyogini scheme:

The Punjab and Sind Bank have offered this scheme to give women entrepreneurs financial assistance of Rs.1 lakh. It is meant for those women entrepreneurs who are involved in the retail, small business enterprises, and agriculture. **Cent Kalyani Scheme:** This scheme is provided by the Central Bank of India to basically help those women who are in the starting phase of a new enterprise or expanding with modification as an existing enterprise.

Mahila Udyami Nidhi Scheme:

The Punjab National Bank has launched this scheme with the objective of assisting the women entrepreneurs involved in small-scale industries, through granting them soft loans, which have to be repaid over a period of 10 years. Under this scheme, there are various plans for the purchase of auto rickshaws, two-wheelers, cars, and the starting up of day care centres, and beauty parlours.

Orient Mahila Vikas Yojana Scheme:

The Oriental Bank of Commerce has designed this scheme for those women, who hold a majority of share (51% share) capital individually or jointly during a proprietary concern.

Mahila Udyami Nidhi (MUN):

This scheme is operated through the State Financial Corporation and State Industrial Development Corporation for providing equity type assistance to the women entrepreneurs for setting up the new industrial projects in the small sector. **Mahila Vikas Nidhi:** Under this, women wanting to start their businesses in the field like spinning, weaving, block printing, handlooms, handicrafts, bamboo products, knitting, embroidery products, etc. can avail a loan for it.

CHALLENGES FACED BY WOMEN ENTREPRENEURS

- **Lack of Self-Confidence-** Women entrepreneurs because of their inherent nature, lack self-confidence which is essentially a motivating factor in running an enterprise successfully. They have to work hard to strike a balance between managing a family and managing an enterprise. Sometimes they have to sacrifice their entrepreneurial urge in order to strike a balance between the two which results in loss of a prospective entrepreneur.

- **Mobility Constraints-** Women mobility in India is highly limited and has become a problem due to traditional values and limited driving skills. Moving alone and asking for a room to stay out at night for business purposes is still looked upon with suspicious eyes. Sometimes, inexperienced women feel uncomfortable in dealing with men who show extra interest in them other than work related aspects.
- **Balance between family and career-** Women in India are very emotionally attached to their home and families. They are supposed to attend to all the domestic work, to look after the children and other family members. They are overburdened with family responsibilities like taking care of husband, children and in laws which takes away a lot of their time and energy. In such situation, it is very difficult to concentrate and run an organization successfully and efficiently.
- **Lack of Technical knowhow-** Management has become a specialised job which only efficient managers perform. Women entrepreneurs sometimes are not efficient in managerial functions like planning, organising, controlling, directing, motivating, recruiting, coordinating, and leading an enterprise. Therefore, less and limited managerial ability of women has become a problem for them to run the enterprise successfully.
- **Marketing Skills-** Since most women cannot run around for marketing, distribution and money collection, they have to depend on middle men for the above activities. Middle men tend to exploit them in the appearance of helping. They work in order to add their own profit margin which result in less sales and lesser profit for women entrepreneurs.
- **Entrepreneurial Skill-** Lack of entrepreneurial aptitude is a matter of concern for women entrepreneurs. They have limited entrepreneurial abilities. Even after attending various training programmes on entrepreneurship women entrepreneurs fail to overcome the risks and troubles that may come up in an organisational working.
- **Socio-cultural barriers-** The traditions and customs prevailing in Indian societies sometimes stand as an obstacle before women which stop them from growing and prospering. Castes and religions dominate our society and hinder women entrepreneurs too. In rural areas, they face even greater social barriers. They are always seen with an eye of suspicion.
- **Male dominated society** Even though our constitution speaks of equality between genders, male superiority is still the order of the day. Women are not treated equal to men. Their entry into business requires the approval of the head of the family who is mostly a male member. Entrepreneurship has traditionally been seen as a male task. All these hamper the growth of women entrepreneurs.
- **Illiteracy or low level of Education**

Women in India are lagging far behind in the field of education. Even after more than 60 years of independence many women are still illiterate. Those who are educated are provided either less or inadequate education than their male counterpart partly due to early marriage, partly due to household responsibilities and partly due to poverty.

CONCLUSION:

Women entrepreneurship helps in improving the performance and growth of the nation as a whole and is helpful for raising the standards of the family in particular. The present digital era has opened many avenues and provided umpteen entrepreneurial opportunities to the women. They are flourishing as designers, interior decorators, exporters, publishers, garment manufacturers and further they are exploring new arenas of economic participation. Independence has brought promise of equality of opportunity in all the spheres to the Indian women. The laws guarantee for their equal rights of involvement in political process and equal opportunities for employment. This study examines the factors motivating women to become an entrepreneur, and income inequality between the entrepreneurs has increased after entering the enterprise. On the development of Madurai district women entrepreneurship, the income and employment opportunities will increase, the rural and family infrastructure will improve and overall it will act as a catalyst for faster rural economic growth and development. Up to a greater extent, the rural women entrepreneurship is directly proportional to rural growth and development.

Government should take initiatives to upgrade their skill, and institutions should come up with offering an education program for women entrepreneur. they can be connected to the main stream of national rural economy and thereby contribute to the country economic development. The Government should make a plan so that the Indian women entrepreneurs can work more on empowerment by training, development.

Social and political developments in India have also been responsible for determining the role of women in a changing society. The various research papers studied several challenges faced by women entrepreneurs have come into focus. These include balance between family and career, socio-cultural barriers, male dominated society, illiteracy or low level of education, dearth of financial assistance, lack of technical knowhow, marketing and entrepreneurial skills, lack of self-confidence and mobility constraints. Despite the increased gender parity in the workforce today, few women attain top management positions in large corporations. Women entrepreneurship no doubt plays an important role and makes immense contribution for the growth of Indian economy. At present scenario due to modernization, urbanization, globalization and development of education, with increasing awareness, women are now seeking gainful participation in several fields. The entrepreneurship among women will help them in earning money and becoming economically independent. The main problems of women entrepreneurs are lack of awareness, family support and lack of financial support. The growth and development of women entrepreneurs to be enhanced entrepreneurial development is not possible without the participation of women. Therefore, a pleasant and strong environment is needed to be created to enable women to participate actively in the entrepreneurial activities.

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