

WOMEN ENTREPRENEURS FACED PROBLEMS IN THOOTHUKUDI DISTRICT

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ABSTRACT:

Women entrepreneurs are launching new ventures and concentrating on running their business. Women entrepreneurs are aware of the numerous changes and issues affecting contemporary society. The purpose of the research paper is to identify the problems of women entrepreneurs have in their businesses owing to financial, production, labour, marketing and personal problems, and to make recommendations based on the study's findings.

KEYWORDS: Entrepreneurs, Women Entrepreneurs, Entrepreneurship Development, Problems of Women Entrepreneurs.

INTRODUCTION:

Women entrepreneurs are described as individuals or a group of individuals who start, plan, and run a business. Government of India has defined, “Women entrepreneurs as an enterprise owned and controlled by a women having a minimum financial interest of 51% of the capital and giving at least 51% of employment generated in the enterprise to women”. A woman entrepreneur has a wide range of obligations, commitments, managerial skills, and goals. Women entrepreneurs set the groundwork for starting a new firm, they are willing to take chances and introduce new products to the market. They also coordinate operations and

manage all other parts of running a business. In India, the number of women entrepreneurs is dramatically growing along with the nation's economy. Women have greater potential, but our society does not now allow them to work.

OBJECTIVES OF THE STUDY:

- To determine the problems faced by Women entrepreneurs in the Thoothukudi district.
- To make appropriate recommendations based on the analysis of the study.

SCOPE OF THE STUDY:

The study has been undertaken on “Problems faced by women entrepreneurs in Thoothukudi district”. The purpose of the research study was to identify the problems faced by women entrepreneurs in the Thoothukudi district. Information from 60 women entrepreneurs was collected, and the data was analysed.

RESEARCH METHODOLOGY:

Both primary and secondary data were used in this study. The study's methodology is convenience sampling. For the study, 60 women entrepreneurs were selected as a sample. Secondary data was gathered from various publish and unpublish records, books, journals, websites, etc., while primary data was gathered utilising a questionnaire method.

TOOLS AND TECHNIQUES:

Likert's five-point scale is utilised to analyse data, and tabulations are to clearly display the results.

LIMITATION OF THE STUDY:

- Only the women entrepreneurs in the Thoothukudi district are relevant to this study.
- The reliability and accuracy of the statistics are determined by the respondents.
- The sample consisted of 75 respondents, but due to missing or inaccurate data, only 60 were used in the analysis.

PROBLEMS OF WOMEN ENTREPRENEURS:

In general, women entrepreneurs face a number of difficulties, such as lack of family and government support, problems with money, production, human resources, marketing, sales,

and technical skills. On the main difficulties that female business owners encounter, the following analysis can be done:

I. Financial Problems:

1. Initial Principle Amount
2. Difficulties obtaining a loan
3. Non-Availability of Credit
4. Repayment Schedule
5. Not enough for fixed capital

II. Production Problems:

1. More costly new technologies
2. Lack of access to technical support
3. Lack of raw materials
4. Lack of qualified workers
5. Power failure

III. Labour Problems:

1. Shortage of skilled workers
2. High wage cost
3. Workplace absenteeism
4. Limited production
5. Managing male employees

IV. Marketing Problems:

1. Lack of marketing trend
2. Problems of advertisements
3. Strong competition
4. Credit sales issue
5. Transportation

V. Personal Problems:

1. Non-support of family / members
2. Lack of Government support

3. Lack of respect for independent judgement
4. Lack of multitasking
5. Lack of knowledge

RESULTS AND DISCUSSION:

Table :1 - **FINANCIAL PROBLEMS**

Problems	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Total	Mean Score
Initial Principle Amount	75	84	36	14	5	214	18.21%
Difficulties obtaining a loan	120	64	33	12	3	232	19.74%
Non-Availability of Credit	135	72	27	8	2	244	20.77%
Repayment Schedule	105	108	21	8	1	243	20.68%
Not enough for fixed capital	95	124	12	10	1	242	20.60%

Source: Primary data

Inference:

The above table no. 1 shows that out of 60 respondents, 20.77 % of the women entrepreneurs are facing the problems for non-availability of credit. In addition to that 20.68 % of the respondents are point out that having repayment schedule, followed by 20.60 % of the respondents are facing Not enough for fixed capital is also another problem. 19.74 % of the women entrepreneurs is of in the opinion that difficulty obtaining a loan and 18.21 % of sample respondents are facing Initial principle amount.

Table :2 - **PRODUCTION PROBLEMS**

Problems	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Total	Mean Score
More costly new technologies	75	124	18	12	2	231	19.33%
Lack of access to technical support	85	96	39	8	2	230	19.25%
Lack of raw materials	140	76	12	14	2	244	20.42%

Lack of qualified workers	170	68	18	4	1	261	21.84%
Power failure	85	96	36	10	2	229	19.16%

Source: Primary data

Inference:

The above table no. 2 reveals that, 21.84 % of the respondents are faced the mainly problem faced by lack of qualified worker, and also 20.42 % of the respondents are lack of raw material. 19.16 % of the respondents are met the power failure, 19.33 % of the respondents are faced more costly new technologies. While only 19.25 % are facing the problem for lack of access to technical support.

Table :3 - **LABOUR PROBLEMS**

Problems	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Total	Mean Score
Shortage of skilled workers	130	92	18	8	1	249	21.01%
High wage cost	115	68	33	12	3	231	19.49%
Workplace absenteeism	130	76	30	6	2	244	20.59%
Limited production	85	60	66	8	2	221	18.65%
Managing male employees	105	100	24	10	1	240	20.25%

Source: Primary data

Inference:

The above table no. 3, 21.01 % of the respondents are reported to shortage of skilled workers. 20.59 % of the respondents are having common problem for workplace absenteeism, 20.25 % of the respondents are managing male employees. 19.49 % of the respondents are high wages cost and 18.65 % of the respondents are limited production.

Table :4 - **MARKETING PROBLEMS**

Problems	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Total	Mean Score
Lack of marketing trend	80	116	21	10	3	230	19.64%
Problems of advertisements	50	96	57	12	1	216	18.45%
Strong competition	135	92	18	6	1	252	21.52%
Credit sales issue	75	68	75	4	1	223	19.04%
Transportation	155	60	27	6	2	250	21.35%

Source: Primary data

Inference:

The table no.4 indicates that, 21.52 % of the respondents are specially most complained that strong competition by all levels. 21.35 % of the respondents are facing transportation, 19.64 % of the respondents are facing lack of marketing trend. Another main problem of women entrepreneur commonly 19.04 % of the respondents are facing problem of credit sales issue and 18.45 % of the respondents are facing problems of advertisement.

Table :5 - **PERSONAL PROBLEMS**

Problems	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Total	Mean Score
Non-support of family / members	85	116	24	8	2	235	20.05%
Lack of Government support	90	104	27	10	2	233	19.88%
Lack of respect for independent judgement	115	76	30	14	1	236	20.14%
Lack of multitasking	130	72	27	8	3	240	20.48%
Lack of knowledge	110	52	54	10	2	228	19.45%

Source: Primary data

Inference:

The table no .5 reveals that, 20.48 % respondents are facing the problem of lack of multitasking. 20.14 % of the respondents are lack of respect for independent judgement, 20.05 % of the respondents are non-support of family / members. 19.88 % of the respondents are lack of government support and the lack of knowledges are not having 19.45 % of the respondents.

FINDINGS:

- The study found out that, 20.77 % of the women entrepreneurs are met the major problem of non-availability of credit.
- The study reveals that majority of the 21.84 % women entrepreneurs to run the enterprise having more problem of lack of qualified workers.
- 21.01 % of the women entrepreneurs are reported shortage of Skilled workers as their main difficulty.
- The majority of 21.52 % women entrepreneurs are facing major marketing problems for strong competition in running their enterprise.
- 20.48 % of the respondents are lack of multi-tasking in the study area.

SUGGESTIONS:

- Banks and other financial institutions should offer women businesses quick and flexible credit.
- Women entrepreneurs need to strengthen their job expertise and problem-solving skills in order to increase workers' productivity and provide training programmes and conferences.
- Define your brand, provide excellent customer service, and have experience to compete in the world of fierce competition.
- Women in business should assume responsibility for both technical and non-technical tasks that require a variety of skills.

CONCLUSION:

The position of the women for the duration of the arena has modified dramatically. More and extra women are popping out in their domestic for employment of self-employment. In this study reveals that the Thoothukudi district's women entrepreneurs confront a variety of difficulties. Women entrepreneurs are crucial to the growth and progress of our country,

despite the difficulties they face in terms of money, production, labour, market identification, and personal issues.

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