

# PROBLEMS OF WOMEN ENTREPRENEURS IN ERAL AREA

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**Abstract :** As the number of women entrepreneurs are increasing every year, the Government is also keen in giving a help hand to these entrepreneurs. The present study focuses mainly on the problems faced by the women entrepreneurs in Eral, With a view of studying “Problem of women entrepreneurs. The respondents were selected by adopting convenience sampling techniques. The study revealed that higher education among the women is very less. Hence, effective schemes should be taken to make the people aware about the benefit of higher education of the women for the society. Most of the women entrepreneurs are of the opinion that because of high competition, they are not able to survive in the market. Hence, the government should conduct frequent training programmes with regard new production techniques, sales techniques, marketing strategies, etc. this training should be made compulsory for women entrepreneurs. Finance is another major problem for women entrepreneurs

**Key Words:** *Women Entrepreneur, Problems, Investment, Marketing, Employment.*

## 1. INTRODUCTION

Women represent round fifty percent of the entire global populace. So is in India additionally. They are, consequently appeared because the higher fifty percent of the society. In conventional societies, they have been constrained to the four partitions of homes acting residence keep sports. In current societies they've pop out of the four partitions to take part in all kinds of sports. The international proof buttress that girls were acting enormously nicely in unique spheres of sports like academics, politics, administration, social paintings and so on. Now, have began out plunging into enterprise additionally and jogging their firms successfully. Therefore, white discussing on entrepreneurial improvement, if appears with inside the health at the context to observe approximately the improvement of girls marketers with inside the country.

## 2. STATEMENT OF THE PROBLEM

In olden days, girls have been married at an early age and their consciousness become targeted at the family. They have been uneducated and blind to the situations winning with inside the country. The publish unbiased duration witnessed a tremendous development in girl's schooling in India. In Tamilnadu, actually stage many of the woman populace has long gone up over the decades, a bit quicker than the males. As extra girls have been educated, they became as much as are trying to find employment. In path of time, they compete with guys peoples in schooling and staked their declare for same jobs. Due to acute scarcity of activity possibilities and stiff opposition winning increasingly girls have opted for entrepreneurship and installation their very own ventures furthermore emergence of nucleus

family, non-availability of dependable servants and absence of right hygienic crèches pressure many a girls to depart their jobs and begin their very own enterprise. As the variety of girls marketers are growing each year, the Government is likewise eager in giving a assist hand to those marketers. The gift observe focuses in

particular at the troubles confronted through the girls marketers in Eral.

### 3. OBJECTIVES OF THE STUDY

- To study the socio-economic status of women entrepreneurs
- To find out the problems faced by the women entrepreneurs in conducting entrepreneurial activities.
- To analyze the factors that motivates the women entrepreneurs to start a new venture.
- To suggest solutions to solve the problems based on the findings of the study.

### 4. COLLECTION OF DATA

The study was based on both primary and secondary data. The primary data were collected directly from the teachers with the help of structured questionnaire. The secondary data were collected from books, journals and websites

### SAMPLING DESIGN

With a view of studying “Problem of women entrepreneurs; 120 sample were selected for the area kurumbur, Nazareth, Puraiyur, Rajapathy. The respondents were selected by adopting convenience sampling techniques.

### TOOLS FOR ANALYSIS

Data were analyzed with the help of Chi-Square test, Weighted arithmetic mean score, tables and percentages.

### HYPOTHESES

1. There is no significant relationship between educational qualification of the respondents and their level of satisfaction of women entrepreneur toward social environmental factors.
2. There is no significant relationship between marital status of the respondents and their level of satisfaction of women entrepreneur toward social environmental factors.

### CONSOLIDATED RESULTS OF CHI-SQUARE TEST

The consolidated results of Chi-square test was presented in Table -1

**TABLE -1 CONSOLIDATED RESULTS OF CHI-SQUARE TEST**

S.No	Personal factors	D.F	Calculated value	Table value at 5% level	Association
1.	Age	2	2.06	5.99	NS
2.	Marital status	2	3.88	5.99	NS
3.	Educational qualification	2	0.145	5.99	NS
4.	Size of business	2	1.27	5.99	NS

The result of Chi-Square test is proved that there exists no significant between age, educational qualification, marital status, size of business, of the sample respondents and their level of satisfaction of women entrepreneurs through social environmental factors.

### PROBLEMS OF WOMEN ENTREPRENEURS

The opinion of respondents about their problems are enhanced through statement by using the weighted average score method and ranking them.

TABLE -2 PERSONAL PROBLEMS

S.No	Factors	SA (5)	A (4)	N (3)	DA (2)	SDA (1)	Total score	Weighted average score	Rank
1.	Poor risk take ability	160	112	72	32	20	396	66	III
2.	Lack of proper training	20	60	150	80	11	321	53.5	IX
3.	In adequate predicting	50	80	120	60	20	330	55	VII
4.	Excessive tensions and challenges	190	120	60	20	22	412	68.67	II
5.	Lack of communication skills	150	120	60	30	25	385	64.17	IV
6.	Lack of self confidence	65	40	120	84	15	323	53.83	VIII
7.	Heavy work schedule	55	144	60	56	25	340	56.67	V
8.	Lack of managerial skills	50	96	96	80	14	336	56	VI
9.	Lack of rest and sleep	75	40	105	40	40	300	50	X
10.	Lack of awareness	125	200	60	20	15	420	70	I

The table-2 shows that the most number of the respondents has given first rank for lack of awareness; second rank for excessive tensions and challenges, third rank for poor risk take ability; fourth rank for lack of communication skills; fifth rank for heavy work schedule, sixth rank for lack of managerial skills, seventh rank for in adequate predicting, eighth rank for lack of self-confidence, ninth rank for lack of proper training and tenth rank for lack of rest and sleep.

## 5. FINDINGS

The findings of the study are as follows

- 33 percent of the respondents were from the age group of “Above 40” year
- 34 percent of the respondents were from the education of “SSLC” completed
- Regarding marital status it was found that, (30%) of the respondents are married
- 41 percent of the respondents were “Small” size business.
- 43 percent of the respondents were “Retailing” of business
- 47 percent of the respondents were “Own money” of a source finance
- 43 percent of the respondents investment of business were Rs. 1,00,000 – Rs. 1,50,000
- 50 percent of the respondents are having a monthly income ranging from Rs. 15,000 – Rs. 30,000
- 43 percent of the respondents are having „Below 5” years of experience
- 30 percent of the respondents having “Borrowings from Relatives/ Family” of sources of seed capital.

## 6. SUGGESTIONS

- The look at discovered that better schooling many of the girls may be very less. Hence, powerful schemes ought to be taken to make the human beings aware of the gain of better schooling of the girls for the society.
- Most of the women marketers are of the opinion that due to excessive competition, they're now no longer capable of continue to exist with inside the market. Hence, the authorities ought to behavior
- common schooling programmes with reference new manufacturing techniques, income techniques, advertising and marketing strategies, etc. this schooling ought to be made obligatory for girls marketers.
- Marketing their merchandise is one of the predominant troubles for girls marketers. Hence, women Co-operative societies may be commenced you acquire the goods from girls marketers and they are able to

assist them in promoting their merchandise are affordable prices.

- Most of the women have entered in to entrepreneurship handiest after their marriage. Unmarried girls may be extra a success than married girls, in entrepreneurship enterprise if they're well trained.

## 7. CONCLUSION

The position of women for the duration of the arena has modified dramatically. More and extra girls are popping out in their domestic for employment of self-employment. When girls take self-initiative and make investments capital to begin a enterprise, they end up girls marketers. Even eleven though there are big variety of enterprise and schemes for the improvement of girls entrepreneur. Many women aren't coming often as they're hesitant to take chance and face a few trouble which might be particular for the women entrepreneur in Eral region are happy and additionally willing"s to increase their enterprise.

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