

**PROBLEM AND PROSPECTS OF WOMEN ENTREPRENEURS****V.REGIMA<sup>1</sup>, Dr.C.BRABA<sup>2</sup>**<sup>1</sup>Research Scholar in Commerce

Reg. No.19213041012018

Holy Cross College (Autonomous), Nagercoil

<sup>2</sup>Assistant Professor and Research Supervisor in CommerceHoly Cross College (Autonomous), Nagercoil.<sup>2</sup>**(Affiliated to Manonmaniam Sundaranar University, Tirunelveli – 627 012)****Abstract:**

This study focused on the analysis of the problems and prospects of women entrepreneurs. A women entrepreneur is one who starts a business and manages it independently and tactfully takes all the risks, accepts challenging role to meet her personal needs and become economically independent. The sample size was 300. The primary data were analysed with percentages, and ANOVA. Indian women are naturally weak, shy and mild. Nowadays women entrepreneurs are converting the position of job seeker to job provider. So, women entrepreneurs face many problems due to limited mobility, financial constraints, stiff competition, social attitude and awareness of Governments scheme. Hence the study is an attempt to analyse the problem and prospects of women entrepreneurs in Kanniyakumari District.

Keywords: women entrepreneurs, problem, prospects, financial constraints.

**Introduction:**

A women entrepreneur is one who is an innovative, confident, financially independent woman proficient in achieving self-economic independence or in partnership, creates employment opportunities for the people, by promoting, setting up and operating an enterprise, combining factors of production, undertaking risks while keeping pace with personal and social life. Women Entrepreneurship implies a process in which a female initiate, lead, owns and organize an enterprise or industry and give employment to others and also contribute in improving the standard of living of their family. When a woman legally owns and operates an enterprise, holding a minimum of 51 per cent share capital and employing more than 51 percent of women, is a women-led enterprise and the initiative is women entrepreneurship.

**1. Financial Constraints:**

Finance is the life blood of every business. Both long-term and short-term funds are required for business. They have to provide collateral securities to obtain loans and advances from financial institutions. But usually, women do not have a property in their names and this hinders them from obtaining external sources of funds. The banks also consider women less credit-worthy and discourage women borrowers on the belief that they can leave their business at any time and become housewives again. Under these circumstances, women entrepreneurs are bound to rely on their savings and loans from friends and relatives. The quantity of such funds is often negligible leading to the failure of women's enterprises.

**2. Over-Dependence on Intermediaries**

Women entrepreneurs have to depend largely on intermediaries for the distribution of their products. These intermediaries take a major portion of their profits. It may be possible for women entrepreneurs to eliminate the middlemen, but it requires an additional investment of capital and a lot of travel. Women entrepreneurs find it difficult to capture the market and popularise their products.

### **3. Stiff Competition:**

Women entrepreneurs have to face stiff competition for products from organized industries and male entrepreneurs. They do not have an organizational setup to spend a lot of money on canvassing and advertisement. Society has a feeling that the products manufactured by women are inferior in quality on account of the fact that they are manufactured by women themselves. These factors will lead to the liquidation of women's enterprises.

### **Scarcity of Raw Materials:**

The scarcity of raw materials is yet another important problem faced by women entrepreneurs. The price of raw materials is very high and women entrepreneurs usually get the raw materials at a minimum discount. The failure of many women co-operatives engaged in basket making in 1971 is an example of how the scarcity of raw materials affects entrepreneurship.

### **High Cost of Production:**

Another problem faced by women entrepreneurs is the high cost of production. Government grants and subsidies help them tide over this difficulty, but these grants and subsidies are available only at the initial stages of their setup. For expansion and diversification activities these assistances will be negligible.

### **Limited Mobility:**

Unlike men, women's mobility in India is highly limited due to various reasons. Physically they are not fit enough to travel a lot. A woman running an enterprise independently and alone is often looked upon with suspicion. The humiliating attitude of officials towards women compels them to give up the idea of starting an enterprise.

### **Family Ties:**

Family responsibilities also hinder the development of women entrepreneurship. In India, it is mainly a woman's duty to look after the children and other members of the family. Man plays a secondary role in these matters. In the case of married women, they have to make a fine balance between their business and family. Their success greatly depends on the support given by the family. The occupational backgrounds of families and the educational level of husbands have a direct bearing on the development of women entrepreneurship.

### **Lack of Education:**

In India, around 60 per cent of women are still illiterate. Illiteracy is the root cause of socio-economic problems. Due to a lack of education, women are ignorant of business technology and the market. It also reduces achievement motivation among women. Thus, lack of education creates problems for women in the setting up and running of business enterprises.

### **Social Attitudes:**

This is one of the most important stumbling blocks in the path of women entrepreneurship. The constitution provides equality for both men and women, but widespread discrimination against women exists. In a male-dominated society, women are not treated as equals to men. Women have the potential but they lack adequate training.

There is a common belief that the skill imparted to a girl is lost when she gets married. Therefore, girls continue to be helpers in agriculture and handicrafts and the rigid social attitudes prevent them from becoming successful and independent entrepreneurs.

### **Male-Dominated Society:**

Male chauvinism is still the order of the day in India. The constitution of India speaks of equality between sexes. But, in practice women are treated as 'abalas'. Women suffer from male reservations about their roles, abilities and capacities. In short, women are not treated as equal to men. This is the main barrier to women's entry into the business.

**Low Need for Achievement:**

The pre-requisites for success in entrepreneurship are the need for achievement, independence and autonomy. But in India, the common Indian woman is happy to bask in the glory of their parents, husband, children and so on. They have preconceived notions about their role in life. This inhibits them from achievement and independence. In addition to the above difficulties, lack of infrastructural facilities, shortage of power, difficulty in obtaining licenses from various control boards and a number of other socio-economic problems and hurdles for women entrepreneurs.

**Review of literature:**

Sylvia Nabila Azwa Ambad and Dayang Haryani Diana Ag Damita (2015) aimed to identify the determinants of entrepreneurial intention among undergraduate students. The independent variables of this study consist of perceived educational support, perceived relational support, perceived structural support, personal attitude, and perceived behavioural control. They found that personal attitude, perceived behavioural control, and perceived relational support are the predictors to entrepreneurial intention.

Shacheendran. V (2016) concluded that the per capita number of general and professional work seekers and credit deposit ratio is lesser in the northern region than that in the southern region, indicating that the northern region is in a disadvantageous position with regard to labour and capital.

**Objectives of the study**

1. To know the demographic profile of the sample respondents.
2. To find out the various problem faced by women entrepreneurs.
3. To study the socio-economic conditions of women entrepreneurs in the Kanniyakumari District.
4. To give valuable suggestions to improve the women entrepreneurs

**Statement of the Problem:**

A women entrepreneur is one who starts a business and manages it independently and tactfully takes all the risks, accepts challenging role to meet her personal needs and become economically independent. A strong desire to do something positive is an inbuilt quality of entrepreneurial women, who are capable of contributing values in both family and social life and is one who faces challenges boldly with an iron, will to succeed.

Many graduates' women are unable to find jobs appropriate after they finished their degrees. Unemployment is the major problem faced by the younger generation in our country. Entrepreneurship is the main solution to solve this problem. Nowadays women entrepreneurs are converting the position of job seeker to job provider. So, women entrepreneurs face many problems due to limited mobility, financial constraints, stiff competition, social attitude and awareness of Governments scheme. Hence the study is an attempt to analyze the problem and prospects of women entrepreneurs in Kanniyakumari District.

**Methodology**

The study is based on primary and secondary data. The sample respondents were selected from women entrepreneurs through convenience sampling. The sample size was 300. The primary data were collected with the help of a well-structured questionnaire. The data were analyzed with the help of percentage and ANOVA. The secondary data were gathered from journals, books, and websites. Based on the findings, suggestions and conclusion were drawn.

**Limitation of the study:**

- The present study is confined to the problem of women entrepreneurs.
- The study is limited to a sample size of 300 only.
- Some of the information given by the respondents hesitated to give the data.
- There may be biased opinions given by the respondents.

**Data Analysis and Discussion:**

The demographic characteristics of respondents are one of the important variables to identify the women entrepreneurs in Kanniyakumari district. Demographic profiles of the respondents were classified according to their age, material status, educational qualification, annual income, business types, size of the business and source of financing.

**Table 1**  
**Demographic Profile of the Respondents**

S. No.	Particulars	No. of respondents	Percentage	
1.	Marital Status	Married	215	71.67
		Unmarried	85	28.33
		Total	300	100
2.	Area of Residence	Rural	95	31.67
		Semi-urban	131	43.67
		Urban	74	24.66
		Total	300	100
2.	Age	Below 35 years	72	24
		36 years to 45 years	112	37.33
		46 years to 55 years	74	24.67
		Above 56 years	42	14
		Total	300	100
3.	Education Qualification	Illiterate	5	1.67
		Primary	30	10
		SSLC	87	29
		HSC	92	30.67
		Graduates	80	26.66
		Others	6	2
		Total	300	100
	Family monthly income	Below ₹ 20,000	23	7.67
		₹ 20,001 to ₹ 30,000	67	22.33
		₹ 30,001 to ₹ 40,000	117	39
		Above ₹ 40,000	93	31
		Total	300	100
	Business types	Manufacturing	21	35
		Trading	17	28.33
		Service	15	25
		Others	7	11.67
		Total	60	100
6.	Source of financing	Family income	116	38.67
		Personal savings	30	10
		Loan from bank	85	28.33
		Other sources	69	23
		Total	300	100

Source: Primary Data

- 71.67 per cent of the sample respondents are married and 28.33 per cent of the sample respondents are unmarried.
- 43.67 per cent of the sample respondents are living in semi-urban areas.

- 37.33 per cent of the respondents belong to the age group of 36 to 45 years and 14 per cent of the respondents belong to above 56 years.
- 30.67 per cent of the sample respondents studied up to Higher Secondary School (HSC). 1.67 per cent of the sample respondents are illiterate
- 39 per cent of the respondents earning income between ₹ 30,001 to ₹40,000 and 7.67 per cent of the sample respondents are earning less than below ₹20,000.
- 28.33 per cent of the respondents are doing trading and 11.67 per cent of the respondents are doing others (combination of trading and service).
- 38.67 per cent of the respondents are mobilizing funds from family income and 10 per cent of the respondents are mobilizing funds from other sources.

It is clearly understood that most of the respondents are married and their ability to support their families financially comes in part from their business income. Because the majority of the sample respondents exclusively used the money they received from their families, it is evident that family income is strongly tied to the issues faced by women entrepreneurs.

#### Problem faced by Women Entrepreneurs:

Null Hypothesis: ANOVA for the age group with respect to problems faced by women entrepreneurs.

**Table 2**  
**ANOVA for the age group with respect to problems faced by women entrepreneurs**

S. No.	Statements	Age group						F value	P-value
		Below 35 years	36 years to 45 years	46 years to 55 years	Above 56 years	Total Mean	Rank		
1.	Financial Constraints	3.0769	3.3333	4.2273	3.7692	3.5200	I	4.099	0.009*
2.	Over-Dependence on Intermediaries	2.9231	3.1026	3.7273	3.3077	3.2200	VIII	4.013	0.002**
3.	Stiff Competition	3.0000	3.0256	4.0000	3.8462	3.3400	III	8.954	0.000**
4.	Scarcity of Raw Materials	2.7692	2.6667	4.4545	4.0000	3.2600	V	15.506	0.000**
5.	High Cost of Production	2.7692	3.7691	4.1818	3.6923	3.2000	X	10.445	0.000**
6.	Limited Mobility	2.9231	2.6667	4.2727	3.8462	3.2400	VI	10.085	0.000**
7.	Family Ties	2.7693	2.9744	4.1817	3.3208	3.2200	VIII	7.914	0.000**
8.	Lack of Education	2.2308	2.3308	3.9091	4.1538	2.8400	XIV	14.193	0.000**
9.	Non-awareness of Government scheme	2.9231	3.2308	4.2273	3.7692	3.4400	II	4.598	0.005**
10.	Social Attitudes	4.0769	3.0969	2.9545	2.5385	3.2400	VI	5.981	0.000**
11.	Scarcity of Raw Material	2.0000	2.3333	2.8235	3.5455	2.4700	XV	5.859	0.000**
12.	Male-Dominated Society	2.5000	3.0208	3.9412	4.2727	3.1900	XI	5.107	0.004**
13.	Low Need for Achievement	2.5833	3.0625	3.5885	4.0909	3.1500	XIII	10.835	0.000**

14.	lack of infrastructural facilities	3.1500	2.7500	3.2083	3.9412	3.3400	III	8.955	0.000**
15.	Other problems	2.5000	3.0208	3.7059	4.2728	3.1600	XII	8.243	0.001**

Source: Computed Data

Out of 15 variables, based on the mean scores, the highest score is given for 'financial constraints' 3.52 followed by 'non-awareness of Government scheme' 3.44 and 'lack of infrastructural facilities' 3.34, and the least score is given to 'scarcity of raw material' 2.47 Overall, the first rank is 'financial constraints' and the least rank is 'scarcity of raw material'. It is found that it is a key skill for all business owners and is essential to helping women entrepreneurs start and run a small business. Women entrepreneurs are finding it difficult to access funds from the stimulus packages; access to finance through official banking has always been difficult for women, as they do not have collateral against loans.

Regarding the problem of the sample respondents in different age groups, the significant difference, below 35 years, 36 years to 45 years, 46 years to 55 years and above 55 years have been identified in case of all the variables, since their respective F statistics are significant at 1 per cent.

#### **Suggestions:**

- Different banks and financial organisations may develop separate finance sections in order to offer quick and simple financing to women entrepreneurs. They are able to offer financing to female entrepreneurs at concessional rates through these divisions. These divisions may be controlled and managed by female officers to avoid the demeaning attitude of the offices.
- The loan procedure by banks and other government organizations needs to be simplified. The government and NGOs must provide assistance to entrepreneurs, both in financial and non-financial areas.
- In the supply of restricted and precious raw materials, women entrepreneurs must be given preference over other businesses. If at all possible, local governments must exempt the supply of raw materials to women entrepreneurs from paying taxes. The government must take the necessary actions to provide the raw resources at the lowest cost.
- Honest and sincere attempts should be undertaken by the government and social organizations to increase literacy among females.
- In rural areas self-employment opportunities should be developed for helping women.
- Marketing facilities for buying and selling raw and finished goods should be provided within easy reach.
- Facilities for training and development must be made available to women entrepreneurs. Family members do not like women to go to distant places for training.
- Steps may be taken to make family members aware of the potential of girls and their due role in society.
- Women entrepreneurs should be encouraged and assisted to set up co-operatives to eliminate middlemen.
- Scarce and imported raw materials may be made available to women entrepreneurs on a priority basis.

#### **Conclusion:**

This paper analyses the various problems and prospects for women entrepreneurs. The modern concept of entrepreneurship is that 'entrepreneurs are not born but made.' By giving proper training we can develop the inborn talents of an individual and make her an entrepreneur. Elders, particularly mothers, should be aware of the potential of girls and their role in society. Parents in the initial stage and husbands in the later stage should support women in doing entrepreneurial activities successfully. The researcher concluded that Governmental agencies and financial institutions can set up separate divisions for giving training to women entrepreneurs. The training scheme of the syllabus should be so designed

that women can take full advantage of the training facilities. Special cells may be opened in banks and public financial institutions to provide easy finance to women entrepreneurs. Finance may be provided at concessional rates of interest.

**Reference:**

- [1] Gadar, K., and Yunus. N.K. Yeop. (2009). The Influence of Personality and Socio-Economic Factors on Female Entrepreneurship Motivations in Malaysia, *International Review of Business Research Papers* Vol.5 No. 1
- [2] Sucheta Agarwal, Vivek Agarwal and Anand Mohan Agrawal (2018) “Motivational and success factors: Through the lens of women entrepreneurship” *International Journal of Management and Enterprise Development*, Vol. 17, No. 4, DOI:10.1504/IJMED.2018.096231.
- [3] Sunil Kumar R and Harold Andrew Patrick (2018) “Motivating factors that influence women entrepreneurs”, *IMPACT: International Journal of Research in Business Management (IMPACT: IJRBM)* ISSN (P): 2347-4572; ISSN (E): 2321-886X vol. 6, Issue 4, Apr 2018, 65-80.
- [4] Sylvia Nabila Azwa Ambad and Dayang Haryani Diana Ag Damita( 2015) “Determinants of Entrepreneurial Intention among Undergraduate Students in Malaysia”, Fifth international conference on marketing and retailing.
- [5] <https://www.linkedin.com/pulse/entrepreneurial-skills-definition-examples-julie-hirschauer>
- [6] [https://www.mindtools.com/pages/article/newCDV\\_76.htm](https://www.mindtools.com/pages/article/newCDV_76.htm)
- [7] <https://www.investopedia.com/terms/e/entrepreneur.asp>
- [8] <https://www.investopedia.com/terms/e/entrepreneur.asp>
- [9] <https://www.ivyexec.com/career-advice/2014/6-elements-innovation/>
- [10] <https://content.wisestep.com/effective-communication-in-organization>