

## **A STUDY ON PROBLEMS AND CHALLENGES OF WOMEN ENTREPRENEURS IN THOOTHUKUDI DISTRICT**

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### **ABSTRACT**

Increasing awareness of one's place and rank in society. Women are increasingly entering the business world for a variety of reasons, chief among them being skill, expertise, and adaptability. Entrepreneur Women By engaging in various professions and services, women have effectively escaped the confines of their homes. In terms of business savvy, women entrepreneurs have demonstrated parity with their male colleagues, and they are emerging as intelligent and innovative businesspeople. The economies of practically all nations are seeing significant growth in the number of women-owned companies. A person who accepts a hard role in order to meet her own requirements and achieve economic independence is transforming the hidden entrepreneurial potentials of women. Tamilnadu is a state with a growing industrial sector.

**Key Words:**Entrepreneur, Women, Business people.

### **Introduction**

A woman or organization of women entrepreneurs who take the action to launch a business or adventure is appertained to as a women entrepreneur. Since women are thing-acquainted, objective, flexible, tolerant, creative, practical, active, and passionate, they control in a different way than their manly counterparts. Women's participation in the equity and employment of a business organization is how the Indian government defines women entrepreneurs. thus," an organization possessed and controlled by a woman with a minimal fiscal interest of 51 of the capital and giving at least 51 of the employment produced inside the marketable adventure" is considered to be a womanish- run establishment. n the United States, women entrepreneurs make about 10 of the total number of business possessors. They were confined to the home and served as family members in the traditional culture, but in the ultramodern society, they may venture outdoors to take part in colourful sports. generally, women's entrepreneurship is grounded on the expansion of their cuisine operations, particularly when it comes to making pickles, papads, and grease paint for trade. Many of them pursue careers in the service sectors of the hostel, catering, educational, consultancy, and public relations diligence, among others.

Women input entrepreneurship due to financial rudiments which pushed them to be on their own and prompt them to do something singly. Women conclude to work from their particular oils hearthstone, difficulty in getting suitable jobs and choice for social character motivate them closer to tone- employment. We see a lot of women experts in engineering, remedy, regulation, and so forth. They're also putting in hospitals, education installations, and so forth. "A company possessed and managed with the aid of a ladies having a minimally profitable hobbyhorse of fifty-one in keeping with cent of the capital and giving as a minimal 51 harmonious with cent of the employment generated by the association to ladies.

## **STATEMENT OF THE PROBLEM**

Entrepreneurship is one of the critical elements of industrialization; in the absence of entrepreneurship, industrialization can not take area. Marketers are gambling a critical element in the profitable development of the underdeveloped USA. Ladies " s chops and know-how, their bents and capacities in an enterprise, and a compelling desire of looking to do commodity fine are some of the reasons for the women marketers to organize assiduity. In keeping with world financial institution, investing in addition in the enterprise of women instead in men leads to lower development of a kingdom. Empowering ladies in entrepreneurship leads to break the inequalities and decreases the poverty. Entrepreneurship plays an vital component in growing society of a fast developing united states of america like India. Currently it has been realized that enterprising ladies have solid entrepreneurial bents which will be exercised for you to convert them from the position of „ Jobseekers “ to „ process givers “. Women are less inclined to produce businesses than males are because of unwarranted fears, a lack of drive, and certain types of conditioning. As a result, the study focuses on the motivational reasons that drive women entrepreneurs and the connections between these forces, their socioeconomic backgrounds, and their current entrepreneurial attributes.

## **OBJECTIVES OF THE STUDY**

- 1) To know about the socio-profitable profile of women entrepreneurship development
- 2) To anatomize the motivational factors and other factors that impact women to come, entrepreneurs,
- 3)To anatomize the major strength and weaknesses of women entrepreneurs and the environmental openings and risks which promote entrepreneurship.
- 4) offer suggestions to meliorate the satisfaction of women entrepreneurs and to frame for the creation of women entrepreneurship of named sections in Tamilnadu.

## **SCOPE OF THE STUDY**

The study focuses on the women entrepreneurs in named sections in the Thoothukudi quarter, Tamilnadu named depends on artificial growth has been phenomenal. The named sections with its good infrastructural installation offer sound prospects for artificial developments. The compass of the study encompasses women entrepreneurs in Thoothukudi District and the problems faced by women entrepreneurs who are engaged in starting a new enterprise. The study is limited only to the women entrepreneurs of named groups in the Thoothukudi District.

## **SAMPLE TECHNIQUE**

Factors <i>Research Paper</i>	Category	No. of Respondents	Percentage %
	Below-30	15	16.66

Convenience method is used to check 90 Women Entrepreneurs were named as the sample. The questionnaires were distributed to the attesters in the named sample.

### **TOOLS OF ANALYSIS**

The particular interview is the major tool of data collection. Interview fashion is to be made for women entrepreneurs. The secondary data are also proposed to collect from various departments. All these data are to be arranged in various forms of tables and proposed to criticalessay with the help of a number of statistical tools. percentageanalysis, and Average, Weightage Score are the various statistical tools applied.

### **REVIEW LITERATURE**

According to Tuteja's (2002) study on the origin and expansion of businesses in developing nations, women entrepreneurs always began their ventures with modest amounts of capital obtained from their own savings and those of their friends and family, as neither the credit system nor government initiatives seemed to have had a significant impact.

According to Bindu Shridhar (2006)having the tenacity and vision to succeed as an entrepreneur is one of the key characteristics. Entrepreneurs, in the author's opinion, see issues as chances for advancement and sources of fresh concepts. According to the author, the traditional work path is in decline and entrepreneurship is quickly gaining popularity. Owning a business requires imaginative and adaptable thinking.

### **ANALYSISANDINTERPRETATION:**

#### **SocioEconomicBackground:**

The personnel characteristics of the selected respondents like age, educational status,marital status, family income, business type, size of the business, financial sources and spendexpensesarediscussed inthis section.

#### **SocioEconomicBackground of the Respondents**

Age			
	30–40	32	35.56
	40 -50	33	36.67
	50 and above	10	11.11
Marital Status	Unmarried	28	31.11
	Married	62	68.89
Educational Qualification	Illiterate	10	11.11
	Primary	10	11.11
	Secondary	14	15.56
	Higher Secondary	42	46.67
	Graduate Level	14	15.56
Annual Income	Below 10,000	15	16.67
	10,000-20,000	32	35.56
	20,000-30,000	21	23.33
	30,000-40,000	14	15.56
	40,000 and above	8	8.88
Business Type	Trading	20	22.22
	Manufacturing	38	42.22
	Service	22	24.44
	Combination	8	8.88
	Others	2	2.22
Size of the Business	Below 1 Lakhs	38	42.22
	1 - 5 Lakhs	22	24.44
	5 -10 Lakhs	18	20
	10 Lakhs and above	12	13.33
Source of Financing	Spouse Income	32	35.56
	Personal Savings	27	30
	Loan from banks	23	25.56
	Other Source	8	8.89
Spend the business Income	Family Expenses	36	40
	Personal Savings	32	35.56
	Re-Investment in her businesses	22	24.44

From the above table shows that among four different age groups, it includes the majority of the respondents have selected 40 – 50 age and 36.67 %. The majority of respondents selected Married is 68.89% in marital status. In educational Qualification, a large number of respondents selected Higher secondary which is 46.67 %. The Annual Income 10,000 – 20,000 is the maximum salary earn by respondents that 35.56% . The most of the respondents working in Manufacturing is 42.22%. Below one lakhs is observed as the maximum cost spend for Size of Business that is 42.22%. The Spouse income is elected as the most Source of financing which is 35.56%. The Study reveals that the business income spend most in Family expenses that is 40%.

**PROBLEMS OF WOMEN ENTREPRENEUR IN THOOTHUKUDI DISTRICT**

SI.NO	Weight	10	9	8	7	6	5	4	3	2	1			
	Particulars	I	II	III	IV	V	VI	VII	VIII	IX	X	TOTAL	MEAN SCORE	RANK
1.	Lack of Strong Leadership	15 (150)	12 (108)	18 (144)	16 (112)	7 (42)	7 (35)	7 (28)	3 (9)	3 (6)	2 (2)	637	63.7	I
2.	Financial Deficit	15 (150)	10 (90)	14 (112)	9 (63)	10 (60)	12 (60)	6 (24)	7 (21)	2 (4)	5 (5)	625	62.5	II

3.	Leaders misusing the group's money	6 (60)	10 (90)	8 (64)	13 (91)	7 (42)	9 (45)	9 (36)	5 (15)	6 (12)	17 (17)	472	47.2	VIII
4.	Lack of Education	11 (110)	7 (63)	8 (64)	9 (63)	5 (30)	3 (15)	10 (40)	12 (36)	13 (26)	12 (12)	459	45.9	X
5.	Non-awareness of Government Scheme	13 (130)	9 (81)	5 (40)	7 (49)	11 (66)	10 (50)	7 (28)	9 (27)	8 (16)	11 (11)	498	49.8	V
6.	Non – repayment of loan by the member	5 (50)	12 (108)	12 (96)	10 (70)	6 (36)	6 (30)	10 (40)	14 (42)	10 (20)	5 (5)	497	49.7	VI
7.	Lack of proper training	11 (110)	7 (63)	3 (24)	13 (91)	9 (54)	3 (15)	12 (48)	13 (49)	14 (28)	5 (5)	487	48.7	VII
8.	Lack of systematic planning and working	13 (130)	15 (135)	10 (80)	7 (49)	12 (72)	18 (90)	3 (12)	7 (21)	6 (12)	9 (9)	610	61.0	III
9.	Health Problems	7 (70)	10 (90)	10 (80)	18 (126)	10 (60)	8 (40)	9 (36)	2 (6)	6 (12)	10 (10)	530	53.0	IV
10.	Other Problems	12 (120)	7 (63)	8 (64)	5 (35)	4 (24)	12 (60)	9 (36)	11 (33)	10 (20)	12 (12)	467	46.7	IX

The table shows that problems faced by women entrepreneurs, the weighted ranking method applied. It is inferred that the most number of the respondents have given First rank for Lack of strong leadership; the respondents have given Second rank for financial deficit. The third rank was lack of systematic planning and working and followed by health problems, Non-awareness of Government scheme, Non- repayment of loans by the members, Leaders misusing the group's money, Other problems, Lack of Education, and Lack of proper training.

### **Suggestions:**

1. Most of the women entrepreneurs are of the opinion that because of lack of training, they are not able to survive in the market. Hence, the government should conduct frequent training programmes with regard to new production techniques, sales techniques, etc. This training should be made compulsory for women entrepreneurs.
2. Finance is the first major problem for women entrepreneurs. Hence, the government can provide interest free loans to encourage women entrepreneurs. To attract more women entrepreneurs, the subsidy for loans should be increased.

3. Since the number of entrepreneurs from scheduled caste and most backward communities is very low, awareness is to be created those women, by providing special attention.
4. Women entrepreneurs should be encouraged to start their entrepreneurs as joint stock companies rather than as a sole trade and partnership concerns to avail the advantages of large scale operation.
5. 40% of the respondents opinion are to meet family expenses, 35.56% of the respondents opinion are personnel savings, and 24.44% of the respondents opinion are re-investment in her business

## **.CONCLUSION**

It is evident from the study that women are ready to face the challenges associated with setting up of business. Society is very much receptive to the concept of women entrepreneurs, and so is the family. Women are not into business for survival but to satisfy their inner urge for creativity and to prove their capabilities. Women's education is contributing to a great extent to social transformation. The future will see more women venturing into areas traditionally dominated by men. The socio-background including factors, type and mode of business, and training programs are the important problems of women entrepreneurs in Thoothukudi District.

## **REFERENCE**

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