

Challenges for Women Entrepreneurship: A Study of Women Entrepreneurs of SME in Tiruchirappalli District

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Abstract - The emergence of women on the economic scene as entrepreneurs is a significant development in the emancipation of women and securing for them a place in the society, which they have all along deserved. The association of women with economic enterprises would provide a healing touch in promoting peace and amity in the strife ridden world of today. Women entrepreneurs are important performers in any emergent economy mainly in terms of their involvement to financial growth. Setting up a business is not a simple task for women entrepreneurs and at the same time organizing the business is a superior assignment. A challenge is forever there for women entrepreneurs to run their business fruitfully making turnover and ensure the development of the businesses. The study is carried out, based on the compilation of primary data with help of a structured questionnaire from women entrepreneurs of SME in Tiruchirappalli district of Tamil Nadu in India. The results have been analyzed with the help of various statistical tools. In accordance with the study results, it is found that the support for starting a business came from informal sources, with a very small percentage of women needed assistance from Government schemes. The study concluded that Government should generate the attentiveness among women entrepreneurs concerning different Govt. inducements and developmental plans so as to endorse a more enabling atmosphere for women's entrepreneurship in India.

Index Terms - SME, Women Entrepreneurs, Government schemes and Programmes.

INTRODUCTION

Presently, the Government of India has over 27 schemes for women controlled by special sectors and ministries. "A variety of MSME improvement unions, different State Small Industries Development Corporations, national banks and NGOs are conducting entrepreneurship development programs

to cater to the needs of potential women entrepreneurs. Women entrepreneurship is intrinsic and also a usual practice. Entrepreneurship commonly refers to the fast development of latest and pioneering trades depend on the skill to identify trade opportunities or add resources in fresh methods. An energetic entrepreneurial ambiance offers innovative occupations, boosts competitiveness, and manufactures fresh products and services. Women entrepreneurs generate fresh occupations for themselves and others and also offer to society with special resolutions to administration, institute and industry dilemmas. As stated by the Human Development Report (2007), "India ranks 96th on the gender related development index of 137 nations. Further the gender empowerment factors, which guesstimate the scope of women involvement in the country's financial and political actions, ranked India as 110th of the 166 nations" (Goyal and parkash, 2011). In the budding multifaceted community situation the conventional positions of housewives are steadily altering into women entrepreneurs. A number of the issues liable for these transforms are superior learning, varying socio civilizing worth and requirement for auxiliary returns.

OBJECTIVES OF THE STUDY

- To study the motivational factors affecting women entrepreneurs
- To find the challenges faced by women entrepreneurs
- To assess the awareness level among women entrepreneurs regarding the Government programmes

METHODS AND MATERIALS

The study has been carried out in Tiruchirappalli district of Tamil Nadu and mainly based on primary data collected from a sample size of 70 respondents via questionnaire method. Convenience non-probability sampling method was followed. The data has been collected from women entrepreneurs of small and medium enterprises by means of well-structured questionnaire and was classified and analyzed manually. For the purpose of study, questionnaires were sent to 82, but we received response from 50 persons that was found to be suitable for the purpose of analysis.

DATA ANALYSIS AND INTERPRETATION

Particulars	No.of respondents	Percentage
Age		
Below 30yrs	13	26
31 to 40yrs	21	42
41 to 50yrs	12	24
Above 50yrs	04	08
Marital status		
Single	19	38
Married	31	62
Number of dependents		
1 to 3members	13	26
4 to 6members	30	60
More than 6members	07	14
Level of education		
School level	11	22
Diploma	13	26
Graduate	26	52
Type of business		
Garments	8	16
Food Products and Processing	21	42
Parlors and Health Club	02	04
Boutiques	06	12
Retail outlets	11	22
Oil and Rice Mills	02	04
Legal Form of business		
Sole Trader	39	78
Partnership	04	08
Cooperative	05	10
Company	02	04
Registration Status		
Registered	23	46
Not registered	27	54
Period in business		
<3years	17	34

3 to 5years	09	18
6 to 10years	11	22
Above 10years	13	26
Business challenges		
Legal / regulatory conditions	04	08
Socio Cultural Influences	02	04
Technological innovations	05	10
Corruption of Government Officials	02	04
Government's attitude towards Entrepreneurship	07	14
Problem with financing	12	24
Bank Policy and Bureaucracy	04	08
Problem with bank's attitude towards women	06	12
Penetrating competition	03	06
Infrastructure (Erratic Electricity Schedule)	05	10
Personal challenges		
Lack of self confidence	03	06
Level of Education	07	14
Lack of ability to take calculated risks	08	16
Inadequate management experience	10	20
Lack of information available	14	28
Combining work and family life	08	16

Source: Primary data

From the percentage analysis find out that nearly half (42per cent) of women entrepreneurs age between 31 to 40years, 26per cent were below 30years, 24per cent were 41 to 50years and remaining 08per cent were above 50years. Majority (62per cent) of the respondents were married and remaining 38per cent were single. Majority (60per cent) of the respondents were 4 to 6members about number of dependents, 26per cent were 1 to 3members and remaining 14per cent were more than 6members. More than half (52per cent) of the respondents were graduate level, 26per cent were diploma and remaining 22per cent were school level. Nearly half (42per cent) of the respondents were food products and processing and type of business, 22per cent were retail outlets, 16per cent were garments, 12per cent were boutiques and remaining 04per cent were oil and rice mills. Vast majority (78per cent) of the respondents were sole trader form of business, 10per cent were cooperative,

08per cent were partnership and remaining 04per cent were company. More than half (54per cent) of the respondents were not registered and remaining 46per cent were registered. One third (34per cent) of the respondents were <3years period of business, 26per cent were above 10years, 22per cent were 6 to 10years and remaining 18per cent were 3 to 5years. One fourth (24per cent) of the respondents were problem with financing and business challenges, 14per cent were government's attitude towards entrepreneurship, 12per cent were problem with bank's attitude towards women, each10per cent were technological innovations and infrastructure (erratic electricity schedule), 06per cent were penetrating competition, each08per cent were legal / regulatory conditions and bank policy and bureaucracy, and remaining 04per cent were socio cultural innovations and corruption of government officials. More than one fourth (28per cent) of the respondents were lack of information available and personal challenges, 20per cent were inadequate management experience, 16per cent were lack of ability to take calculated risks, 14per cent were level of education and remaining 6per cent were lack of self-confidence.

CONCLUSION AND SUGGESTIONS

The researcher found that the collected data would be of great importance as data base. The researcher would recommend more case studies in this direction, so that a women entrepreneur gets more recognition and acceptance. Such studies will help the women to solve the problems faced. It will motivate agencies and government to provide help, support and benefit to women entrepreneurs. The women entrepreneurs are performing in an adverse trade atmosphere characterized by fraud, infrastructural weaknesses, and monetary dilemmas. The women are also inhibited by their jobs of wives, mothers and businesswomen. Besides, the value of supervision know-how and capability to acquire intended risks are the risks that have been recognized by women entrepreneurs in the state of Tamil Nadu. We constantly observed that a elegant woman can hoist a profession any day, however if she becomes an entrepreneur she can offer a living to 10 more women at least..!! Regardless of the different restrictions distressing start up and intensification of trade, Tamil Nadu has witnessed a solid augment in the number of women entrepreneurs

of small enterprise. Government proposals should be embattled towards women to assist them cope with infrastructural deficiencies. As a result, encouragement of women entrepreneurship would carry the rank of redundancy down. In India, the prospective for sustaining women's amplified contribution in financial actions is a nationwide precedence. Through, women entrepreneurs are still not yet generally supported and acknowledged. The attempts to grow women need to be corroborated and toughened. The government should generate intended endeavors to create the consciousness among women entrepreneurs as regards different Govt. incentives and developmental programs. The recommendations of following studies can be undertaken: Similar study with area specific samples, Comparative studies of women entrepreneurs between districts and state, Similar study with women engaged in other type of enterprises, and Studies including the perception of others regarding women entrepreneurs can be undertaken.

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