

Problems Faced By Women Entrepreneurs in Salem District

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ABSTRACT

Women constitute around half of the total world population. In India also they are regarded as the better half of the society. In traditional societies they were confined to the four walls of house performing household activities. In modern societies they have come out of the four walls to participate in all sorts of activities. The global evidences batters the women have been performing exceedingly well in different sphere of activity like academics politics, administration, social work and so on Now, they have started plunging into industry also and running their enterprise successfully.

KEYWORDS: Problems of Women Entrepreneur, Percentage of Analysis, Finance

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I. INTRODUCTION

Women entrepreneurs are those women who think of business enterprises, initiate it, organize, combine the factors of production, operate the enterprise, undertake risk and handle economic uncertainty involved in it. Now a days more number of women is being educated. They gradually start their venture by analyzing opportunities and threats in the environment. Therefore while discussing on entrepreneurial development; it seems in the fitness of the context to study about the development of women entrepreneurs in the country.

II. STATEMENT OF THE PROBLEM

Because of the quite laudable efforts and promotional and protectionist policies, women enterprises have emerged as a vital & dynamic sector of economy. It has wended its operational ambit by entering to various nontraditional areas and there is a substantial increase in the number of women enterprise.

1. What is the impact of socio-psycho factors that affect the growth of Women entrepreneurship?
2. What are the real problems added to the high mortality rate of women enterprises?

III. REVIEW OF LITERATURE

Nagendra Kumar Jha(2012)¹ in his study explains Women, traditionally have been playing a crucial role in the family as well as in the farm, shop, factory and in the society, but their contribution has not been duly acknowledged. The involvement and participation in the process of development is sine-qua-non for the uplift of women to boost their status in the society. In the present age of globalization where each and every economy of the world is giving emphasis on women empowerment which is not possible by creating employment opportunities for them but to motivate them to go for creating their own enterprise. Women have undergone a radical transformation from merely a homemaker to a dynamic multifaceted personality contributing to the socio-economic growth worldwide. Therefore, a move from family management to enterprise management may be easier than a move from paid employment to self employment. Today, more and more women are seeking economic opportunity and self determination through enterprise creation and are well prepared to grab the opportunities of the multi-polar world. But at the same time they have to face a number of challenges which are required to be solved by making them and their family aware and attracting financial and moral support in this regard. This study is based on the case study of women entrepreneurs working in leading districts of Bihar in India

Kumar.D (2004)² in his article says that global evidences suggest that women have been performing exceedingly well in different spheres of activities like academics, politics, administration, social work and so on. Now they have started plunging into industry and also running enterprises successfully.

Revathy. K (2004)³ analysis a study on economic development of women and reveals the fact that women's empowerment and their full participation on the basis of equality in all spheres of society are fundamental for the achievement of equality, development and peace.

Ganapathi. R and Sannasi. S (2008)⁴ says that it is imperative to note the participation of women in economic activities as self-employed individuals. Many of the traditional occupations open to women were mainly based on creed and the nature of self-employment was based on the standard of living. The country needs to mobilize and utilize fully all its resources including human resources. It is essential even for the objective of raising the status of women which is now accepted as an indicator of a society's stage of development.

¹Nagendra Kumar Jha(2012), **Development of Women Entrepreneurship – Challenges and Opportunities-** A Case Study of Bihar, Ninth AIMS International Conference on Management.

²Kumar.D, “**Status of Women in India**”, Kisan World, Vol.31, No.1, Jan 2004, p. 26.

³Revathy.K (2004), **Economic empowerment of Women**”, Kisan world, Vol.43, No.8, p.32.

⁴Ganapathi.R and Sannasi. S, “**Women Entrepreneurship – The Road Ahead**”, Southern Economist, Jan15,2008,p.36.

OBJECTIVES OF THE STUDY

The following objectives are:

1. To find out the various problems faced by women entrepreneurs in Salem district.
2. To state the prominent factors which cause serious problems to women entrepreneurs
3. To find the confidence of women's ability in tackling business problems.
4. To give suitable suggestions for the betterment of women entrepreneurs in general.

SCOPE OF THE STUDY

This study has focused attention to identify the problems faced by the women entrepreneurs with due diligence and care. The scope of the study is restricted to women entrepreneurs in Salem district only. The study is based on systematic random sampling technique.

METHODOLOGY

Sampling Design

As the women entrepreneurs are large in number hence, it is decided to take representative samples from the mass to highlight their problems based on systematic random sampling technique. The entire list of women entrepreneurs in Salem district were gathered by the researcher and then based on the Tippet's table the data were short listed to 150 samples. Women who are doing business as in the form of trading, servicing and manufacturing are selected as samples. The researcher mainly depends upon the primary data. The data collected were fresh and thus happen to be original and more accurate. Research instrument used for the study was questionnaire. The secondary data is also of a great help to this study. The secondary data is collected from the books, journals etc.

PROBLEMS OF WOMEN ENTREPRENEURS

The main problems faced by the women entrepreneurs can be analyzed as follows:

- Financial Constraints
- Over– dependence on intermediaries
- Scarcity of Raw materials
- Intensive Competitions
- High cost of Production
- Low mobility
- Family Ties
- Social attitudes
- Adverse effects of Risk bearing
- Lack of Education
- Low need for achievement

ANALYSIS OF THE STUDY

- Percentage analysis
- Chi-square test

PERCENTAGE ANALYSIS

Table No: 1 Age Group of the Respondents

S.No..	Age of the Respondents	No. of Respondents	Percentage
1.	Below 30 Years	52	34.67
2.	31-40 Years	64	42.67
3.	41-50 Years	20	13.33
4.	Above 50 Years	14	9.33
	Total	150	100

Source: Primary Data

The above table reveals that, 42.67% of the respondent's fall under the age group 31-40 years. 34.67% respondents fall under below 30, 13.33% of the respondents fall under 41-50 and 9.33% of the respondents fall under above 50 years and it is concluded that majority of the respondents are in 31-40 years of age group.

Table No. 2 Educational Qualifications

S.No..	Education	No. of Respondents	Percentage
1.	Primary	14	9.93
2.	Secondary	56	37.33
3.	Degree/Diploma	56	37.33
4.	Post graduates	24	16.00
	Total	150	100

Source: Primary Data

The above table reveals that 37.33% of the respondents are secondary level of education and also degree / diploma level, 16 per cent of the respondents are post Graduates and 9.3% of the respondents are in primary educational level. It is concluded that majority of the respondents are qualified with secondary, degree / diploma level of education.

Table No. 3 Marital Status

S.No..	Marital Status	No. of Respondents	Percentage
1.	Married	78	52.00
2.	Unmarried	40	26.67
3.	Divorce	14	9.33
4.	Widow	18	12.00
	Total	150	100

Source: Primary Data

The above table reveals that 52% of the respondents are married, 26.67% of the respondents are unmarried, 12% of the respondents are widow and 9.33% of the respondents are divorce. It is concluded that majority of the respondents are married.

Table No.4 Nature of Business

S.No.	Nature of Business	No. of Respondents	Percentage
1.	Trading	44	29.33
2.	Servicing	82	54.67
3.	Manufactures	24	16.00
	Total	150	100

Source: Primary Data

The above table reveals that 54.67% of the respondents are in Service sector, 29.33% of the respondents are in trading, 16% of the respondents are in manufacturing. It is concluded that majority of the respondents are in service sector.

Table No.5 Types of Business

S.No..	Type of Business	No. of Respondents	Percentage
1.	Sole proprietorship	110	73.33
2.	Partnership	26	17.33
3.	Joint Hindu family	14	9.33
4.	Joint Stock Company	-	-
	Total	150	100

Source: Primary Data

The above table reveals that 73.33% of the respondents are doing Sole Proprietorship business, 17.33% of the respondents are in partnership business and 9.33% of the respondents are engaged in Joint Hindu family business. The above table concluded that majority of women entrepreneurs are engaged in sole proprietorship.

Table No. 6 Size of Business

S.No..	Size of the Business	No. of Respondents	Percentage
1.	Above Rs.5,00,000	12	8.00
2.	Rs.2,00,000-5,00,000	12	8.00
3.	Rs.1,00,000-2,00,000	28	18.67
4.	Rs.50,000-1,00,000	46	30.67
5.	Below Rs.50,000	52	34.66
	Total	150	100

Source: Primary Data

The above table reveals that 34.66% of the respondents are below 50,000, 30.67% of the respondents are 50,000-1,00,000, 18.67% of the respondents are 1,00,000-2,00,000 and 8% of the respondents are 2,00,000-5,00,000 and 8% of the respondents are above 5,00,000. The above table concluded that majority of the respondents incomes are below 50,000.

Table No.7 Source of Finance

S.No..	Source of Finance	No. of Respondents	Percentage
1.	Personal	50	33.33
2.	Friend & Relatives	20	13.33
3.	Financial institution	40	26.67
4.	Bank	20	13.3
5.	Government	20	13.3
	Total	150	100

Source: Primary Data

The above table reveals that 33.33% of the respondents finance from personal, 26.67% of the respondents finance from financial institution and the balance percentage from bank, government and friend/Relatives. It is concluded that most of the respondents source of finance is through personal source.

Table No. 8 Financial Assistance Aailed

S.No.	Financial Assistance Aailed	No. of Respondents	Percentage
1.	Never Aailed	14	9.33
2.	Rarely Aailed	70	46.67
3.	Frequently aailed	66	44
	Total	150	100

Source: Primary Data

The above table reveals that 46.67% of the respondents are rarely aailed their finance, 44% of the respondents are frequently aailed and 9.33% of the respondents are never aailed. The above table concluded that majority of the women says that availability of finance is rare.

Table No.9 Marketing facilities

S.No.	Marketing facilities	No. of Respondents	Percentage
1.	Inadequate	18	12
2.	Some what adequate	40	26.67
3.	Adequate	52	34.67
4.	Not needed	40	26.67
	Total	150	100

Source: Primary Data

The above table reveals that 34.67% of the respondents are adequate, 26.67% of the respondents are not needed, 26.67% of the respondents are some what adequate and 12% of the respondents are inadequate. It is concluded that majority of the respondents opinion regarding marketing facilities are adequate.

Table No.10 Entrepreneurial profit

S.No.	Entrepreneurial profit	No. of Respondents	Percentage
1.	Loss	16	10.67
2.	Medium	104	69.33
3.	High	30	20
	Total	150	100

Source: Primary Data

The above table reveals that 69.33% of the respondents are medium profit, 20% of the respondents are High profit, and 10.67% of the respondents are loss. It is concluded that most of the respondents entrepreneurial profit is medium.

Table No.11 Profit Re-Investment Factor

S.No.	Profit Reinvestment	No. of Respondents	Percentage
1.	Poor	16	10.67
2.	Medium	110	73.33
3.	Good	24	16
	Total	150	100

Source: Primary Data

The above table reveals that 73.33% of the respondents are medium profit reinvestment, 16% of the respondents are high and 10.67% of the respondents are poor. It is concluded that most of the respondents profit reinvestment factor is medium.

CHI-SQUARE TEST

1. Age Group

a. Socio-Psycho system

Null Hypothesis

There is no association between socio psycho system and age of the entrepreneurs.

Degree of freedom	:	6	
Level of significance	:	5%	
Table Chi-square value	:	12.592	
Calculated Chi-square value	:	8.722	
Result	:	Not significant	

The calculated Chi-square value is less than the table value. Hence, the null hypothesis is accepted and it could be concluded that there is no association between the socio-psycho system and age of the women entrepreneurs.

b. Do you feel problem

Null Hypothesis

There is no association between general problems and age of the entrepreneurs.

Degree of freedom	:	6	
Level of significance	:	5%	
Table Chi-square value	:	12.592	
Calculated Chi-square value	:	23.84	
Result	:	Significant	

The calculated Chi-square value is higher than the table value. Hence, the null hypothesis is rejected and it could be concluded that there is association between the general problems and age of the women entrepreneurs.

2. Educational Qualification

a. Socio-Psycho system

Null Hypothesis

There is no association between Educational Qualification of the entrepreneur and socio psycho system.

Degree of freedom	:	6
Level of significance	:	5%
Table Chi-square value	:	12.592
Calculated Chi-square value	:	20.202
Result	:	Significant

The calculated Chi-square value is higher than the table value. Hence, the null hypothesis is rejected. It could be concluded that there is an association between the educational qualification and socio psycho system.

b. Do you feel problem situation

Null Hypothesis

There is no association between Educational Qualification of the entrepreneur and general Problems.

Degree of freedom	:	6
Level of significance	:	5%
Table Chi-square value	:	12.592
Calculated Chi-square value	:	42.15
Result	:	Significant

The calculated Chi-square value is higher than the table Chi-square value. Hence, the null hypothesis is rejected. It could be concluded that there Is an association between the educational qualification of the entrepreneurs and general problems.

3. Marital Status

a. Socio-Psycho system

Null Hypothesis

There is no association between the marital status of the entrepreneur and socio psycho system.

Degree of freedom	:	6
Level of significance	:	5%
Table Chi-square value	:	12.592
Calculated Chi-square value	:	23.54
Result	:	Significant

The calculated Chi-square value is higher than the table value. Hence, the null hypothesis is rejected. It could be concluded that there is an association between the marital status of the entrepreneurs and socio psycho system.

b. Do you feel problem situation

Null Hypothesis

There is no association between the marital status of the entrepreneur and general problems.

Degree of freedom	:	6
Level of significance	:	5%
Table Chi-square value	:	12.592
Calculated Chi-square value	:	13.25
Result	:	Significant

The calculated Chi-square value is higher than the table value. Hence, the null hypothesis is rejected. It could be concluded that there is an association between the marital status of the entrepreneurs and general problems.

FINDINGS

a. General Findings

1. 42.67% of the respondents are in the age group of 31-40
2. 37.33% of the respondents are comes under the category of secondary and Degree/Diploma
3. 26.67% of the respondents are married.
4. 54.67% of the respondents are comes under the category of servicing.
5. 73.33% of the respondents are under sole proprietorship.
6. 34.66% of the respondents are comes under the category of below 50,000.
7. 69.33% of the respondents feel that entrepreneurial profit is medium.

b. Specific Findings

The following are the findings of the study based on the different factors, which are responsible for the development of women entrepreneurs.

I. Based on Age

a. Socio-Psycho system

An analysis of socio-psycho system reveals that the average score is high among the age group of below 30. Among them 65.38% of the respondents are attained medium level. The Chi-square test reveals that there is no association between age of the entrepreneur and socio psycho system.

b. Do you feel problem situation

An analysis of general problems indicates that the average score is high among the age group of below. Among them 60% of the respondents are attained that medium level. The Chi square test indicates that there is no association between the age of the entrepreneur and general problems.

2. Based on Educational Qualification

a. Socio-Psycho system

An analysis of socio psycho system shows that the average score is high among the category of Degree/Diploma. Among them 71.43% of the respondents are attained low level. There is an association between the educational level of entrepreneurs and socio psycho system.

b. Do you feel Problem situation

An analysis of general problems reveals that the average score is high among the category of postgraduates. Among them 85.71% of the respondents are attained the medium level. The Chi square test concluded that there is association between the educational level of the entrepreneurs and general problems.

3. Based on Marital Status

a. Socio-Psycho system

An analysis of socio-psycho system shows that the average score is high among unmarried. Among them 70% of the respondents are attained medium level. The chi square test concluded that there is association between the marital status of entrepreneurs and socio-psycho system.

b. Do you feel problem situation

An analysis of general problems indicates that the average score is high among unmarried. Among them 35.90% of the respondents are attained low level. The Chi square test concluded that there is association between the marital status of the respondents and general problems.

SUGGESTIONS & RECOMMENDATIONS

Suggestions to face general Problems Some of the women entrepreneurs feel that problems like an excessive burden of work, excessive tension and incompetent in handling technical activities.

- To reduce the burden of work, they should plan the work and carry over the same according to their plan.
- Women entrepreneurs should not mingle the family problems with the official problems. Their full concentration should be given to their work only.
- They may consult experienced technical persons to improve their technical activities

CONCLUSION

Even though there are so many problems faced by women entrepreneurs, the requirement of contribution from such entrepreneurs are very much required for the balanced economic development and prosperity of a nation just like ours.

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