



## **PROSPECTUS & CHALLENGES OF WOMEN ENTREPRENEURS – A STUDY WITH SPECIAL REFERENCE TO TIRUNELVELI DISTRICT**

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### **Abstract:**

*Entrepreneur means brining new ideas, concept, procedures, process and product. Women entrepreneurs also take many efforts to develop their business to uplift their standard of living. But, Indian women entrepreneurs face a lot of problems and risk in all dimensions. One among them, India is a male dominated society. Not only, women entrepreneurs face problems economically but also facing problems in terms of unrecognising, disrespecting, family burden and improper support, less chance, and so on. Even though, women can become entrepreneurs, there is no reasonable number of women entrepreneurs in India. This study is going to analyse the reasons behind women entrepreneurs' success and failures. Through this study, the researcher wants to find out influencing factors on women entrepreneurs and how to overcome that.*

**Key Words:** Women, Entrepreneurship, Finance, Achievement, Problems & Prospectus

### **Introduction:**

Those days women's jobs were cooking and maintaining their family at their home. But today women are doing business at their organization not only employee but also employer. These women are considered as the real finance minister of their home. They can collect money, create money, and invest money. Woman is not only torching the light, she is the light. She is put in top of the hills not in heels. She will spread the happy light to the world and avoid the poverty shadow. From the ancient period till now women are considered as finance minister in their home. They have money, save money, plan and use money in the right ways. Nowadays, women are also becoming the money earners and creator by women entrepreneurship.

### **Women Entrepreneurship – World Wide:**

At the international level, women entrepreneurs have very significant role. Many of countries women entrepreneurs have the powerful organization. In recent years, even among the developed countries like USA and Canada, Women's role in terms of their share in small business has been increasing. The facts of a study: Conducted by IIT, Delhi is:

- ✓ Women own one-third of small business in USA and Canada.
- ✓ Britain has seen an increase of over three times of women in workforce than that of men even since 1980s.
- ✓ Women make for 40 percent of total work force in Asian Countries.
- ✓ In China, women outnumber men by at least two times when it to starting business there.
- ✓ In Japan, the percentage of women entrepreneurs increased from 2.4 percent in 1980 to 5.2 percent in 1995.

Thus, Women entrepreneurs are key players in any developing country particularly in terms of their contribution to economic development of the family. By developing the family, the country will be automatically developed.

### **Women Entrepreneurship – In India:**

In India, women entrepreneurship is in the initial stage. Now only, women want to become an entrepreneur. There are so much of reasons and problems possible for

that. They are male domination society, scarce in of money power, family commitments, low need of achievement, unrecognising, lacking of life partner and parents support, and so on. In India, we respect all important things as woman, but women are never respected. That is the significant problem available in India. Due to education, science and technology development, need and demand of money for family development, women have to go for job at present, but they do not want to take such a risk as an entrepreneur. They think they should be in the safer side. And also Indian women have the inferiority complexity that women cannot bear, suffer and tolerate these kind of risks occur due to taking new steps as an entrepreneur.

**Objectives of the Study:**

- ✓ To assess the factors determining the women entrepreneurship.
- ✓ To study the women's attitude towards entrepreneurship.
- ✓ To identify the problems those are being faced by the women entrepreneurs.
- ✓ To offer suggestions to achieve women entrepreneurs.

**Statement of the Problem:**

Everyone wants to achieve in their business. Sometimes, it may not be possible to somebody. But, many times, it might not be possible to women. Even though women want to achieve more, they could not perform well in entrepreneurship in India. Those days, women were illustrate and unwilling to take such an initiative as an entrepreneur. But these days, they are very good at their studies and so on. Still, they are lacking in some significant aspects and areas. Thus, they could not shine in entrepreneurship. That's why; the researcher took an attempt to study about the problems and factors behind the women entrepreneurs' failures and success.

**Scope of the Study:**

The scope of the study is confined to reasons behind the women entrepreneurs' success and failure in Tirunelveli District. In Tirunelveli District, there are good numbers of women entrepreneurs in both urban and rural areas, having high potentialities. Women entrepreneurship is one of the most crucial components of family well-being in finance. Every woman possesses the right to choose their business and capable to achieve in it. Over the last some decades, women entrepreneurship is in failure page in Tuticorin district. Further, the study is confined to factors that influence the women entrepreneurs. i.e. Women want to be in a comfort zone, Society will not recognize women entrepreneurs, Lack of Finance is the important problem to the women entrepreneurs, Life partner will not support them, Due to low awareness of entrepreneurship, women do not want to become entrepreneurs, Do not want to face risk and problems, Family burden is giving stress to women entrepreneurs, Low need of achievement and interest for women, and Male domination society does not want to become women entrepreneurs.

**Analysis and Interpretation of Data:**

Table 1: Area Wise Classification

Area	No. of Respondents	Percentage
Rural	44	44
Urban	56	56
Total	100	100

Source- Primary Data

The above table shows that out of 100 respondents, majority 56 (56%) respondents belong to urban and the remaining 44 (44%) respondents from rural area.

Table 2: Age Wise Classification

Age	No. of Respondents	Percentage
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Upto 20 years	8	8
21-40 years	40	40
41-60years	45	45
Above 60years	7	7
Total	100	100

Source- Primary Data

The above table reveals that the majority 45 (45%) respondents are in the age group of 41-60 years, 40 (40 %) respondents are in the age group of 21-40 years, 8 (8%) respondents are in the age group of Upto 20 years and the remaining 7 (7 %) respondents are in the age group of above 60 years.

Table 3: Classification based on marital status

Marital Status	No. of Respondents	Percentage
Married	85	85
Unmarried	15	15
Total	50	100

Source- Primary Data

The above table shows that out of 100 respondents, majority 85 (85%) respondents are married and the remaining 15 (15%) respondents are unmarried.

Table 4: Classification Based on Educational Qualification

Educational Qualification	No. of Respondents	Percentage
12th Std	11	11
Diploma	26	26
Undergraduate	18	18
Postgraduate	24	24
Professional course	31	31
Total	100	100

Source- Primary Data

The above table reveals that the educational qualification of the respondents. From that, it has been clear that out of 100 respondents majority 31(31%) respondents are professional learners, 26 (26%) respondents are diploma holder, 24 (24%) respondents are postgraduate, 18 (18 % of the respondents are graduate, and the least 11(11%) respondents are completed their school education.

Table 5: Classification Based on Occupation

Occupation	No. of Respondents	Percentage
Handiwork	34	34
Fancy store	29	29
Flower shop	24	24
Hotel	6	6
Textile	7	7
Total	100	100

Source- Primary Data

The above table shows that out of 100 respondents, majority 34 (34%) respondents are handicraft, 29 (29%) respondents are fancy store entrepreneurs, 24 (24%) respondents are having flower shop, 7 (7%) are doing textile business and the remaining 6(6 %) respondents are doing hotel business.

Table 6: Classification based on Monthly Earnings

Monthly Income	No. of Respondents	Percentage
Below Rs.5000	15	15
Rs.5000-10000	27	27
Rs.10000-15000	36	36
Above Rs.15000	22	22
Total	100	100

Source- Primary Data

The above table reveals that out of 100 respondents, majority 36 (36 %) of them has monthly income within Rs.10000-Rs.15000, 27 (27 %) of them have monthly income within Rs.5000-Rs.10, 000, 22 (22%) of them have monthly income Above Rs.15, 000, and the remaining 15 (15%) of them have monthly income below Rs.5000.

Table 7: Classification Based on Finance Sources

Area	No. of Respondents	Percentage
Own Money	24	24
Collected Capital	28	28
Bank Loan	48	48
Total	100	100

Source- Primary Data

The above table shows that out of 100 respondents, majority 48(48 %) respondents are doing their business by help of bank loan, 24 (24%) respondents are using their own money as capital in their entrepreneurship, and the remaining 28 (28%) respondents are running their business with help of capital.

Table 8: Factors Influencing on Women entrepreneurship

Particulars	Strongly Agree (5)	Agree (4)	Neutral (3)	Disagree (2)	Strongly Disagree (1)	$\bar{x} = \sum x/n$	Rank
Women want to be in a comfortable zone	100 (20)	96 (24)	114 (38)	22 (11)	7 (7)	3.37	I
Lack of Finance is the important problem to the women entrepreneurs.	70 (14)	84 (21)	105 (35)	60 (30)	5 (5)	3.24	III
Family burden is giving stress to women entrepreneurs	50 (10)	64(16)	126 (42)	24(12)	10 (10)	2.74	VIII
Male domination society does not want to become women entrepreneurs.	50 (10)	48 (12)	60 (20)	76 (38)	20 (20)	2.54	X
Due to low awareness of entrepreneurship, women do not want to become entrepreneurs.	30 (6)	64(16)	162 (54)	40 (20)	4 (4)	3.00	V
Low need of achievement and interest for women	40 (8)	48 (12)	123 (41)	40 (20)	19 (19)	2.70	IX
Do not want to face risk and problems	50 (10)	100 25)	60 (20)	56 (28)	17 (17)	2.83	VII
women do not want to become entrepreneurs	30 (6)	96 (24)	108 (36)	38 (19)	15 (15)	2.87	VI

Society will not recognize women entrepreneurs	70 (14)	80 (20)	150 (50)	20 (10)	6 (6)	3.26	II
Life partner will not support you.	80 (16)	88 (22)	114 (38)	28 (14)	10 (10)	3.20	IV

Source- Primary Data

In this question, the respondents were asked to rank the influential factors on a given scale, HI, I, M, NI, NAI scores have been assigned to each scale i.e. (SA - 5, A - 4, N - 3, D - 2, SD - 1). By multiplying these scores with the Number of respondents to get individual scores, which on summation of the Individual scores give a total score for each factor. This is the representative of different respondent's opinion.

From the above analysis, it is clear that Women want to be in a comfortable zone stands first, due to their highest mean value followed by the most influential factors are Society will not recognize women entrepreneurs, Lack of Finance is the important problem to the women entrepreneurs, Life partner will not support you, Due to low awareness of entrepreneurship, women do not want to become entrepreneurs, Do not want to face risk and problems, Family burden is giving stress to women entrepreneurs, Low need of achievement and interest for women, and Male domination society does not want to become women entrepreneurs.

**Findings:**

- ✓ It is found that out of 100 respondents, majority 56 (56%) respondents belong to urban and the remaining 44 (44%) respondents from rural area.
- ✓ It is found that majority 45 (45%) respondents are in the age group of 41-60 years, 40 (40 %) respondents are in the age group of 21-40 years, 8 (8%) respondents are in the age group of Below 20 years and the remaining 7 (7 %) respondents are in the age group of above 60 years.
- ✓ It is found that out of 100 respondents, majority 85 (85%) respondents are married and the remaining 15 (15%) respondents are unmarried.
- ✓ It is found that majority 31(31 %) respondents are professional learners, 26 (26%) respondents are diploma holder, 24 (24%) respondents are postgraduate, 18 (18 % of the respondents are graduate, and the least 11(11%) respondents are completed their school education.
- ✓ It is found that out of 100 respondents, majority 34 (34%) respondents are handicraft, 29 (29%) respondents are fancy store entrepreneurs, 24 (24%) respondents are having flower shop 7 (7%) are doing textile business and the remaining 6(6 %) respondents are doing hotel business.
- ✓ It is found that out of 100 respondents, majority 36 (36 %) of them has monthly income within Rs.10000-Rs.15000, 27 (27 %) of them have monthly income within Rs.5000-Rs.10, 000, 22 (22%) of them have monthly income Above Rs.15, 000, and the remaining 15 (15%) of them have monthly income below Rs.5000.
- ✓ It is found that out of 100 respondents, majority 48(48 %) respondents are doing their business by help of bank loan, 24 (24%) respondents are using their own money as capital in their entrepreneurship, and the remaining 28 (28%) respondents are running their business with help of collected capital.
- ✓ It is clear that women want to be in a comfortable zone, stands first, due to their highest mean value followed by the most influential factors are Society will not recognize women entrepreneurs, Lack of Finance is the important problem to the women entrepreneurs, Life partner will not support you, Due to low awareness of entrepreneurship, women do not want to become entrepreneurs,

Do not want to face risk and problems, Family burden is giving stress to women entrepreneurs, Low need of achievement and interest for women, and Male domination society does not want to become women entrepreneurs.

**Suggestions:**

- ✓ Women entrepreneurs should be trained properly
- ✓ Government can give some awards to the women entrepreneur to motivate them
- ✓ Women entrepreneurs must think that they can achieve a lot.
- ✓ It is suggested that the women entrepreneur should have enough confidence that they can become a great entrepreneurs.
- ✓ It is also suggested that women entrepreneurs should be treated as human being and they also have some family responsibilities in terms of economic.

**Conclusion:**

In the present day, women entrepreneurs have become highly significant in this competitive business world. In future, women entrepreneurs have a bright scope in India. Further, the ever increasing number of business needs and innovation in the field of business motivate the woman to become an entrepreneur. It is also being witnessed that there is an increasing in intention to become an entrepreneur due to modern and professional higher education and skilled based training. Moreover, the study also indicates that some important issues faced by women entrepreneurs in their practical life. The researcher hopes that the findings of the study would help to improve the possibility to make women entrepreneurs successfully more in number. Despite the above mentioned fruits of this research attempt, the researcher is not fully contented with the study due to its own inherent and inevitable limitations. Therefore, it is concluded that providing proper training at a reasonable way help the women entrepreneurs to achieve a lot in the entrepreneurial field.

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