

A Study on Problems Faced by The women Entrepreneur with special reference to Tenkasi

District

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INTRODUCTION:

The Evolution of an Entrepreneur provides clear practical strategies and brilliant insights gained over years in the trenches. They are brought to life through a wealth of engaging anecdotes distilled from thousands of fascinating, real transactions.

In this golden age of globalization, digitalization and start-up booms, India is clearly seeing a revolution vis-à-vis women entrepreneurs. The sixth economic census released by Ministry of Statistics and Programme Implementation (MoSPI) highlights that women constitute around 14% of the total entrepreneurship in India. Today's women entrepreneurs do not come only from the established business families or from the higher-income sections of the population, they come from all walks of life and from all parts of the country. From running sports media firms to construction companies and security and detective agencies – women are dabbling into fields that have traditionally been bastions of male domination.

Women-owned businesses are still in the minority, and the hurdles faced by women who have embraced entrepreneurship are vast and often very different from those experienced by their male counterparts.

IMPORTANCE OF THE STUDY STATEMENT OF THE PROBLEM:

Government drafted the sixth five year plan 1980-85, predicts and absorbs a new chapter entitled “WOMEN AND DEVELOPMENT” for the first time since the inception of Five year plan in 1951, and emphasizes specifically on general as well as special programmers for the promotion of social welfare and entrepreneurial activity for the women community. The Government conduct Programmes relating to educational, health, nutrition and employment would no doubt go a long way in the removal of social inequality faced by women[3]. Thus, women can play a vital role in the process of economic development and social transformation of a nation.

PROBLEMS FACED BY THE WOMEN ENTREPRENEUR:

1. Defying social expectations
2. Accessing funding
3. Building a support network
4. Balancing business and family life

5. Coping with fear of failure

OBJECTIVE OF THE STUDY:

1.General Objective

- a) The general objective is to assess the challenges faced by women entrepreneurs in business
- b) expansion, especially women who are members of handicraft cooperatives in Nyarugenge District

2.Specific objectives:

- a) To analyze the government policies for support of women entrepreneurs in business expansion.
- b) To examine the contribution of business expansion on the income of women entrepreneurs.
- c) To identify the challenges faced by women entrepreneurs in business expansion.
- d) To analyze the strategies proposed by women entrepreneurs to overcome challenges.
- e)To analyze problems unique to women in setting up and running their enterprises
- f)To give relevant suggestions and conclusions

RESEARCH QUESTIONS

To get data for answering the major research question the researcher has the following research questions:

- a) What are the policies of government for support of women entrepreneurs in business expansion?
- b) What is the contribution of the business expansion on the income of women entrepreneurs?
- c) What are the challenges faced by women entrepreneurs in business expansion?
- d) What are the strategies proposed by women entrepreneurs to overcome their challenges?

RESEARCH METHODOLOGY:

TYPES AND SOURCES OF DATA:

This study used a descriptive survey method used to access the various problems faced by women entrepreneur. Descriptive research is a purposive process of data gathering, analyzing, classifying and tabulating data about prevailing conditions, practices, beliefs, process, trends, and cause and effect relationship .

TOOLS AND TECHNIQUES

Tools and Techniques involve statistical tools like ANOVA and chi- square which is used to analyze and interpret the Problems faced by women entrepreneur.

SAMPLE SIZE:

Random sampling was used for the survey 500 Women Entrepreneur were selected as sample.

The questionnaires were distributed to the respondents in the selected sample with respect to tenkasi district.

CONCLUSION:

In the competitive world major changes are occurring in the way of the women entrepreneurs who ready to promote their own business. More training, greater economic opportunities and changing social attitudes are all influencing the entrepreneurial environment[8]. The successful and famous women entrepreneurs became the role models to others. The successful can give a guideline to the women who is going to start the business newly.

Even though they facing many problems by financial and family issues etc...., So Government has to improve some schemes to develop the women entrepreneur and improve the women entrepreneur in Tamilnadu.