

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 to gain success in business.
- 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.
- Women can play a vital role in the process of economic development and social transformation of a nation.

# STATEMENT OF THE PROBLEM

- Women-owned businesses having hurdles faced by women who have embraced entrepreneurship are vast and often very different from those experienced by their male counterparts.
- Identify the problems faced by the women entrepreneur such as Defying social expectations, Balancing business and family life, Accessing funding , Coping with fear of failure , Building a support network and overcome these problems.

# OBJECTIVE OF THE STUDY

- 1.General Objective
  - a) To assess the challenges faced by women entrepreneurs in business
  - b)Especially Women who are the respondents in the Tenkasi district
  
- 2.Specific objectives:
  - a) To analyze problems unique to women in setting up and running their enterprises
  - b) To analyze the strategies proposed by women entrepreneurs to overcome challenges.
  - c) To examine the contribution of business expansion on the income of women entrepreneurs.
  - d)To give relevant suggestions and conclusions

# RESEARCH QUESTIONS

- Are there any differences in entrepreneurial attitudes , activity among women entrepreneurs?
- Who will be facing more challenges in business as compared with married and unmarried women?
- Is a lack of self confidence hindering women entrepreneurs?
- How will be the hard work and dedication influence the women entrepreneur in setting up the enterprise?

# RESEARCH METHODOLOGY

- **Research design:**
- In this study ,used a descriptive survey method to assess the various problems faced by women entrepreneur
- **Sources of data:**
- Primary and secondary sources of data such as survey, interview,questionnaire,research articles.
- **Tools and techniques:**
- Tools and Techniques involve statistical tools like SPSS, AMOS

- **Sample size:**
- Random sampling was used for this survey  
600 Respondents were selected as sample.
- Each 120 respondents were selected from  
tenkasi district including 5 taluk such as  
Shencottai, Tenkasi, Kadayanallur,  
Veerakeralampudur, Alangulam.

# Conclusion

- 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.
- This research has to identify the problems and give solutions to women entrepreneur in Tamilnadu, Tenkasi District.