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PROBLEMS FACED BY WOMEN ENTREPRENEURS IN INVESTING SSI AT KANNIYAKUMARI DISTRICT IN TAMILNADU

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Abstract: Women entrepreneur is regard as a person who accepts a stimulating role to quench their behaviour needs and to develop carefully sovereign by making suitable changes in both family and social life. They are always on the look-out for new and innovative conduct which leads to strong economic contribution. Ability, skill and knowledge, insight in business and a pushing desire to do something positive are the reasons for women to ascertain and manage organized Industries and take up challenging ventures. The common factors related to the family and the community has behaviour on entrepreneurship. The economic factor acts as a base for financial support to progress the entrepreneurship. The psychological factors include the facet of personality of an individual to develop the entrepreneurship. In the present study, exhibit the socio-economic profile of the women entrepreneurs such as age, education, type of family, size of family, marital status, occupational background, income, and material status. Further, the problems faced by entrepreneurship of women have been examined.

Index Terms: Micro Enterprises, Small Scale Industries, Women Entrepreneur.

I. INTRODUCTION

Entrepreneurship is considered as one of the important factors in economic development of the society. According to Harbison, an entrepreneur is not an 'innovator' but an 'organization developer' or one who have the skill to make an organization and who can be able to strap up the new views of different innovators to the best of the organization. Entrepreneurship encouragement and development have been recognized as one of the key instruments of the Nation's economic development strategy. Entrepreneurial basis has been measured as a important input in the process of this economic development.

Entrepreneurial schemes are reflecting the most important factor that would lay the group in an economically stressed third world developing country. These entrepreneurial schemes help both urban and rural population through creation of employment chance, a rescue from unemployment and poverty and thereby make an impact upon developing skills, self-esteem and self-sufficiency.

An entrepreneur is an individual who creates a new business, bearing the risks and enjoying the rewards. The entrepreneur is known as an innovator, a source of new ideas, goods, services, and business procedures.

II. STATEMENT OF THE PROBLEM

Since majority of micro enterprises are manage by the women entrepreneurs, they are affected by the social, general and cultural problems. The central and state governments have introduced many of programmes and schemes, for the women entrepreneurs in India. There is a healthier outlook of micro enterprises even after globalization and urbanization. If the problems of women entrepreneurs are properly assessed and solved through various programmes. Since the government is initiate highly interested to generate the self-employment among the people, they are ready to provide for the rural poor. Hence, the present study has made an effort to identify the problems faced by the women entrepreneurs at Kanniyakumari District.

III. OBJECTIVES OF THE STUDY

- To know the socio-economic conditions of the women entrepreneurs in Kanniyakumari District.
- To analyse the problems faced by women entrepreneurs in investing SSI at Kanniyakumari District

IV. REVIEW OF LITERATURE

The study by Rembulan et al. (2016), which investigated differences in the work-family conflict between women who work as employees (98 employees) and those who work as entrepreneurs (91 entrepreneurs), exhibited that most female entrepreneurs have very low conflict in all aspects; unlike women who work as employees who tend to have higher conflict. One possible description may be in the gap of the annual income received. Specifically, the higher the income, the less the stress caused by the work- family conflict.

Raghuvanshi et al. (2017), analyzed the different barriers that female entrepreneurs face, which can be summarized as follows: lack of education, experience and training opportunities; limited spatial mobility; lack of support from families; lack of institutional support; and problem in the acquisition of financial resources.

Guzman and Kacperczyk (2019), stated that females are 63% less than males to obtain external financing in terms of risk capital, and the most significant part of the gap derives from differences in gender.

V. COLLECTION OF DATA

The paper is a descriptive study in nature. The primary data have been analysed for preparing the paper extensively. The secondary data have been collected from different published books, articles published in different journals, periodicals, conference paper, working paper and websites.

VI. LIMITATIONS OF THE STUDY

- The present study is restricted to the women entrepreneurs identified by the at Kanniyakumari district.
- The entrepreneurs are recognized only with the help of reviews and the skilled in the related field.

VIII. SAMPLE DESIGN

'Stratified Random Sampling' is used for this study at Kanyakumari District. Total sample used for this study is 360. A sample of 360 women entrepreneurs have been selected on random basis.

IX. DATA ANALYSIS AND INTERPRETATION

Table -1
Age of the respondents

Sl.No	Age	No. of Respondents	Percentage
1	21-30	12	3.3%
2	31-40	154	42.8%
3	41-50	116	32.2%
4	51-60	57	15.8%
5	61 and above	21	5.9%
	Total	360	100.0 %

Table 1 shows that 42.8 per cent of the respondents belong to the age group of 31-40 years. Further, about 3.3 per cent of the respondents belong to 21- 30 years of age group, 32.2 per cent of the respondents are in the 41-50 years of age group, 15.8 per cent of the respondents are in the 51-60 years of age group and 5.9 per cent of the respondents are in the 61 and above years of age group

Table -2
Background of the respondents

Sl.No	Background	No. of Respondents	Percentage
1	Urban	246	68.3%
2	Rural	114	31.7%
	Total	360	100.0 %

Table 2 reveals that majority (about 68.3 per cent) of the respondents described themselves as coming from an urban background. A little over 31.7 per cent of the respondents perceived themselves to be having a rural background.

Table -3
Educational Status

Sl.No	Qualification	No. of Respondents	Percentage
1	Below Higher Secondary	142	39.4%
2	Higher Secondary	24	6.7%
3	Graduate	153	42.5%
4	Post-graduate	35	9.7%
5	Professional	6	1.7%
	Total	360	100.0 %

Table 3 shows the details of education qualifications of the sample of respondents. It is found that 39.4 percent are Below Higher Secondary level; 42.5 percent are graduates, 9.7 percent are post-graduates, 6.7 percent are Hr. Sec. and 1.7 percent are professional.

Table -4
Annual Income of the Respondents

Sl.No	Annual Income	No. of Respondents	Percentage
1	Below Rs. 2,00,000	122	33.9%
2	Rs. 2,00,001 – Rs. 4,00,000	90	25.0%
3	Rs. 4,00,001 – Rs. 6,00,000	81	22.5%
4	Rs. 6,00,001 – Rs. 8,00,000	45	12.5%
5	Above Rs. 8,00,00	22	6.1%
	Total	360	100.0 %

Table 4 shows the details of annual income of the respondents in Kanyakumari district. Table shows that 33.9 percent earned below Rs. 2,00,000, 25 percent are earned Rs. 2,00,001 – 4,00,000, 22.5 percent are earned Rs. 4,00,001 – 6,00,000, 12.5 percent are earned Rs. 6,00,001 – 8,00,000 and 6.1 percent are earned more than Rs. 8,00,000.

Table-5
Types of Industry

Sl.No	Types of Industry	No. of Respondents	Percentage
1	Agro – based	67	18.6%
2	Forest based	30	8.3%
3	Textile	30	8.3%
4	Food Processing	24	6.7%
5	Electric / Electronic	57	15.8%
6	Engineering and allied	62	17.2%
7	Private Limited concern	24	6.7%
8	Others	66	18.3%
	Total	360	100.0%

Type of Industry reveals that the majority (18.6%) of the respondents belong to agro based industry followed by 18.3% of the respondents belong to other industry, 17.2% of the respondents belong to engineering and allied industry, 15.8% of the respondents belong to electric / electronic industry, 8.3% of the respondents belong to textile industry, another 8.3% of the respondents belong to forest based industry and 6.7% of the respondents belong to private limited concern.

Table -6
Amount of capital invested in SSI

Sl.No	Amount of capital invested	No. of Respondents	Percentage
1	Upto 1 Lakh	30	8.3%
2	Above 1 Lakh upto 5 Lakhs	134	37.2%
3	Above 5 Lakhs upto 25 Lakhs	184	51.1%
4	Above 25 Lakhs to 5 crores	12	3.3%
	Total	360	100.0%

Table 5 clearly shows that 51.1 percent of the respondents invested above Rs.5 lakhs to upto 25 lakhs, 37.2 percent of the respondents invested above Rs. 1 lakh upto 5 lakhs, 8.3 percent of the respondents invested upto Rs. 1 lakh and only 3.3 percent of the respondents invested Above Rs. 25 Lakhs to 5 Crores.

Table -7
Problems among different amount of capital invested by entrepreneurs

Sl. No	Variable	Upto Rs.1 Lakh	Above Rs.1 Lakh upto Rs. 5 Lakhs	Above Rs.5 Lakhs upto Rs.25 Lakhs	Above Rs.25 Lakhs to Rs.5 Crores	Total	F	Sig.
1	Fund management	4	4.25	3.98	3	4.05	9.10	0.000
2	Lack of managerial skill	2.4	2.52	2.52	1.5	2.48	4.029	0.008
3	Decision making problem	2.2	2.4	2.3	1.5	2.31	4.371	0.005
4	Problem in selecting the line of business	2.6	2.22	2.48	2	2.38	4.594	0.003
5	Lack of managerial skill	2.8	2.43	2.64	3	2.59	3.333	0.031
6	Lack of technical knowledge	3	2.62	2.92	4.5	2.87	15.548	0.000
7	Problems in planning	2.4	2.45	3.14	1.5	2.77	2.756	0.042
8	Controlling the resources of industry	3	2.84	2.8	3	2.84	0.477	0.698
9	Inadequate infrastructure	3.6	3.31	3.07	3	3.2	3.59	0.015
10	Lack of support from family members	3.2	2.35	2.36	2.5	2.43	8.541	0.000
11	Problems of dual responsibilities (Women)	3.2	2.59	2.96	3	2.84	14.580	0.000
12	Lack of coordination in management	2.8	2.62	2.66	2.5	2.65	0.833	0.476
13	Dispute among the partners	2.4	2.57	2.84	3	2.71	10.935	0.000

Table 7 showed the results of ANOVA based on problems among different amount of capital invested by entrepreneurs. The calculated 'F' values of problems such as fund management, lack of managerial skill, decision making problem, problem in selecting the line of business, lack of marketing skill, lack of technical knowledge, problems in planning, inadequate infrastructure, lack of support from family members, problems of dual responsibilities and dispute among the partners are 9.410, 4.029, 4.371, 4.596, 3.333, 15.548, 2.756, 3.559, 8.541, 14.580 and 10.935 which are significant at the 'p' value of 0.000, 0.008, 0.005, 0.003, 0.031, 0.000, 0.042, 0.698, 0.015, 0.000, 0.000, 0.476 and 0.000 respectively. Since the respective 'p' value of fund management, lack of managerial skill, decision making problem, problem in selecting the line of business, lack of marketing skill, lack of technical knowledge, problems in planning, inadequate infrastructure, lack of support from family members, problems of dual responsibilities and dispute among the partners are less than 0.05 the null hypothesis is rejected. Therefore, it may be concluded that there is a significant difference in problems such as fund management, lack of managerial skill, decision making problem, problems in planning, inadequate infrastructure, lack of support from family members, problems of dual responsibilities and dispute among the partners among different amount of capital invested by entrepreneurs.

X. SUGGESTIONS

1. Women should understand the new way to balance work and life.
2. An Awareness programme should be conducted with the intention of creating awareness among women about the various areas to comporment business.
3. Women entrepreneurs should spend some time to study and observe the nature of challenges women face in business.
4. The government should organize training programmes to develop the skills in managerial, leadership, marketing, financial, production process, profit planning, maintaining books of accounts and other skills. This will encourage women to start business and Women should attend training programs, seminars, workshop and conferences. This may help to reduce the challenges.
5. Women should start their business from micro level and to grow gradually. Women in business should be offered many loans & subsidies for encouraging them into industrial activities. The financial institutions should offer more working capital assistance for small scale venture.
6. Educational institutes should tie up with various government and non-government agencies to support in entrepreneurship development.

XI. CONCLUSIONS

Since the 21st century the status of women in India has been changing as a result to growing industrialization and urbanization and social legislation. Over the years, more and more women are going for higher education, technical and professional education and their proportion in the workforce has also been increased. Even, the government has laid special emphasis on the need for conducting special entrepreneurial training programme for women to enable them to start their own ventures. Financial institutions and banks have also set up special area to assist women entrepreneurs. I observed that Women are very good entrepreneurs, and prefer to choose the same as they can maintain work life balance. We have many successful Women Entrepreneurs in our country, but a male dominated culture there are many challenges which women entrepreneurs face from family & Society. In addition, rates of self-employment among women are increasing in several countries. At this juncture, effective ladders are needed to provide entrepreneurial awareness, orientation and skill development programs to women in economic development of our country.

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