



PROBLEMS FACED BY WOMEN ENTREPRENEUR WITH SPECIAL REFERENCE TO COIMBATORE DISTRICT

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ABSTRACT

Modern women have effectively transitioned beyond traditional domestic boundaries to excel across diverse professional and industrial sectors. Exhibiting business acumen on par with their male counterparts, they are increasingly recognized as dynamic and strategic leaders within global and local economies. This shifting paradigm highlights a latent entrepreneurial potential that is being unlocked by rising social awareness, improved economic status, specialized knowledge, and innate adaptability. Despite various state-sponsored associations and institutional frameworks designed to uplift female business owners in Tamil Nadu, a notable gap remains in active enterprise adoption. Compared to male entrepreneurs, women often face unique psychological barriers, including lower initial motivation and heightened risk aversion driven by systemic societal apprehensions. This study investigates the socio-economic profiles, motivational drivers, and core operational challenges of female entrepreneurs in the Coimbatore District. Utilizing a sample of 80 active entrepreneurs, the research identifies critical barriers, such as leadership training deficits, institutional gaps, and socio-economic hurdles, offering actionable recommendations for sustainable growth.

INTRODUCTION

The contemporary socio-economic landscape has witnessed a significant evolution in the role of women, marked by their successful entry into complex commercial sectors. Entrepreneurship serves as a vital tool for economic empowerment, enabling women to challenge traditional subordinate structures within both the family unit and broader society. Consequently, the development of female-led enterprises has become a focal point for modern economic policy.

Recent industrial directives highlight the necessity of targeted Entrepreneurial Development Programmes (EDPs) tailored specifically for women. Currently, a robust network of institutional frameworks exists to cultivate this growth by offering financial credit at concessional interest rates and building baseline operational awareness. However, building long-term sustainability requires moving beyond introductory short-term workshops.

Continuous management training, the establishment of dedicated industrial estates for women, and ongoing empirical research are essential to systematically address the operational bottlenecks faced by these entrepreneurs. Furthermore, driving rural entrepreneurship requires active collaboration with grassroots community organizations like Mahila Samajs and the implementation of strategic village adoption initiatives.

WOMEN ENTREPRENEURS IN COIMBATORE DISTRICT

As the second most industrialized district in Tamil Nadu, Coimbatore is widely celebrated as the "Manchester of South India," a reputation built primarily on its pioneering textile ecosystem. The district fosters an active commercial culture where business participation frequently begins at an early age, driving a dense concentration of small, medium, and large-scale enterprises.

However, despite this vibrant industrial backdrop, the proportion of women stepping into ownership roles remains low relative to the population. According to District Industries Centre (DIC) data from 2015, out of a female population of 1,728,748 in the district, only 7,284 enterprises were registered under female ownership.

Now-a-days, we ascertain women of Coimbatore District of Tamilnadu in a various type of Industries traditional as well as non –Traditional, Such as Engineering, Textile, Handicrafts, Doll making, Poultry, Dairy farming, Chemical Industries, Food products manufacturing and the like.

OBJECTIVES OF THE STUDY

- To evaluate the socio-economic demographics of female entrepreneurs operating within the Coimbatore District.
- To identify and rank the primary operational, structural, and social problems confronting these entrepreneurs.
- To propose actionable policy modifications and strategic recommendations to alleviate these challenges.

SCOPE OF THE STUDY

This study focuses on industrial clusters within selected taluks of the Coimbatore District, a region characterized by rapid infrastructure development and robust commercial prospects. The primary data was collected using a structured questionnaire administered through personal interviews with active female business owners. Given the vast total population, a scientific sampling approach was implemented to pinpoint viable respondents running operational enterprises. The final sample size comprises 80 successfully functioning female entrepreneurs distributed across various taluks of the district. Secondary data was compiled from respective governmental departments, academic journals, and industrial reports to validate the framework.

SAMPLING DESIGN

Women entrepreneurs who are the main source of primary data are gathered from the women entrepreneurs through a well-established questionnaire. As the area of study is limited in Coimbatore district of Tamilnadu and as the whole populace of ladies population is numerable, the researcher has proposed the sampling techniques for the selection of respondents. To perceive the right respondents that are additionally very critical for the collection of primary data the following process has been adopted scientifically. Ultimately 80 respondents had been decided on and included the study from various taluks

of Coimbatore district who have engaged to begin an enterprises and running successfully.

TOOLS FOR ANALYSIS

Personal interview is the major tool of data collection. Interview technique is to be made at women entrepreneurs. The secondary data are also collected from various departments. All these data are arranged in various tables and proposed to critically analyze with the help of a number of statistical tools. Percentage analysis weighted score tools were applied.

ANALYSIS AND INTERPRETATION

The study aims the problems and prospects of women entrepreneurs in Coimbatore district. For this purpose, the study conducted for 80 respondents of the women entrepreneurs. An attempt has been made in this section to analyze the collected data with reference to activities of the women entrepreneurs a detailed analysis is given below. The table 1.1 shows that problems faced by women entrepreneurs the weighted ranking method applied .it inferred that the most number of respondents have given first rank for lack of strong leadership. The respondents have given second rank for lack of education. The third rank was lack of proper training and followed by other problems, arrangement of finance, restriction by the family members, non-awareness of Government scheme, Lack of systematic planning and execution.

SOCIO ECONOMIC BACKGROUND

The personal characters of the respondents like age, educational status, marital status, size of business, source of finance, and place of business are discussed in this section.

TABLE1.1 - Problems of women entrepreneurs in Coimbatore District (Weighted ranking method)

S.No	Weight	10	9	8	7	6	5	4	3	2	1	Total	Rank
	Particulars	I	II	III	IV	V	VI	VII	VIII	IX	X		
1	Lack of strong leadership	23	10	8	4	5	7	13	3	4	3	549	1
		230	90	64	28	30	35	52	9	8	3		
2	Arrangement of finance	11	9	7	8	13	11	8	3	7	3	494	5
		110	81	56	56	78	55	32	9	14	3		
3	Lack of education	14	6	7	13	10	11	9	5	3	2	515	2
		140	54	56	91	60	55	36	15	6	2		
4	Non awareness of Government scheme	8	4	10	8	11	13	7	9	6	4	454	7
		80	36	80	56	66	65	28	27	12	4		
5	Lack of systematic planning and execution	9	7	1	8	3	13	16	7	6	10	344	8
		90	63	8	56	18	65	64	21	12	10		
6	Lack of training	7	17	6	14	6	11	5	7	3	4	511	3
		70	153	48	98	36	55	20	21	6	4		
7	Restriction by the family members	9	11	13	7	8	4	8	6	4	10	478	6
		90	99	104	49	48	20	32	18	8	10		
8	Others	13	7	11	9	10	11	4	3	9	3	505	4
		130	63	88	63	60	55	16	9	18	3		

Source: Primary data.

TABLE1.2Socio Economic Background of the Respondent

Factors	Category	Number of respondents	Percentage (%)
Age	Below 30	23	28.75
	30-40	17	21.25
	40-50	34	42.5
	Above 50	6	7.5
Marital status	Un Married	14	17.5
	Married	56	70
	Divorce	4	5
	Widow	6	7.5
Educational qualification	Up to 12 th	30	37.5
	Diploma	4	5
	Degree	37	46.25
	Professional	9	11.25
Nature of the business	Food products	39	48.75
	Fashion designing	21	26.25
	Textile business	14	17.5
	Others	6	7.5
Size of business	Micro	27	33.75
	Small	33	41.25
	Medium	17	21.25
	Large	3	3.75
Source of finance	Own fund	6	7.5
	Borrowed from friends and relatives	20	25
	Borrowed from commercial bank	20	25
	All the above	34	42.5
Place of business	Urban	33	41.25
	Rural	24	30
	Semi urban	20	25
	Metro politan	3	3.75

Source: Primary data.

The table 1.1 shows that problems faced by women entrepreneurs the weighted ranking method applied. It inferred that the most number of respondents have given first rank for lack of strong leadership. The respondents have given second rank for lack of education. The third rank was lack of proper training and followed by other problems, arrangement of finance, restriction by the family members, non-awareness of Government scheme, Lack of systematic planning and execution.

FINDINGS:

- 21.25 of the respondents are belonging 30-40 years age group of the entrepreneurs 42.5% of the respondents are between 40-50 years the 2.75% of the respondents are below 30 years age group and rest of the respondents are above 50 years.
- 37.5% of the respondents are belonging to higher secondary level of the entrepreneurs 46.25% of the respondents are degree holders. And 5% of are diploma. And 11.25% of the respondents are

professional of the entrepreneurs.

3. 4.75% of the respondents deals with food products types of business.17.5% of the respondents who are engaged in textile type of business.26.25% of the respondents are doing fashion designing related business. Remains 7% of the respondents are dealing other than above mentioned 3 category of business.
4. 70% of the respondents are married category. And rest of the respondents are unmarried 17.5% ,Divorce 5%, widow 7%.Therefore the marital status is important factor to determine the women entrepreneurs.
5. 33% of the respondents are doing microlevelbussiness.41.25% of the respondents are deals with small level enterprises.21.25% of the respondents engaged in medium level of business. And remaining only 3.75% of the respondents are involved in large scale industries.
6. 25% of the finance source from friends and realatives,25% of the respondents are borrowed loan from banks, and only 7.5% of the respondents are invested their own money. And remains 42.5% of the respondents are financed for their business these above 3 sources.
7. 41.25% of the respondents are doing business in urban areas.30% of the respondents are continuing their business in rural areas. 25% of the respondents are locates their business in semi urban area. Only 3.75% of the respondents are doing their business in metropolitan area.
8. Problems faced by women entrepreneurs the weighted ranking method applied .it inferred that the most of the respondents have given first rank for lack of strong leadership. The respondents have given second rank for lack of education. The third rank was lack of proper training and followed by other problems, arrangement of finance, restriction by the family members, non awareness of Government scheme, Lack of systematic planning and execution.

SUGGESTIONS

1. In Coimbatore district for efficient sustainable improvement and technology transfer for women entrepreneurs based on the technical advancement innovative ideas, identify the consumer needs, and needful approvals from the correct time with limited legal formalities.
2. At the district level a separate women organization can be formed for women entrepreneurs in satisfy their needs of finance for business, concessions, marketing, follow up guidance etc...
3. Marketing is the main problem for women entrepreneurs. Here Government forms an Organization for giving guidance to selling their products.
4. Parents of unmarried potential women entrepreneurs should be encouraged for start business.

CONCLUSION

This study demonstrates that modern female entrepreneurs are increasingly prepared to tackle the operational challenges of starting a business. Societal perceptions are shifting, and communities are becoming more welcoming to female business leadership. Today, women are often driven not merely by basic economic survival, but by an intrinsic desire for creative independence, self-actualization, and professional recognition. While rising literacy levels continue to reshape the social landscape, systemic gaps—particularly in structured leadership cultivation, foundational business education, and tailored industrial training—remain critical barriers in the Coimbatore District. Addressing these structural deficiencies through targeted public and private interventions will help create an environment where women-led enterprises can thrive in traditionally male-dominated sectors.

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