

A STUDY ON PROBLEMS OF WOMEN ENTREPRENEURS IN THOOTHUKUDI DISTRICT

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ABSTRACT

Women entrepreneurs are starting a new business and focus of managing their enterprise. In terms of Ruhani J. Alice concept is based on, "Women participation in equity and employment of a business enterprise". Women entrepreneurs aware of the many changes and problems that exist in this society. The research paper is to identify the problems in the business by the women entrepreneurs due to financial problems, production problems, labour problems, marketing problems and personal problems and to offer suggestions based on findings of the study.

KEYWORDS: Women Entrepreneurs, Entrepreneurship Development, Problems of Women Entrepreneurs.

INTRODUCTION:

Women Entrepreneurs may be defined as the women or a group of women who initiate, organise and operate a business enterprise. Government of India has defined, "Women entrepreneurs as an enterprise owned and controlled by a women having a minimum financial interest of 51% of the capital and giving at least 51% of employment generated in the enterprise to women". A women entrepreneur has many duties, responsibilities, commitment, management abilities and purposes. Women entrepreneurs prepare the prospects for beginning a new enterprise, she is ready to take risks, new product innovations in the market, she has to co-ordinations, administration, leadership and management of business in all aspects. In Indian women entrepreneurs are extremely increasing in their economy of their country. Women have more potential but in traditional days our society not let them to work.

OBJECTIVES OF THE STUDY:

- To identify the problems of women entrepreneurs in Thoothukudi district.
- To give suitable suggestions based on analyse of the study.

SCOPE OF THE STUDY:

The present study was focused to identify the problems of women entrepreneurs in Thoothukudi district and the data was analysed the information gathered from 48 women entrepreneurs.

RESEARCH METHODOLOGY:

In this research both primary and secondary data has been used. The study is based on convenience sampling method. A sample of 48 women entrepreneurs was taken for the study. Primary data was collected by using questionnaire method and secondary data was collected from various books, journals, websites etc.,

TOOLS AND TECHNIQUES:

The analysis of data is used for Likert's five-point scale and to make clearly analysed using tabulations.

LIMITATION OF THE STUDY:

- This study is relevant only to the women entrepreneurs in Thoothukudi district.
- The accuracy and reliability of the data depends on the respondents.
- The sample respondents were 60, due to lack of complete information 48 samples were selected for the study.

PROBLEMS OF WOMEN ENTREPRENEURS:

Generally, women entrepreneurs are faced lot of problems, while the problems range from various resources including problem of finance, production, personal manpower, marketing, sales, technical knowledge, problem of water - land - electricity, lack of family support and government supports. The main problems faced by the women entrepreneurs can be analysed the follows:

I. Financial Problems:

1. Principle Amount
2. Difficulty in getting loan
3. Non-Availability of Credit
4. Tight repayment schedule
5. Inadequate fixed capital

II. Production Problems:

1. More expensive new technology

2. Non availability of technical support
3. Raw material shortage
4. Lack of skilled workers
5. Power failure

III. Labour Problems:

1. Non-availability of Skilled workers
2. High wages cost
3. Labour absenteeism
4. Low productivity
5. Managing male workers

IV. Marketing Problems:

1. Lack of marketing trend
2. Advertisement problems
3. High competitions
4. Problem of credit sales
5. Transportation

V. Personal Problems:

1. Lack of family support
2. Lack of Government support
3. No appreciation of independent decision
4. Lack of multi responsibility
5. Lack of knowledge

RESULTS AND DISCUSSION:

Table :1

Distribution of sample respondents according to Financial problems faced by Women Entrepreneurs:

Problems	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Total	Mean Score
Principle Amount	65	64	24	16	3	172	17.88 %
Difficulty in getting loan	95	56	27	8	2	188	19.54 %
Non-Availability of Credit	115	68	15	4	1	203	21.10 %
Tight repayment schedule	100	88	6	6	1	201	20.89 %

Inadequate fixed capital	85	100	6	6	1	198	20.58 %
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Source: Primary data

Interpretation:

The above table no. 1 shown that out of 48 respondents, 21.10 % of the women entrepreneurs are facing the problems for non-availability of credit. In addition to that 20.89 % of the respondents point out that having tight repayment schedule, followed by 20.58 % of the respondents facing inadequate fixed capital is also another problem. 19.54 % of the women entrepreneurs is of in the opinion that difficulty in getting loan and 17.88 % of sample respondents are facing Principle amount.

Table :2

Distribution of sample respondents according to Production problems faced by Women Entrepreneurs:

Problems	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Total	Mean Score
More expensive new technology	60	104	12	8	2	186	19.25 %
Non availability of technical support	75	64	33	6	3	181	18.74 %
Raw material shortage	110	68	9	10	1	198	20.50 %
Lack of skilled workers	150	48	12	2	1	213	22.05 %
Power failure	70	80	33	4	1	188	19.46 %

Source: Primary data

Interpretation:

The above table no. 2 reveals that, 22.05 % of the respondents are faced the mainly problem faced by lack of skilled worker, and also 20.50 % of the respondents for shortage of raw material. 19.46 % of the respondents are met the power failure, 19.25 % of the respondents are faced More expensive new technology. While only 18.74 % are facing the problem for non-availability of technical support.

Table :3

Distribution of sample respondents according to Labour problems faced by Women Entrepreneurs:

Problems	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Total	Mean Score
Non-availability of Skilled workers	105	80	9	6	1	201	21.25 %
High wages cost	90	60	27	8	2	187	19.77 %

Labour absenteeism	105	68	18	4	2	197	20.82 %
Low productivity	65	52	51	8	1	177	18.71 %
Managing male workers	70	84	18	10	2	184	19.45 %

Source: Primary data

Interpretation:

The above table no. 3, 21.25 % of the respondents reported to Non-availability of Skilled workers. 20.82 % of the respondents having common problem for Labour absenteeism, 19.77 % of the respondents are high wages cost. 19.45 % of the respondents are managing male workers and 18.71 % of the respondents are faced low productivity.

Table: 4

Distribution of sample respondents according to Marketing problems faced by Women Entrepreneurs:

Problems	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Total	Mean Score
Lack of marketing trend	55	100	18	8	2	183	19.74 %
Advertisement problems	45	68	45	12	1	171	18.45 %
High competitions	105	72	18	4	1	200	21.57 %
Problem of credit sales	65	56	54	4	1	180	19.42 %
Transportation	100	64	21	6	2	193	20.82 %

Source: Primary data

Interpretation:

The table no.4 reveals that, 21.57% of the respondents specially most complained that high competition by all levels. 20.82 % of the respondents are facing transportation, 19.74 % of the respondents facing lack of marketing trend. Another main problem of women entrepreneur commonly 19.42 % of the respondents are facing problem of credit sales and 18.45 % of the respondents handled in advertisement problems.

Table: 5

Distribution of sample respondents according to Personal problems faced by Women Entrepreneurs:

Problems	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Total	Mean Score
Lack of family support	80	84	18	6	2	190	19.65 %
Lack of Government support	90	76	18	8	1	193	19.96 %

No appreciation of independent decision	95	64	21	10	1	191	19.75 %
Lack of multi responsibility	130	56	18	2	1	207	21.41 %
Lack of knowledge	95	40	45	4	2	186	19.23 %

Source: Primary data

Interpretation:

The table no .5 reveals that, majority of the respondents 21.41 % are facing the problem of lack of multi-responsibility. 19.96 % of the respondents are having lack of government support, 19.75 % of the respondents are facing no appreciation of independent decision. 19.65% of the respondents are met the lack of family support and the lack of knowledges are not having 19.23% of the respondents.

FINDINGS:

- The study found out that 21.10 % of the women entrepreneurs are met the major problem of non-availability of credit.
- The study reveals that majority of the 22.05 % women entrepreneurs to run the enterprise having more problem of Lack of skilled workers.
- 21.25 % of the women entrepreneurs reported Non-availability of Skilled workers as their main difficulty.
- The majority of 21.57 % women entrepreneurs are facing major marketing problems for high competition in running their enterprise.
- 21.41 % of the respondents are lack of multi responsibility in the study area.

SUGGESTIONS:

- Banks and other financial institutions should be provided easy and flexible credit to women entrepreneurs.
- To improve workers efficiency to make train a training and conferences, women entrepreneurs need to develop job knowledge and troubleshooting also.
- To fight the high competition world, define your brand, good customer service and experience.
- Women entrepreneurs should take of multi skills responsibility for technical and non-technical also.

CONCLUSION:

Women entrepreneurs in Thoothukudi district are facing many problems in this research study. Women entrepreneurs face obstacles in finance, production, labour, market identification and personal problems, but their contribution to the development and progress of our country is very essential.

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