

# A Study on Problems Faced by The women Entrepreneur in Kancheepuran District

T.Charulakshmi, M.Thaiyalnayaki

**Abstract:** The research of this paper is to know about the problem faces in the business by the women. In terms of Schumpeterian concept of innovative entrepreneurs, women who innovate, imitate or acquired a business activity are called "women entrepreneurs. In Tamilnadu female face a many difficulties due to the socio cultural norms, male domination, family responsibility. This research purely based on the primary data (questionnaire). Chi-square and ANOVA has been used in this research. The hypothesis is between the education qualification and Supporting agencies, Age between Problem of Women Entrepreneurs.

## I. INTRODUCTION:

An entrepreneur is a person who buys the service factors and sells them in a uncertainty price in future to earn profit. In the 17th and 18th centuries suggest that the fundamental part of an entrepreneur were to take risks and create innovations. The word "Entrepreneur" is derived from the French word "Enterprendre" means "to undertake" the business activities.

Richard Cantillon an Irishman living in France was the first person to use in the modern term of self-started and doer of the business.

## II. DEVELOPMENT OF WOMEN:

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.

## III. PROBLEMS FACED BY THE WOMEN ENTREPRENEUR:

The women Entrepreneur mostly face the problems are:

- Scarcity of raw materials
- Finance for the business
- Family tires

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T.Charulakshmi - M.com, M.Phil Research Scholars, Department of Commerce, VISTAS, Pallavaram.

M.Thaiyalnayaki, Professor and Head of Department –BBA, VISTAS, Pallavaram.

- Society
- Male Domination
- Risk bearing capacity
- Competition
- Mobility

## IV. REVIEW OF LITERATURE:

### SOCIO ECONOMIC PROFILE OF WOMEN ENTREPRENEUR:

Evaluate that increases investment of human capital especially education a source for successful and good entrepreneur who were aware of their social responsibility [1].

Registered that castes with traditions of manufacturing cloths either failed or remained static, while castes with entrepreneurial traditions succeeded in becoming entrepreneur[2].

### ENTREPRENEURIAL SKILLS AND MOTIVATING FACTORS:

State that every entrepreneur start their business by the own interest and they were motivated by their popularity with the industry and expectation of maximum profit which give a way to choosing the way of production.

concluded that in the long run, economic growth is more likely to be determined by motivation, attitudes and skills of local entrepreneurs than by any other support factors[4].

### WOMEN ENTREPRENEURIAL PROBLEMS:

mentioned the plight of women workers over the years has staggered from bad to worse with social conditions continuing to be conservative, exploitative and anti-women in character

stated that every entrepreneur face a many problems in their business the general problems are finance, limited raw materials, stiff competition etc., But for the women entrepreneur faces society, family tires, male domination educations, risk bearing ability etc.,

identified the two major problems faced by the women entrepreneurs are dual career and wrong evaluation of the product by the customers. Securing financial aid, marketing have also been listed as other issues which posed a problem for the women entrepreneurs. The social barriers like



comments by husbands, relatives and criticism by the immediate society are the societal barriers for women entrepreneurs.

found the dual responsibility of women was one of the major constraints for women entrepreneur as they had to look after their families as well as enterprises. Lack of motivation from family, society and less social contact also affected the development of women entrepreneurs.

**V. RESEARCH METHODOLOGY**

**TYPE AND SOURCES OF DATA:**

The primary data are used for this research. The primary data are collected by using questionnaire methods.

**VI. TOOLS AND TECHNIQUES**

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

**VII. SAMPLE:**

Convenience sampling was used for the survey 120 Women Entrepreneur were selected as sample. The questionnaires were distributed to the respondents in the selected sample.

**VIII. OBJECTIVES:**

- a. To know about the socio-economic profile of women entrepreneurship development
- b. To find out the government policy and subsidiary provided to women entrepreneur
- c. To aware about the problems facing by women entrepreneurs
- d. To study the factor mostly affecting the women entrepreneur with respect to marketing their product[5]

**XI. HYPOTHESIS:**

The following Null Hypotheses have been formulated

- a. There is no significant difference between the Education Qualification with Government Policies and assistances
- b. There is no significant difference between the Age group with Problems.

**X. DATA ANALYSIS AND INTERPERTATION:**

**DATA ANALYSIS USING CHI-SQUARE TEST**

In this part of the analysis is made an attempt to find out the association between the independent demographic variables and the supporting agency This can give us an understanding on the role of demographic variables in the success of women entrepreneurs in the sample area.

Descriptive table showing chi-square values along with Result chi-square

Education Qualification Supporting Agencies	CHI-SQUARE(a,b,c)	Df	Asymp .Sig
Education Qualification	77.000	5	.000
Government Policies and assistances	33.917	4	.000
Government assistance, incentives and subsidy	28.167	4	.000
Government Policies more favorable and encourage able	5.833	4	.212
Government assistance are target oriented	19.500	4	.001
Lengthy and complicated procedures	14.333	4	.006
Personal and Political influences	33.583	4	.000
Lack of awareness	26.667	4	.000
Wrong attitude of Government and bank official	4.908	4	.297
Insignificant to play in the existing entrepreneur	5.667	4	.225
Official of supporting agencies show gender bias	29.833	4	.000

Null Hypothesis: There is no association between the Educational Qualification and Supporting Agencies.

Alternative Hypothesis: There is a significant difference between Education Qualification respondent and the supporting agencies.



**XI. INTERPRETATION:**

Since the p value is less than  $>0.05$ , which implies that there is associate relationship between educational qualification and the following factors like Government Policies and assistances, Government assistance, incentives and subsidy, Government assistance are target oriented, Lengthy and complicated procedures, Personal and Political influences, Lack of awareness, Official of supporting agencies show gender bias so the  $H_0$  is rejected It was concluded that there is association in between the educational qualification and satisfaction level on supporting agencies.

Since p value  $<0.05$ , which implies that there is no associate relationship between educational Qualification and the following factors like Government Policies more favorable and encourage able, Wrong attitude of Government and bank official, Insignificant to play in the existing entrepreneur so the  $H_0$  is accepted. There is no associate in between Education qualification and satisfaction level on supporting agencies.

**DATA ANALYSIS USING ONE WAY ANOVA**

In this part of the analysis is made an attempt to find out the association between the independent demographic variables and the problems. This can give us an understanding on the role of demographic variables in the success of women entrepreneurs in the sample area.

Descriptive table showing ANOVA values along with Result ANOVA

Age	Df	Mean Square	F	Sig.
Problems Faced by women Entrepreneur				
NON-AVAILABILITY OF SKILLED LABOUR	4 115 119	.786 1.892	.415	.797
LABOUR ASSENTISM	4 115 119	3.852 .972	3.969	.005
HIGH WAGES	4 115 119	.251 1.052	.239	.961
LABOUR SICKNESS	4 115 119	.181 1.738	.104	.981
TRADE LABOUR UNION	4 115 119	2.753 2.189	1.257	.291

Null Hypothesis: There is no association between the Age and Problems

Alternative Hypothesis: There is a significant difference between Age respondent and the Problems

**INTERPRETATION:**

Since the p value is less than  $>0.05$ , for the following factors Age between the Non Availability Of Skilled Labour, High Wages, Labour Sickness, Trade Labour Union so null hypothesis is rejected It was concluded that there is significant association between the Age group and satisfaction level on Problems.

Since the p value  $<0.05$  for the following Age between the Labour Absentism so null hypothesis is of labour absentism is accepted. It was conclude that there is significant level between Age and Problems.'

**XII. FINDINGS:**

- Since the p value is less than  $>0.05$ , which implies that there is significant relationship between educational qualification and the following factors like Government Policies and assistances, Government assistance, incentives and subsidy, Government assistance are target oriented, Lengthy and complicated procedures, Personal and Political influences, Lack of awareness, Official of supporting agencies show gender bias so the null hypothesis is rejected It was concluded that there is significant association between the educational qualification and satisfaction level on supporting agencies.
- Since p value  $<0.05$ , which implies that there is no associate relationship between educational Qualification and the following factors like Government Policies more favorable and encourage able, Wrong attitude of Government and bank official, Insignificant to play in the existing entrepreneur so the  $H_0$  is accepted. There is no associate in between Education qualification and satisfaction level on supporting agencies.
- Since the p value is less than  $>0.05$ , for the following factors Age between the Non Availability Of Skilled Labour, High Wages, Labour Sickness, Trade Labour Union so null hypothesis is rejected It was concluded that there is significant association between the Age group and satisfaction level on Problems. Since the p value  $<0.05$  for the following Age between the Labour Absentism so null hypothesis is of labour absentism is accepted. It was conclude that there is significant level between Age and Problems[7].

**XIII .CONCLUSION**

In the competitive world major changes are occurring in the way of the women entrepreneurs who ready to promotetheir 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. In past women were in the kitchen they used 3 Ps: pickles, powder and pappad and Now a days they using 3Es Engineering, Electronics and Energy they started and improving their innovating skills and knowledge of the



business. Even thorough 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.

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