

A STUDY ON ISSUES AND CHALLENGES OF WOMEN ENTREPRENEURS IN COIMBATORE DISTRICT.

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Abstract:

This paper attempts to analyze the status of women entrepreneurs in Coimbatore district and highlights the issues and challenges of women faced during the business startup running period. The entrepreneurship plays a major role in developing the country. Especially the women entrepreneurs reached the highest level and many developments were happened in Indian economic. In the current scenario, the women entrepreneurs faced so many challenges to achieve their goals. This paper mainly aims to analyses the issues and challenges faced by women entrepreneurs. The information gathered from women entrepreneurs through simple random questionnaire. The data has drawn from 72 women entrepreneurs in Coimbatore district, Tamil nadu. The gathered information analyzed were using of chi-square and t-test. The findings of the study reveals that the women entrepreneurs faced many challenges and obstacles at the time of obtaining starting up capital and in the developing scenario, the most of the women's were depends on their family and relatives. The government should concentrate and take the necessary steps to safeguard women entrepreneurs by introducing new schemes and giving necessary training to increasing the women entrepreneurs through awareness camp, meetings etc...

Keywords: Women Entrepreneurs, Challenges, Financial problem, Government.

Introduction:

The person who do the process of designing, founding, and running the new business, which is often beginning the small business called entrepreneurship. The entrepreneur commonly look like an innovator, sources of new ideas, risk taker etc. The entrepreneur plays a important role in economic development. Women have held a very consequence role in political, economic as well as in social etc. There is no field in the world without women. And they are proving themselves by getting success too. In the past few years approximately 126 million of the women entrepreneurs are in the world. Especially in India at present there are 8 million women entrepreneurs, a lot of development happening among women entrepreneurs. The delegation comprises women entrepreneur focused on cutting edge area of Indian economic development.

Though it is Man dominated society, women entrepreneurs have faced many problems like financial problem, marketing problem, material problem, management problem, family ties problem, social problem, etc. This study deeply analysis the specific of what are issues and challenges faced by women entrepreneur, how women entrepreneurs are supported by government. Women's faced so many problems in stating up stage and running the business stage due to finance. At the same time the financial institution is reluctance to give credit facilities to the women entrepreneurs. The Indian government amended many schemes to boost up the women entrepreneurs. Now India has record to growth in women entrepreneurs. Now a day's more women are pursuing their career in right direction towards creating their own business.

Review of literature:

According to Prathvi Raj B.S (2018) this study examines how the women entrepreneurship developing India through the support of government .The author collected data from other journals and websites. Finally the paper reveals the present scenario of few women's are operate large scale of business others are limited to some extent. The government should take several initiatives to them for financial assistance as well as training to women to become entrepreneurs.

Musa Abdullahai bayero(2015) this study discuss the financial inclusion of women entrepreneurship. The author used library research approach for paper reviewed both empirical

and conceptual papers. The financial institutions need to adopt gender sensitive policies and practices in the areas of product design, monitoring, and marketing delivery.

Jo Ann M.Duffy, and Pamela zelbset (2014) this paper deals how they successfully obtain financing from external sources of their business among US and Non US women entrepreneurs. The authors were utilizes the percentage analysis for analyzing the data. She concluded that the women entrepreneurs have more difficulties in obtaining finance than men entrepreneurs in which nations to be operating. The finding of the study reveals the opinion of women entrepreneurs they are treated equally and had a same level of create ability of their male counter parts.

Priyanka sharma gurani (2014) to her paper clearly study about the financial problem faced to women entrepreneurs starting and running their enterprises. This paper to discusses the financial institution how to treat the women entrepreneur during the time of granting credit facilities. And also she discusses the gender gap of women entrepreneurs.

Francies M.Amatucci and Daria c.Crawley(2011) this study examines the attitudes towards financial management of women entrepreneurs . The author collected data from existing studies and web survey. He analyzed the study using factor analysis and analysis of variance statistical method. He finally concluded that the lack of confidence combined with anxiety about dealing with financial management to affect the financial self efficacy of women entrepreneurs. And results reveal that the age and racial differences are significantly related to FSE (financial self efficacy).

Objectives of the study:

- To examine the issues and challenges faced by women at the time of setting up the business.
- To find out the problem faced by women entrepreneurs during start up and running the business.

Methodology:

This study conducted among women entrepreneurs in Coimbatore District - Tamil Nadu State. The enterprises included from both urban and rural areas. The information collected from

72 women entrepreneurs. The relevant primary data were collected from the respondents with help of structured interview schedule. The gathered information analyzed was using of Chi-Square, T-Test technique using different criteria.

Hypothesis:

1. There is no association between family structure and the sources of fund for starting up capital among women entrepreneurs.(H₀₁)
2. There is no association between types of organization and the problem faced by women entrepreneurs for startup capital of women entrepreneurs.(H₀₂)
3. There is no association between types of organization and the problem faced by women entrepreneurs for running up capitals.(H₀₃)

Statistical Analysis:

Table: 1 Show chi-square for family structure and the sources of fund for starting up capital among women entrepreneurs.

Components	Frequency	Percentage	P.Value
Own Investment	15	20.8	Chi-square (5.357) .028
Borrowing from friends and family	37	51.3	
Getting loan form bank	5	7	
Loans from financial institutions	7	9.7	
Government schemes	5	7	
Selling of Fixed Assets(Jewel, Land etc)	3	4.2	

Inference:

There is no association between Family structure and Sources of funds of starting up capital among women entrepreneurs. Considering P Value is greater than 0.05. Hence the Null hypothesis is rejected. Hence there is association between Family structure and the obtaining funds for starting up capital. Because the women's are mostly depends up their family. So they are obtaining funds from family members.

Table 2: Show Independent sample t-test for types of organization and the problem of starting up capital for women entrepreneurs.

Components	Sole Proprietors		Partnership		T.Value	F.Value
	Mean	S.D	Mean	S.D		
P.S.C 1	1.25	.434	1.40	.507	1.183	.248
P.S.C 2	2.16	.676	1.93	.799	1.102	.274
P.S.C 3	1.86	.693	1.60	.828	1.239	.219
P.S.C 4	1.91	.736	2.20	.561	1.403	.016
P.S.C 5	1.49	.601	1.33	.627	.900	.371

(Notes: P.S.C 1- High Rate of Interest, P.S.C 2- Highly Depends on Family, P.S.C 3 – Inability to provide security to loan, P.S.C4 –Shortage of Own funds, P.S.C 5 – Delay in Sanctioning Loan)

Inference:

There is no association between Types of Organization and Problem of starting up capital among women entrepreneurs. Considering P Value is greater than 0.05. Hence the Null hypothesis is accepted due to high rate of interest, highly depends on family, inability to providing security and delay in sanctioning loan.

Considering P value is less 0.05.hence the null hypothesis rejected. So there is association between types of organization with shortage of own funds. The women entrepreneurs face the problem of finance to large extent.

Table 3: Show Independent sample t-test for types of organization and the problem of running up capital for women entrepreneurs.

Components	Sole Proprietors		Partnership		T.Value	P.Value
	Mean	S.D	Mean	S.D		
P.R.C 1	1.53	.658	1.20	.414	2.367	.024
P.R.C 2	1.23	.423	1.20	.414	.230	.041
P.R.C 3	2.11	.673	2.33	.724	1.150	.254
P.R.C 4	2.47	.570	2.33	.816	.627	.534

P.R.C 5	1.44	.501	1.60	.507	1.108	.027
P.R.C 6	2.35	.612	2.53	.516	1.058	.294

(Notes; P.R.C 1- High credit selling behavior, P.R.C 2- Lack of sufficient working capital, P.R.C 3 Unexpected expenses, P.R.C 4- Allowing discounts and coupons, P.R.C 5-Reluctance of Credit facilities from financial Institute, P.R.C 6 Lack of awareness schemes.)

Inference:

There is no association between Types of organization and Problem of running up capital among women entrepreneurs. Considering P Value is greater than 0.05. Hence the Null hypothesis is accepted due to unexpected expenses, allowing discounts, reluctance of credit facilities from F.I. and lack of awareness of schemes.

Considering P value is less 0.05.hence the null hypothesis rejected. So there is association between types of organization with Lack of sufficient working capital, High credit selling behavior. The women entrepreneurs face the problem of finance to large extent.

Conclusion:

India is one of the most developed Countries. The women entrepreneurs play a crucial role in economic development of India. A lot of development happened especially to women entrepreneurs. Though 21st century, it is still Man dominated society. The women entrepreneurs have many obstacles to achieve their goal in male dominated society. Only few are overcoming and succeeding in it. Others had some extent of bad experience in their business.

This paper focuses on the problem of finance by the women entrepreneurs. Majority of the women entrepreneurs had more obstacles at the time of obtaining starting up capital and faced so many problems due to high rate of interest, Inability to providing security to loan and reluctance of financial institutions. Because women's are mostly depends upon their family.

The Government should take several activities to support and encouraging the women entrepreneurs via Training and Financial resistance to whom willing to pursue their. As well as make them to aware of schemes available for women entrepreneurs in rural areas. Women entrepreneurs treated equally with the man entrepreneurs. The Government amended many schemes to women entrepreneurs. There are as follows:

- a. Bharatiya mahila bank
- b. Annapurna schemes
- c. Stree shaki
- d. Orient mahila vikas yojana schemes
- e. Dena shaki schemes
- f. Udyogini schemes
- g. Cent Kalyani schemes
- h. Mahila udyam nidhi schemes
- i. Mudra yojana schemes

Women entrepreneurs perception of difficulties in applying and enjoying the schemes. The Government should take some steps to reduce the difficulties faced by women entrepreneurs in arranging finance and the financial institution also makes policies easier and encouraging them to some extent.

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