
A STUDY OF CHALLENGES AND OPPORTUNITIES OF WOMEN ENTREPRENEURS IN COIMBATORE

Ms.P.SHINEY¹ Dr.M.V.SATHIYA BAMA² Ms.S.MEGALA³

¹*Assitantant Professor in Department of Commerce, Rathinam College of Arts & Science (Autonomous).*

²*Associate Professor & Head, Department of Commerce (E-Commerce), Nallamuthu Gounder Mahaligam College, Pollachi.*

³*Ph.D Research Scholar Department of Commerce, Nallamuthu Gounder Mahaligam College. Pollachi.*

INTRODUCTION

Entrepreneurship is increasingly an important dryer of economic growth productivity innovation and employment and it is widely accepted as a key of economic dynamism. The role of entrepreneurship and an entrepreneurial culture in economic and social development has often been underestimated. Over the years, however, it has become increasingly apparent that entrepreneurship indeed contributes to economic development. Entrepreneurship is a tremendous force that should ideally utilize all human capital for the economic growth and sustainable development of the country. This can occur only by integrating a gender perspective. Through gender diversity wherein both men and women entrepreneurs are equally involved, compete with each other and contribute to the growth and development of the country. Women Entrepreneurs are defined as these who operate and control an enterprise and their holding of the enterprise is at least 51 percent. They represent a group of women who have broken away from beaten track and are exploring new ventures of economic participation. "Women Entrepreneurship" means an act of business ownership and business creation that empowers women economically increases their economic strength as well as position in society. Women-entrepreneurs have been making a considerable impact in all most all the segments of the economy. "Women Entrepreneur" is a person who denies the role of their personal needs to participate and be accepted economically independent. Strong desire to do something positive is a high-quality women entrepreneur who contributes to the position values of family and social life.

STATEMENT OF THE PROBLEM

Finance is regarded as "life-blood" for any enterprise, be it big or small. However, women entrepreneurs suffer from shortage of finance on two counts. Firstly, women do not generally have property on their names to use them as collateral for obtaining funds from external sources. Thus, their access to the external sources of funds is limited. Secondly, the banks also consider women less credit-worthy and discourage women borrowers on the belief that they can at any time leave their business. Given such situation, women entrepreneurs are bound to rely on their own savings, if any and loans from friends and relatives who are expectedly meager and negligible.

OBJECTIVES OF THE STUDY

- To discuss the problems faced by women entrepreneurs in India.
- To discuss the major factors affecting the development of women entrepreneurship among India.
- To discuss the measures needed to improve the state of women entrepreneurship in India.

LIMITATIONS OF THE STUDY

- The sample study is limited to select The study of the opportunities and challenges faced by the women entrepreneurs.
- The sample size is restricted of responded.
- The study was conducted within the limited period.
- The findings of the study maybe generalized to Coimbatore district.
- The conclusion was based upon the experience of the women entrepreneurs.

REVIEWS OF LITERATURE

1. **Das (2000)** conducted a study on female SME entrepreneurs in two states in India, namely Tamil Nadu and Kerala. The initial problems faced by women entrepreneurs are quite similar to those faced by women in Western countries. However, Indian female entrepreneurs faced a lower level of work-family conflict and also differ from their counterparts in Western countries due to reasons to start and succeed in business. Similar trends are also found in other Asian countries like Indonesia and Singapore. Once again, statistics showed that the proportion of business start-ups and women-operated businesses is much lower than the figures found in Western countries.

2. **Rajani and Sarada, (2008)** Women need effective business management, a great deal of cooperation and encouragement in the field of activity, at all levels, at home and in society and in government organizations Mentoring is very important to women, which provides encouragement and financial support of business partners, experiencing and well development profession network. The analysis is based on data from the current population survey CPS. Annual social and economic supplement.

3. **Lall & Sahai, (2008)** carry out a comparative evaluation of the multidimensional problems and challenges of female entrepreneurship and family businesses. The study identified psychographic variables such as the degree of commitment, business challenges and the future expansion plan, based on demographic variables. However, the study suggested that there has been considerable growth in the number of women who choose to work in family businesses, but still have a lower status and face more operational challenges in business management.

ANALYSIS AND INTERPRATION OF THE STUDY

PARTICULARS	RESPONDANCE	PERCENTAGE
AREA OF THE RESPONDANCE		
Urban	59	59.0%
Semi Urban	41	41.0%
AGE		
21 - 30 Years	43	43.0%
31 - 40 Years	42	42.0%
Above 40 Years	15	15.0%
EDUCATIONAL QUALIFICATION		
Below HSC	23	23.0%
Diploma	22	22.0%
Graduate	55	55.0%
WHAT ARE THE THINGS BELOW MOTIVATES YOU TO PURSUE SUCH A DREAMS?		
Make a different in society	23	23.0%
To be role model	25	25.0%
To survive	15	15.0%
To try something	37	37.0%
EDUCATE OTHER WOMEN TO TAKE UP ENTREPRENEURSHIP ROLES?		
Sharing motivational videos on social media	38	38.0%
Share educational materials (Like presentation & books)	23	23.0%
Conduct public seminars	39	39.0%
HOW LONG YOU HAVE BEEN RUNNING YOUR BUSINESS?		
Below 5 years	39	39.0%
5-10 years	47	47.0%

11-19 years	13	13.0%
20+ years	1	1.0%
WHAT ARE THE CHALLENGES YOU FACED DURING THE START-UP PLACE IN YOUR BUSINESS?		
No obstacles	13	13.0%
Doubt of self confidence	26	26.0%
Support from family	37	37.0%
Lack of information	24	24.0%

The above table reveals that, out of 100 respondents, 59 (59.0%) respondents are urban and 41(41.0%) out of 100 respondents. Hence, it can be said that majority 59(59.0%) of the respondents are urban. The above table reveals that, out of 100 respondents, 43(43.0) respondents are 21-30 years, 42(42.0) respondents 31-40 years and 15(15.0) respondents are above 40 years. Out of 100 respondents. It is inferred from the above table that most 43(43.0%) of the respondents age is 21- 30 years. The above table reveals that, 23(23.0) respondents are below HSC, 22(22.0) respondents are diploma and 55(55.0) respondents are graduated. Out of 100 respondents. It is Inferred from the above table that most 55(55.0%) of the respondents are graduated. graph show that 23(23.0%) respondents are make a different in the society, 25(25.0%) respondents are to be a role model, 15(15.0%) respondents are to survive and 37(37.0%) respondents are to try something. Out of 100 respondents. The above table and graph shows that 38(38.0%) respondents are Sharing motivational videos on social media, 23(23.0%) respondents are Share educational materials (Like presentation & books) and Conduct public seminars. Out of 100 respondents. It is inferred from the above table and graph that the most 39(39.0%) of the respondents are conduct pubic seminars. The above table and graph show that 39(39.0%) respondents are Below 5 years, 47 (47.0%) respondents are 5-10 years, 13(13.0%) respondents are 11-19 years and 1(1.0%) respondents are 20+ years. Out of 100 respondents. It is inferred that most of the 47(47.0%) respondents are 5-10 years. The above table and graph show that 13(13.0%) respondents are No obstacles, 26(26.0%) respondents are Doubt of self-confidence, 37(37.0%) respondents are Support from family and 24(24.0%) respondents are Lack of information. Out of 100 respondents. It is inferred that the above table that the most of the 37(37.0%) respondents have support from their family.

FINDINGS OF THE STUDY:

- Majority 59 (59.0%) of the respondents are from urban area.
- Most 43(43.0) of the respondents are in the age group of 21-30 years.
- Majority 55(55.0) of the respondents are graduated.
- Majority 67(67.0) of the respondent are house wife.
- Majority 68(68.0%) of the respondents are unmarried.
- Majority 67(67.0) of the respondents are below rs.25,000.
- Majority 52(52.0%) of the respondents say yes to happy with the business.
- Most 37(37.0%) of the respondents are to try something in a business.
- Most 39(39.0%) of the respondents are conduct pubic seminars.
- Most 47(47.0%) of the respondents are running a business for 5-10 years.
- Most 37(37.0%) of the respondents have support from their family.
- Majority 77(77.0%) of the respondents say no to giving up the business.
- Majority 63(63.0%) of the respondents are love challenges and Cracking their solution. Majority 75(75.0%) of the respondents are agree for able to balance the both domestic and professional life.
- Majority 87(87.0%) of the respondents say yes to have lack of opportunities to get funding due to gender inequality to start their own business.
- Most 34(34.0%) of the respondents are facing a Problems in marketing.
 - Most 47(47.0%) of the respondents say difficult to balance professional and family life
- Majority 61(61.0%) of the respondents say yes to doing better than male business rivals.

SUGGESTIONS:

Based on the findings and suggestions of the study, are given by the respondents at the time of

collection of data, the following suggestions are put forth. Women should plan clearly before starting a business.

- Women should satisfy both the professional and family life
- Women should have self confidence for facing any problems.
- Women should be proud of themselves for taking up the business.
- Women Should not fear of any obstacle just move forward.
- Women can also do any kind of work compared to men.

CONCLUSION:

After doing the analysis, it was found that most of the women entrepreneurs are supported by their family. And also, majority of them are unmarried so that they could manage the business and family very easily. And the major thing that motivated is to be a role model and also wanted to survive. They wanted to be financially independent; every woman has the opportunity to be like that. After doing the analysis, the respondents are confident that they are doing business better than men. When women move forward, the family moves, the village moves and the nation moves. These words of Pandit Jawahar Lal Nehru are an accepted fact. Employment gives economic status to women and economic status gives way to social status and they're by empowerment to women. Nowadays, they are facing widespread problem from setting of enterprise to the marketing of product.

REFERENCE:

1. Acharya, m., (2007), Advanced Researchers in Home Science: research Paper presented at state level seminar on Home Science, Shri J.M. Patel Arts & Smt. M.N. Patel, Commerce Mahila College, North Gujarat University, Unjha.
2. Agarwal, S Purohit, S. & Sharma, J., (2006), Motivation slum women for entrepreneurship through Training research paper presentation on National conference, Organized by, Vigyan Samiti, collaboration with Maharana Pratap University of Agriculture and Technology Udaipur, Sponsored by National Commission for women, New Delhi.
3. Alterkar, A.S., (1959) The Position of women in Hindu civilization. Motilal Banarusidas Delhi.
4. Anonymous, (1988), Women and Development Planning, Vikas Publishing, New Delhi.
5. Arulraj, M.R & Raja Samuel, S., (1995), Balance Multiple Roles. Child Care Strategies of Women Working in the Unorganized Sector. In M.S Shamynathan Research Foundation, Tamil nadu.