

**A STUDY ON CHALLENGES AND PROSPECTS OF
WOMEN ENTREPRENEUR WITH REFERENCE TO
COIMBATORE CITY**

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ABSTRACT

The study explores the women entrepreneur's challenges and prospects in Coimbatore city, TamilNadu. The main objective of the study was to analyze the various motivational factors responsible for women entrepreneurs to start up their own enterprises and to the constraints faced by them in their business activity. The study is based on convenience sampling method. The study was carried out of 180 women entrepreneurs. The data which were collected from the respondents were analyzed by percentage analysis, chi- square and ANOVA. The conclusion is that in Coimbatore city women entrepreneurs face the problem of lack finance and support from the family to start and to carry on the business.

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INTRODUCTION

Entrepreneurship is an attempt to create value through recognition of business opportunity, the management of risk taking appropriate to the opportunity and through the communicative and management skills to mobilize human, financial and material resources necessary to bring the project to the fruition. The term entrepreneur has been derived from the French word “entreprendre”, means to undertake. The entrepreneur may be defined as “an entrepreneur is a person who combines capital and labor for production”. Entrepreneur is a key element of growth and development prospects for all countries. Once upon a time the large part of the world was designed such that men could only set up enterprises. Then there were women who by compulsions of circumstances took up income generating activities to sustain themselves and their family. The men of these women were either not there or if they were there would not, or could not take the responsibilities of sustaining the family. But time has changed the situation and brought women as today’s most memorable and inspirational entrepreneurs. For women, entrepreneur is a journey from poverty to prosperity. Globalization and liberalization of markets encouraged women to come forward to become an entrepreneur and start new business. There are social, cultures, and economic hurdles in the way of women entrepreneurs and the major problem is lack of entrepreneur environment. Women contribute significantly in running their family business mostly in the form of unpaid effort and skills. The value of this effort is under estimated both by the families that take it for granted and in academic studies. Women have been successful in breaking the confinement within the limits of their home by entering into varied kinds of professionals and services

The transformation of Indian society in terms of increased educational status of woman and varied aspirations for better living necessitated a change in the life style of Indian woman both in urban as well as rural areas. The challenges and opportunities provided to the woman of digital era are growing rapidly that the job seekers are turning into job creators. Skill, knowledge and adaptability in business are the main reasons for woman to emerge in to business ventures.

ENTREPRENEURSHIP:

Entrepreneurship is a process undertaken by an entrepreneur to augment his business interest. Basically, it is an exercise involving innovation and creativity that will go towards establishing the enterprise. It is the propensity of mind to take calculated risks with confidence to

achieve a pre-determined business or industrial objectives. Thus, entrepreneurship is a purposeful activity indulged in initiating and maintaining economic activities for the production and distribution of wealth. It has been recognized as an essential ingredient of economic development and an integral part of socio-economic transformation. Entrepreneur is an innovative agent, who introduces something new into the economy – a new method of production or a new product, a new source of material or new markets. An entrepreneur's function is to revolutionize the pattern of production by exploiting an invention or introducing an untried technological possibility for producing a new commodity.

STATEMENT OF THE PROBLEM

The knowledgeable Indian women have to go a long way to achieve equal rights and position, because customs are deep rooted in Indian society, where sociological setup has been a male dominated one. The women entrepreneurs in Coimbatore city face many problems and challenges from their counter parts. In this context the study is necessary to know the essential reason for woman to opt for entrepreneurship and the major motivators for their growth and at the same time to find out the various constraint women are facing in their journey of entrepreneurship.

OBJECTIVES OF THE STUDY

- ❖ To examine the demographic and socio-economic profile of women entrepreneur, in Coimbatore city.
- ❖ To analyze the various motivational factors responsible for woman entrepreneurs to start up their own enterprises.
- ❖ To probe in to constraints faced by women entrepreneur in their business activity.

REVIEW OF LITERATURE:

- ❖ **Mathivanan S and Selvakumar M (2008)²** in their article on “**a study on socio-economic background and status of woman entrepreneur in small scale industries**” conducted a survey among 200 women entrepreneurs in small scale industrial units in virudhnagar district. The tools used were weighted average percentage and ANOVA test. From the study, they

concluded that the women should be allowed freely to undertake the business and the woman entrepreneurship must be recognized. If it is recognized well then the country's economic growth will be flourished

❖ **Shabana Mammon (2012)⁹** done a “**Women entrepreneur development in Kolhapur city**”, the paper portrays the profile of woman entrepreneur and explores the difficulties of them. The researcher has adopted survey as well as observation method. Percentage and chi-square analysis were used as the tool for the study.

SCOPE OF THE STUDY

The scope of the study is restricted to women entrepreneurs in Coimbatore city. It deals with the pros and cons. An attempt is made by the researcher to analysis the demographic profile and what are the major type of business that are opted by the women entrepreneurs in the city. Same time the researchers also attempted to study the sources of fund for starting their enterprise

SAMPLE SIZE

The number of registered women entrepreneurs in the city, were 3,600. From the total women entrepreneurs, 5% is selected as sample size. Thus sample size consists of 180respondents who were selected on the basis of convenience sampling method from Coimbatore city.

METHODOLOGY

The researcher has collected both primary and secondary data. The primary data consists of a structured questionnaire. Secondary data were collected from periodical journal, business magazines and

AREA OF STUDY

Coimbatore is the third largest city in Tamilnadu. There are more than 30,000 tiny small, medium and large industries and textile mills. The city is known for its entrepreneurship of its residence.

LIMITATION OF THE STUDY

- The sample size has been limited to 180 only; the characteristics of the whole population may not be reflected by the samples.
- The survey was conducted within the limits of the Coimbatore city only and as such the findings cannot be generalized to other places.

ANALYSIS & INTERPRETATION:

The data collected for the study was analyzed with suitable statistical tools. The following statistical tools have been used for analysis of this study.

- Percentage analysis.
- Chi-square analysis.
- ANOVA

TABLE NO: 1

TABLE SHOWING PERSONAL FACTORS

Personal factors		Level of awareness	
		No of respondents	Percentage
AGE	Less than 25 years	34	18.89
	26-35 years	62	34.44
	36-45 years	63	35.00
	45 and above	21	11.67
Educational qualification	No formal education	19	10.56
	Up to school level	94	52.23
	Under Graduate	50	22.78
	Post Graduate	17	9.46
Marital status	Single	33	18.33
	Married	101	56.11
	Divorced	9	5.0
	Widow	37	20.55

Type of family	Joint	124	68.89
	Nuclear	52	28.89
Type of business enterprise	Handicraft and jewel making	24	13.33
	Catering	30	16.68
	General store	21	11.67
	Tailoring and embroidery	55	30.55
	Beauty parlor	32	17.77
	Others	18	10.00
Nature of business enterprise	Self-started	73	96.11
	Purchase existence	7	3.89
Capital invested	Less than 25,000	52	28.88
	25,001-30,000	45	25
	40,000-50,000	65	36.1
	Above 50,000	18	10
Source of fund available	Spouse income	39	21.67
	Personal savings	53	29.44
	Loans and borrowing	97	53.89
	Other sources	31	17.22
Source of borrowing fund	Friends and relatives	18	14.06
	Private money	72	56.25
	Financial institution	19	14.84
	Co-operative banks	34	26.56

Source: primary data.

The above table shows that most of the respondents are aged between 36-45 years (35%) and is married (56.11%).most of the respondents (52.23%) having school level education. Most of the respondents (58.33%) are having business such as tailoring and embroidery works. Majority of the respondents (53.89%) source of fund is from loans and borrowing. Most of the respondents (56.25%) borrowed funds from private money lenders.

TABLE: 2

TABLE SHOWING PROBLEMS FACED BY WOMEN ENTREPRENEURS AND THE TACTICS TO FACE MANAGERIAL CHALLENGES

HYPOTHESIS (H₀): “There is no significant relationship between problems faced and the tactics followed to solve managerial issues by women entrepreneurs.”

Variables	Chi-Square Value	DF	Table Value	REMARK
Lack of systematic planning and working	1.898	2	5.991	REJECTED
Lack of awareness and guidance	1.673	2	5.991	REJECTED
Fear of failure and criticism	20.261	2	5.991	ACCEPTED
Maintaining work life balance	5.851	2	5.991	REJECTED
More competition	8.311	2	5.991	ACCEPTED
Lack of timely availability of loans from banks	1.258	2	5.991	REJECTED

People perceptions	17.007	2	5.991	ACCEPTED
Lack of training in my work	4.516	2	5.991	REJECTED
Lack of leadership qualities	9.620	2	5.991	ACCEPTED

Source: computed value

The value of chi-square is less than the table value. Systematic planning and working (1.898), lack of awareness (1.673), maintaining work life balance (5.851), Therefore the hypothesis framed is rejected. The value of chi-square is greater than the table value; there is no significant association between the problems faced and discussion with other entrepreneurs. Fear of failure and criticism (20.261), more competition (8.311), people's perception (17.007) and lack of leadership qualities (9.620). The hypothesis is accepted.

Hypothesis: There is no significant association between problems faced and discussion with employees to solve managerial problems

TABLE NO: 3
PROBLEMS FACED BY WOMEN ENTREPRENEURS AND THE
TATICS TO FACE MANAGERIAL CHALLENGES

Variables	Chi-Square Value	DF	Table Value	REMARK
	Lack of systematic planning and working	10.669	2	5.991
Lack of awareness and guidance	7.799	2	5.991	Accepted
Fear of failure and criticism	11.305	2	5.991	Accepted
Maintaining work life balance	3.635	2	5.991	Rejected
More competition	21.168	2	5.991	Accepted
Lack of timely availability of loans from banks	13.338	2	5.991	Accepted
People perceptions	4.444	2	5.991	Rejected
Lack of training in my work	3.394	2	5.991	Rejected

Lack of leadership qualities	6.082	2	5.991	Accepted
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Level of Significance: 5 per cent

The table shows that chi-square value is less than the table value; there is significant relationship between the problems faced and the discussion with employees to solve managerial problems. Maintaining of work life balance (3.635), people perception (4.444), and lack of training in work (3.394). Hence **the hypothesis framed is rejected**. The chi-square value is greater than table value; there is no significant relationship between the problems faced and the discussion with employees. Fear of failure (11.305), more competition (21.168) lack of leadership qualities (6.082), and lack of avail loan from bank (13.338). **The hypothesis is accepted**

TABLE NO: 4

TABLE SHOWING DIFFERENCE BETWEEN THE DEMOGRAPHIC STATUS OF THE RESPONDENTS AND TO EARN MONEY

HYPOTHESIS (H₀): There is no significant difference between demographic profiles and to earn more money

Variables	Source	Sum of Square	DF	Mean square	F	Sig
Age	Between Groups	17.226	3	5.742	7.443	.000
	Within Groups	135.769	176	.771		
	Total	152.994	179			
Marital status	Between Groups	30.962	3	10.321	12.514	.000
	Within Groups	145.149	176	.825		
	Total	176.111	179			
Education	Between Groups	28.565	3	9.522	19.724	.000
	Within Groups	84.963	176	.483		
	Total	113.528	179			
Family	Between Groups	3.612	3	1.204	4.774	.003

Structure	Within Groups	44.388	176	.252		
	Total	48.000	179			
No of members in family	Between Groups	1.032	3	.344	.541	.655
	Within Groups	111.963	176	.636		
	Total	112.994	179			

Source: computed value.

The ANOVA analysis table shows that p value is lesser than the 0.05; there is significant difference between demographic profile of the respondents and the reasons stated by them for starting the business. Age (.000), marital status (.000), education (.003). **The hypothesis is rejected.** The p value is greater than 0.05, for the variable no. of members in the family (.655). There is no significant difference between the demographic profiles and to earn money. Hence the **null hypothesis is accepted.**

SUGGESTIONS

- ❖ The problem of lack of finance is faced by many women and majority of them borrow money from private money lenders. Due to lack of education they are unaware about the procedure and formalities
- ❖ All the required documentation should be in regional language. So that even, illiterate woman will feel that it is appropriate and trusted source of getting finance.
- ❖ Awareness about entrepreneurial opportunities and entrepreneurship as career option for woman needs to be created in society at large. This could be done through well planned publicity campaigns launched through newspaper, radio, and televisions.

CONCLUSION

The main purpose of this study is to analysis the challenges faced by woman entrepreneurs while carrying their business in Coimbatore city. We always viewed that a smart woman can pick up a job any day, but if she becomes an entrepreneur she can provide a livelihood to 10 more women at least..!! Highly educated, technically sound and professionally qualified women should be encouraged for managing their own business, rather than dependent on wage employment outlets. The unexplored talents of young women can be identified, trained

and used for various types of industries to increase the productivity in the industrial sector. Women entrepreneurship must be molded properly with entrepreneurial traits and skills to meet the changes in trends, challenges global markets and also be competent enough to sustain and strive for excellence in the entrepreneurial arena.

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