



PROBLEMS OF WOMAN ENTREPRENEURS' –A STUDY WITH REFERENCE TO KANYAKUMARI DISTRICT

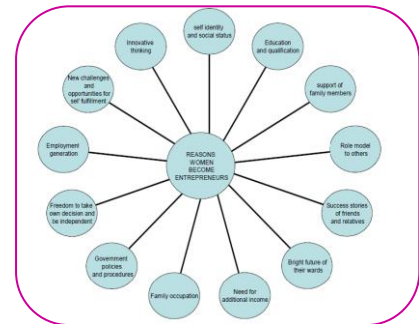
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ABSTRACT :

The traditional Indian culture didn't provide priority to woman education. Nowadays, Indian Government gives import ants through various development scheme to woman education and entrepreneurship. Woman entrepreneurs participates and proves their skills in various sectors such as Space research , Banking, Industries, Education, Army, Air force, Entertainment, Media etc. The growth and strength of woman entrepreneur is in increasing trend globally. The administrative capacity of woman entrepreneur is also proved by them. The support of the state Government is the crucial actor for the development of woman entrepreneurs. With the contributions of woman entrepreneur the new India will be rise. The present study of this context deals with the problem of woman entrepreneur and gives the solutions to their problems.

KEYWORDS : Woman entrepreneurs , problems, activity of woman entrepreneurs.

INTRODUCTION

Due to recent change in the trend, woman can contribute to the economic development of the nation. Woman entrepreneurship is of vital role to achieve speed and socially balanced economic growth. Woman entrepreneurs are the woman or group of woman who established business enterprise for the purpose of earning profits and also provides some social services. In kanyakumari district woman have adequate education and professional qualification and a majority of them live in cities but only part of them live in the other areas. Such woman entrepreneurs are engaged in medium and small business activities. In the middle class woman who have education but lack of training. They are mostly engaged in production of low value items. Woman have some strong desirable qualities relevant to entrepreneurship such as their ability to manage details dedication to the work they take up, tolerance and kindness towards people. It is misconception that woman cannot be good managers. All woman entrepreneurs face certain challenges while doing their business.

LITERATURE REVIEW

Misal Dilip M (2016) observed that woman entrepreneurship problems and prospects. According to this study government of India has made special necessities of woman entrepreneurs under the watch of the ministry of micro, small and medium enterprises and provides a wide range of schemes that are woman oriented. Even though the woman entrepreneurs are not ready to undertake the business. Woman are less motivated to start business, but few woman entrepreneurs have achieved remarkable success like

kiranmazumdar saw-chairman and managing director of Biocon Ltd., Bangalore, Ekta Kapoor TV and film producer and joint managing director of the Rajshree Group of companies and founder of the India design Forum Radhika. Roy-co-chairperson an managing director of NDTV. If they set aside their familial custom and beliefs they can to the best of entrepreneur with the tips of select a business that you love and know something about, research the product or service, assess the market, consult with professionals, define the legal entity, product yourself and your business assess your finances write a business, plan and start a business with adequate funds.

Sarmistha nandy and Shalini kumar (2014) in their article title" Woman Entrepreneurship in 21st century India has analyzed present position of woman entrepreneurs in India, Top most woman entrepreneurs in India and obstacles faced by woman entrepreneurs in India. The study has several limitations. Firstly while the study psychoanalyze the relationship between entrepreneur and family. Secondly the parallel referring factor has not been judged, business satisfaction which may bridge up the liaison between family support and family satisfaction. A third limitation is the lack of awareness to the possible role played by growing cultures, values and ethics to the issues of woman entrepreneurship. It is critical for woman entrepreneurship research to fully understand the conditions under which the woman entrepreneur experience conflict between their roles.

Gurendra nath Bhardwaj et.al,(2011) has attempted to survey the woman entrepreneurship in India. opportunities and challenges. The study identified reasons for woman opting for entrepreneurship and obstacles for woman entrepreneurship. The study tries to find out the difference among various set of people of the crucial factors which are concerned with the woman entrepreneurial opportunities at large. Issues have been identified through various review of literature. It should be cross checked with the real entrepreneurs. These factors may vary from place to place business to business with woman entrepreneurship is necessary for the growth of any economy whether it large or small.

Arun K V and Hairs Unnipulam(2015) in their article title" Woman entrepreneurs in India challenges and opportunities" has analyzed challenges faced by woman entrepreneurs in India. This study is purely based on secondary data. The study concluded that entrepreneurship among woman, no doubt improves the wealth of the nation in general and of the family in particular. Woman today are more willing to take up activities that were once considered the preserve of man, and have proved that they are second to no one with respect to contribution to the growth of the economy woman entrepreneurs 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.

STATEMENT OF PROBLEM

Generally woman start the business for fundamentally different reason then their male counterparts. They start business for the purpose of meet certain personal goals such as gaining feelings of achievement, profit motive and independence. Woman entrepreneur can make a chiefly strong involvement to the socio-financial development of country. But at the same time they are faced lot of problem at various stages these are financial problems, shortage of raw-materials, patriarchal society absence of entrepreneurial attitude marketing problem, heavy competition, credit facilities, limited managerial ability, high cost of production, low risk taking ability, lack of training, legal formalities, and Travelling. In these context, the present study focuses mainly on the problems of woman entrepreneurs in kanyakumari district.

OBJECTIVES OF THE STUDY

- . To analyse the problem faced by woman entrepreneurs
- . To analyse which problem mostly hinder the woman entrepreneurs
- . To offer suitable suggestions for betterment.

METHODOLOGY

The study is empirical in nature based on both primary and secondary data. The primary data have been collected from woman entrepreneurs of trading and service sector of kanyakumari district. The secondary data are collected from books, reports, journal, magazines and website.

SAMPLING DESIGN

The sample frame usually is a list of population members used to obtain a sample. In respect of the population under study, even though the list of woman entrepreneurs were available with different sector in kanyakumari district are widely scattered at different places. For the purpose of the study, 200 sample woman entrepreneurs have been selected(100 as trading sector and 100 as service sector) as simple random sampling method.

ANALYSIS AND INTERPRETATIONS

Woman entrepreneurs attitude towards major problems :

The attitude towards major problems faced by the Woman entrepreneurs are analysed with the help of mean score and t-test which is presented in Table 1.

Table 1
Attitude towards major problem

Sl.no	Factors	Trading	Service	t-test
1	Financial constraints	4.3300	4.1100	3.3132*
2	Marketing problem	4.2010	3.9900	2.9810*
3	Rawmaterial problem	4.1100	3.9870	3.1018*
4	power problem	3.9600	3.9800	-1.1100
5	Personal problem	4.0150	4.4000	-0.6581
6	Technical problem	3.8100	3.9310	-1.880
7	Labour problem	4.3800	4.2910	4.8108*

Source : Primary data
Significant at five present level

The highest problem faced by trading sector woman entrepreneur is 'Labour problem', 'Financial problem', and 'Marketing problem' and service sector woman entrepreneurs these are 'Personal problem' and 'Financial problem' since the respective t-test are significant at five percent level.

FINANCIAL PROBLEM

It is a challenging problem of woman entrepreneurs. The woman have inability to access external resources. The perception of woman entrepreneurs towards financial problems are analyzed with the help of mean score on the seven factor. In order to find out whether there is any significant difference among the two groups of woman entrepreneurs regarding their perception towards financial problems, the t- test has been administered . The resultant mean scores and t-test are presented in Table 2. Significant at five percent level

Table 2
Financial problem

SL.NO	Factor	Trading	service	T-Test
1	Lack of Loans from friends	4.5000	4.2000	4.1810*
2	High rate of interest	4.5750	4.2500	3.9215*
3	Inability to provide securities	4.2150	4.3500	-2.6010*

4	Delay in sanctioning loan	4.450	4.1700	3.6250
5	Low of own funds	4.1200	4.2500	-1.190
6	Poor support from financial Institution	4.2500	4.1500	2.080
7	Negative attitude of banks	3.9500	3.9600	-1.890

Source : Primary data

The most important problem among trading sector woman entrepreneur is 'High rate of interest', 'Lack of loan from bank' and 'delay in sanctioning loan'. Among service sector woman entrepreneur these are 'inability to provide securities', 'high rate of interest and low of funds', 'Lack of loan from bank', 'high rate of interest', 'inability to provide securities', 'Delay in sanctioning loan' and lack of support from financial institution since their respective t-test are significant at five present level.

MARKETING PROBLEM

Another important problem of woman entrepreneur is marketing problem. It is a serious problem of woman entrepreneurs. The marketing problem of woman entrepreneurs are analysed with the help of mean score and t-test which is presented in Table 3.

Table 3
Marketing problem

Sl.no	Factors	Trading	service	t-test
1	High competition	4.3200	4.2100	2.690*
2	Lack of storage facilities	4.2600	3.8600	2.0161*
3	Lack of Advertisement	4.1050	4.2600	-1.617
4	Lack of marketing skill	3.9600	3.6700	1.720
5	Lack of adequate market centre	3.8800	3.6700	0.920

Source : Primary data

Significant at five present level

The highest marketing problem among trading sector woman entrepreneur is 'high competition' and 'Lack of storage facilities' and service sector woman entrepreneur these are 'Lack of advertisement' and 'high competition'. 'High competition' and 'Lack of storage facilities', since their respective t-test are significant at five percent level.

PERSONAL PROBLEM

The personal problem of woman entrepreneurs may hinders the development of their business. The personal problem of woman entrepreneurs are analysed with the help of mean score and test which is presented in Table 4.

Table 4
Personal problem

Sl.no	Factors	Trading	Service	t-test
1	No independence	3.860	3.960	-2.001*
2	Dual responsibility	3.6700	3.720	-4.1000*
3	poor social status	3.3690	3.8960	-3.2160*
4	Lack of training	3.9100	3.9200	-0.7569
5	Low risk bearing capacity	3.4500	3.9000	-1.6012

6	Lack of awareness	3.200	3.4500	-4.120*
7	Lack of managerial skill	3.5900	3.4800	3.620*

Source : Primary data
Significant at five present level

The highest personal problem among trading sector woman entrepreneur ' Lack of training', ' No independence' and 'dual responsibility'. Among service sector woman entrepreneur these are 'No independence' , 'Lack of training' and 'Low risk bearing capacity' , ' No independence', 'Dual responsibility' , 'poor social status', 'Lack of awareness', and lack of managerial skills'. Since their respective t-test are significant at five percent level.

RAW MATERIAL PROBLEM

Procurement of raw material is a very important problem of woman entrepreneurs. Due to shortage of fund and low level of mobilization of finance, the woman entrepreneurs are not able to procure raw material at right time with required quality. The material problem of woman entrepreneurs are analysed with the help of mean score and t-test which is presented in Table 5.

Table 5
Raw Material problem

Sl.no	Factors	Trading	Service	t-test
1	High price	4.1200	4.2800	-4.9218*
2	Low quality	3.6200	3.5620	2.1210*
3	Lack of supply in time	3.7200	3.6250	1.1980
4	Transportation cost	4.2200	4.0800	4.8700*
5	Demands of suppliers	3.5600	3.4100	0.580

Source : Primary data
Significant at five present level

The highest material problem among trading sector women entrepreneurs is ' Transportations cost ' ' high price' and 'low quality' and service sector entrepreneurs these are 'high price' ' Transportations cost' and 'lack of supply in time'. 'High price, 'low quality' and 'Transportation cost' since their respective t-test are significant at five percent level.

POWER PROBLEM

The power problem is another important problem of woman entrepreneurs. The frequent power supply enhance the trading and service activities of woman entrepreneurs. The power problem of woman entrepreneurs are analysed with the help of mean score and t-test which is presented in Table 6.

Table 6
Power problem

Sl.no	Factors	Trading	Service	t-test
1	High cost	4.6200	4.5700	1.992*
2	Frequent power cut	3.6250	3.2980	2.0011*
3	Low voltage	4.3050	4.3110	-0.012
4	Low fund for procuring Generator	4.0100	3.9680	1.2010

Source : Primary data
Significant at five present level

The highest power problem among trading sector woman entrepreneur is 'high cost' and 'Low voltage' and service sector woman entrepreneur is 'high cost' and ;Low voltage', 'High cost' and 'frequent power cut' since the respective t-test are significant at five percent level.

TECHNICAL PROBLEM

In present days the technological innovation is very important for any business not only that the woman entrepreneurs. The technical problem of woman entrepreneurs are analysed with the help of mean score and t-test which is presented in Table 7.

Table 7
Technical problem:

Sl.no	Factors	Trading	Service	t-test
1	Lack of technical know how	4.5600	4.4810	2.629*
2	Non availability of modern technology	4.2890	4.1920	2.810*
3	Lack of specialized skill	4.4150	4.1150	3.338*

Source : Primary data
Significant at five present level

The highest technical problem faced by trading sector woman entrepreneurs is 'Lack of technical know how' and 'Lack of specialized skill' and service sector woman entrepreneurs these are 'Lack of technical know how' and 'non availability of modern technology, 'Lack of technical know how',' non availability of modern technology' and 'Lack of specialized skill.' since the respective t-test are significant at five percent level.

LABOUR PROBLEM

Labour problem is another major problem o woman entrepreneurs. Due to low finance, low salary and profit earning they are not able to acquire skill labour from outside . The labour problem is analysed with the help of mean score and t-test which is presented in Table 8.

Table 8
Labour problem

Sl.no	Factors	Trading	Service	t-test
1	Non availability skilled labour	4.2090	4.1560	2.1162
2	High salary /Wages	4.3450	4.5600	-3.620
3	High labour trunover	4.2560	4.3570	-2.920
4	Absenteeism	4.1050	4.1890	-1.549

Source : Primary data
Significant at five present level

The highest labour problem faced by trading sector woman entrepreneur is 'high salary /wages' and 'high labour turnover' and service sector woman entrepreneur these are also 'high salary /wages' and "high labour turnover'. 'Non availability of skilled labour' , 'high salary/wages' and "high labour turnover'. since the respective t-test are significant at five percent level.

SUGGESTIONS

1. The finance is major problem of woman entrepreneurs .so that the separate bank for woman entrepreneurs should be opened as fully sponsored by the government of India to take care of financial assistance to woman entrepreneurs.
2. The Government can provide frequent power without failure with low charges in order to gain the woman entrepreneurs in their business.
3. Frequent training programmers must be imparted by the Government and commercial bank especially to the woman entrepreneurs in relation to the mobilization of finance ,technical know how, managerial ability and latest development in their respective fields.
4. The woman entrepreneurs do not have awareness about government subsidy and assistance. Hence, proper awareness must be created by the Government and Reserve Bank of India through various media.

CONCLUSION

The woman entrepreneurship creates more respect in the family and also gives self prestige to the woman and also avoids gender bias. The woman participation in the economic envelopment trains the future generation of woman and it will solve the future unemployment problem. In the present days woman entrepreneurs face lot of problem while doing their business. proper step taken by the government to solve these problems, it will help to increase the woman involved in business activities.

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