

# A Study on the Problems faced by the Women Entrepreneurs in Tamil Nadu with special reference to Trichy City

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## Abstract

Women have been successful in breaking their confinement within the limits of their homes by entering into varied kinds of professionals and services women entrepreneurs have proved to be on par with their men counterparts in business acumen and are emerging as smart and dynamic entrepreneurs. Women owned businesses are highly increasing in the economies of almost all countries. The hidden entrepreneurial potentials of women have gradually been changing with the growing sensitivity to the role and economic status in the society. Skill, knowledge and adaptability in business are the main reasons for women to emerge into business ventures. Women Entrepreneur? Is a person who accepts challenging role to meet her personal needs and become economically independent. Women Entrepreneur faces lots of problems to become as a successful entrepreneur this study was conducted to know the key problems face by the women entrepreneur of Trichy district.

## 1. Introduction

Women Entrepreneur faces several barriers and constraints, viz. cultural, educational, technological, financial and legal lie in the way of women entrepreneurs throughout the world. In some parts of the globe, women are prevented by social customs from leaving their house and going to market. In other parts, women may be facing problems, such as lack of transport and storage facilities, market information, etc. and are also exploited by middlemen, due to poor bargaining power. It is often found that enterprises started by women and men alike mostly experience financial problems at the nascent stage of the enterprise. Thereafter, crucial problems are increasingly seen in connection with general management, marketing and delegation of the responsibilities [1-5]. Further, for a female business owner, the process of starting and operating anew enterprise can be difficult, because they often lack the skills, education, and support systems that can expedite their business pursuits. They also face barriers in banking, legal aspects, political contacts, customs tariffs, bureaucracy and extortion. So this study was conducted to analyze the problems faced by the women Entrepreneurs of Trichy.

## 2. Review of Literature

The problems of the women entrepreneurs, the challenges ahead the women entrepreneurs, strategy for development of women entrepreneurship and the need for environmental change have been discussed. The suggestions were women have to be made compatible of both social and economical worlds and empower them towards self confidence and self - reliance. Women should be motivated to come out of their traditional perceptions and responsibilities and make them to accept psychological and social changes inculcated in the system. Successful women in the field of entrepreneurship have to help other women in starting and sustaining in their business whole - heartedly. Women should be made aware of various credit facilities, financial incentives and subsidies [6-10].

The women entrepreneurs today are an emancipated lot, a force to reckon with. They are bound to succeed in the field of business with their intrinsic qualities of human relations, perseverance, cash management techniques, winning tactics etc. But the large majority of them are rather skeptical and frightened of the very many problems they are likely to encounter in the course of entrepreneurship.

### 3. Methodology

This study was conducted among the women entrepreneurs of Trichy and a questioner was given to them and they were asked to rank the problems and based on that simple percentage the tables were tabulated and again ranked based on their percentages. Data was collected from 112 women entrepreneurs.

#### Analysis and Interpretations

**Table: 1 - Nature of Problems faced by the Women Entrepreneurs**

Generally, women have a lower status in the society, due to social Setup and implicit assumption that women are frail and indecisive. When they become entrepreneurs, they encounter several problems which are faced by entrepreneurs in general, viz. financial, manufacturing, labour, marketing, training and personal. Successful women entrepreneur consider their problems as a step to success and innovation and they take them as a challenge and face it boldly, instead of running away from it. Some of them are not able to withstand with the problems, due to lack of family support, poor financial position, etc.

Type of Problem	Respondents	Percentage	Rank
Financial Problems	30	26.78	2
Production Problems	25	22.32	3
Labour Problems	05	4.46	5
Marketing Problems	40	35.71	1
Personal Problems	16	14.28	4
Training Problems	-	-	-

Marketing is prime problem and financial problem ranked second by the respondents.

**Table: 2 - Nature of Marketing Problems faced by the Women Entrepreneurs**

Nature of Problem	Respondents	Percentage	Rank
Storage problem	10	8.93	5
Transportation problem	10	8.93	5
Exploitation of middlemen	11	9.82	4
Problem of credit sales	12	10.71	3
Problem of demand	17	15.18	1
Rivalry from competitors	15	13.39	2
Problem of access to market	08	7.14	6
Advertisement problem	05	4.46	8

High marketing costs	05	4.46	8
Lack of market information	03	2.68	9
Poor bargaining power	02	1.79	10
Poor ability to fix the price	07	6.25	7
Harassment by Government officials	07	6.25	7
Bribe	-	-	-

Producers are dependent on middlemen for marketing their produce outside their local area. This reduces the community's earnings even though their products are of very good quality. The rich have financial capital for promoting their enterprise; the poor need to promote social solidarity and social capital. Women are seldom allowed to go out of the house to sell their products to the public. So the skilled women workers are discouraged from making use of their creative and entrepreneurial skills. From the above table it is inferred that lack of demand is the major marketing problem of the women entrepreneurs. They opined that the excess number of suppliers and low price are the two main reasons for the poor demand. Rivalry from competitors by way of reduced prices ranks second and problem of credit sales ranks third the women entrepreneurs face the problem of delay in collection of debts due to credit sales.

### 3.1. Measures taken to Solve Marketing Problems

Product differentiation / Product diversification / Innovative advertisement / New salesmanship  
Participating in trade fairs/ exhibitions / Adoption of own storage facility / Own transportation

**Table: 3 - Nature of Financial Problems faced by the Women Entrepreneurs**

Nature of Problem	Respondents	Percentage	Rank
Problem of liquidity	35	31.25	1
Lack of fixed capital	15	13.39	4
Non availability of credit	20	17.86	3
High cost of capital	11	9.82	5
Fear of taking more loan	06	5.36	6
Inadequate credit	25	22.32	2

From the above table it is inferred that the basic financial problems of the women entrepreneurs are most of them have the problem of liquidity, which is ranked as first. The second problem, as perceived by the respondents is inadequate credit.

### 3.2. Measures taken to Solve Financial Problems

Borrowing from money lenders, Sale of property/ valuables, Pledging of jewellery, Borrowing from friends/relatives, Utilizing personal savings

**Table: 4 - Nature of Production Problems faced by the Women Entrepreneurs**

Nature of Problem	Respondents	Percentage	Rank
High cost of production	31	27.68	1
Problem of raw materials	20	17.86	3
Lack of skilled production staff	10	8.93	5
Frequent power failure	26	23.21	2
Opposition due to pollution	13	11.61	4
Lack of technical know-how	-	-	-
Difficulty in disposing of wastage	06	5.36	6
Bribe to get licenses/approvals	-	-	-
Lack of research and development facilities	06	5.36	6

From the above table it is inferred that high production cost is the main production problem faced by the women entrepreneurs. It is also observed that high cost of inputs is the main reason for high cost of production, which reduces the margin of some of the women entrepreneurs considerably. The next important problem, as perceived by the respondents is frequent power failure which leads to loss of production time, loss of revenue, increased expenditure, abnormal idle time, etc. The non-availability and seasonal nature of raw materials also create problems to women entrepreneurs.

#### Measures taken to Solve Production Problems

Purchase of high quality materials, Purchase of modern machinery, Usage of captive power generator Proper disposal of wastage, waste treatment Plant, Quality control, Research and development

**Table: 5 - Nature of Personal Problems faced by the Women Entrepreneurs**

Nature of Problem	Respondents	Percentage	Rank
Limited time to take up dual role	18	16.07	2
Family responsibilities	21	18.75	1
Opposition from the family	16	14.29	3
Lack of experience	-	-	-
Sexual harassment	14	12.50	4
Fear of taking risk	-	-	-
Health problems	11	9.82	5

Lack of public contacts	05	4.46	7
Social customs	11	9.82	5
Restricted mobility	08	7.14	6
Ego clash	08	7.14	6

It is revealed from the study that 14.28% face personal problems. Since women entrepreneurs have dual responsibilities, almost all the women entrepreneurs' face a lot of personal problems in starting and running their units. Table 6 shows that 'family responsibilities' is the basic personal problem of the women entrepreneurs' in Trichy. The next important problem, as perceived by the respondents is 'limited time to take up dual role'. While it is 'opposition from the family' which is ranked as third and women entrepreneurs also face the problem of sexual harassment, which is ranked as next.

### 3.3. Measures taken to Solve Personal Problems

Sharing family responsibilities with the children, Relying on servants/parents, Becoming member of various social/ industrial organizations, Obtaining consultancy services from Governmental agencies /NGOs, Seeking advice of friends/relatives, Winning the support of husband by giving equal participation

**Table: 6 - Nature of Labour Problems faced by the Women Entrepreneurs**

Nature of Problem	Respondents	Percentage	Rank
High labour cost	10	8.93	5
High labour turn-over	18	16.07	3
High labour absenteeism	38	33.93	1
Attitude of employees / workers	24	21.43	2
Absence of trained staff	16	14.29	4
Low productivity	06	5.36	6
Trade union problems	-	-	-

From the above table it is inferred that high labour absenteeism is the major labour problem faced by the women entrepreneurs which is according to them, leads to considerable loss of production time and inability to meet the orders in time. The attitude of employees/ workers ranks next. High labour turnover ranks third.

### 3.4. Measures taken to Solve Labour Problems

Executing labour contracts, / Attractive fringe benefits /gifts to reduce labour absenteeism, Banning the formation of trade union in the concern, Punishment for default, Conducting time / work study/waste management training.

#### 4. CONCLUSION

Table: 1 reveals that marketing is the main problem faced by the Women Entrepreneurs in Trichy followed by financial problem / production problem / personal problem and labour problem product training is not a major problem for the Women Entrepreneurs in Trichy. Table: 2 reveals that Problem of demand, Rivalry from competitors and Problem of credit sales are the major marketing problems faced by the women entrepreneurs in Trichy. Table: 3 reveals that Problem of liquidity / Inadequate credit are the major financial problems faced by the women entrepreneurs in Trichy. Table: 4 reveals that High cost of production , Frequent power failure and Problem of raw materials are major production problems of the women entrepreneurs in Trichy. Table: 5 reveals that Family responsibilities, Limited time to take up dual role and Opposition from the family are the major personal problems faced by the women entrepreneurs in Trichy. Table: 6 reveals that reveals that high labour absenteeism, Attitude of employees / workers and High labour turn-over are the major labour problems faced by the women entrepreneurs in Trichy. Appropriate measures are also been taken by the women entrepreneurs but awareness level can be increased by appropriate training in all the problem orientated areas.

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