

**A STUDY ON PROBLEMS AND PROSPECTS OF WOMEN
ENTREPRENEURS IN COIMBATORE CITY**

P. Jothipriya

(16PWS001)

Thesis submitted to
Avinashilingam Institute for Home Science and Higher Education for Women,
Coimbatore-641043

In partial fulfilment of the Requirements for the
Degree of Master of Arts in Women's Studies and Entrepreneurship

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M. Kashturi

Signature of Head of the Department

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Signature of the Guide

Signature of the External Examiner

CERTIFICATE

This is to certify that the dissertation entitled on "A STUDY ON PROBLEMS AND PROSPECTS OF WOMEN ENTREPRENEURS IN COIMBATORE CITY" submitted to the Avinashilingam Institute for Home Science and Higher Education for Women, Coimbatore-641043, in partial fulfilment of the requirements for the award of the degree of **MASTER OF ARTS IN WOMEN'S STUDIES AND ENTREPRENEURSHIP** is a record of original research work done by **JOTHIPRIYA,P**, during the period of the study in the Department of Home Science Extension Education, Avinashilingam Institute for Home Science and Higher Education for Women, Coimbatore-641043, under my supervision and guidance, has not formed the basis for the award of any Degree Diploma/Associate ship/Fellowship or similar title of other university


Signature of the Guide


Signature of Head of the Department

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INTRODUCTION

“Empowering women is a prerequisite for creating a good nation. When women are empowered, society with stability is assured. Empowerment of women is essential as their thoughts and their value systems lead to the development of a good family, good society and ultimately a good nation”. Dr A.P.J Abdul Kalam.

Indian women possess tremendous will power & unlimited energy. But perhaps this is the world’s most unutilized resources. Fortunately, the time has come and women are becoming more conscious about their rights, social position, work, career etc. The social transformation in terms of increased educational status of women, their struggle to achieve a better position in the life and society has introduced a drastic change in the life style of Indian women. Their struggle for existence enables them to be recognized for the achievements they have got in their respective field. They have problem solving and motivational ability, and persuasiveness. They know how to win and lose gracefully. These are some of the qualities which helped them to survive and succeed in the cut throat competition. So, it is the right time to analyze the present status & challenges faced by them which are responsible for their slow progress (PriyadarsiniPadhi 2010).

Women Entrepreneurs may be define as “women or a group of women who commence and operate a business venture”. Like a male entrepreneur a woman entrepreneur has many functions. They should explore the prospects of starting new enterprise; undertake risks, introduction of new innovations, coordination, administration and control of business and providing effective leadership in all aspects of business. Government of India has described women entrepreneurs as an enterprise/venture owned and controlled by women having at least financial interest of 51% of the capital and giving at least 51% of employment generated in the organization to women.

Entrepreneurship is a suitable profession for women than regular employment. Women are taking interest in the Entrepreneurship in present years than past. The women have achieved immense development in their mind. With increasing dependency on services sectors, many opportunities are there for women. During last two decades, increasing numbers of Indian women in have entered in the field of entrepreneurship and also they change the face of business. Women have been taking

interest in recent year in self business. In the process of Entrepreneurship, women have to face various problems and these problems get doubled because of her dual role as earner and homemakers. In India most of the homemakers want to start their own business but there are so many problems faced by them. They feel frustrated in dual role. Govt. started several programmes for the training of women entrepreneurship. Training program create the interest among women and helpful to increase the skills and also to build the social attitude, high confidence.etc.

Women Entrepreneurs are highly increasing in the economies of almost all countries. The hidden business potentials of women have been increasing with the growing sensitivity to the role and economic status in the society. The knowledge, Skill and compliance in business are the core reasons for women to come forward into business ventures. Women entrepreneurs engage in business due to push and pull factors which give confidence to women to have an self-sufficient occupation and stands on their foots. Logic towards independent decision-making on their life and career is the motivational factor behind this insists on 'Women Entrepreneur' is a person who accepts challenging role to meet her personal desires and turn out to be economically independent. A strong desire to do enormous positive is an integral quality of entrepreneurial women, who is competent of contributing values in both family and social life. With the introduction of media, women are conscious of their own qualities, rights and also the work situations. The glass ceilings are shattered and women are found indulged in every line of business from achiever to telecommunication. Right efforts in all areas are vital in the development of women entrepreneurs and their greater involvement in the entrepreneurial activities. (Mr. Amit Kumar 1999).

Women entrepreneurs significantly contribute to the success of the economy. They shape and redefine the work place, business networks, financial institutions and culture. A number of initiatives have been designed to motivate women entrepreneurs. Studies show that the experience of women in business is different from those of men. There is profound gender Differences in both women experiences of business ownership and the performance of women-owned firms (Carter, Anderson & Shaw: 2001).

Women entrepreneurs have not been able to achieve their full potential in a male dominated business society due to the innumerable constraints they face in their endeavour to set up viable business ventures. Most women entrepreneurs are mainly practicing cross border trade and some are informal (Manyoni, 2011). It is hoped that the results of this research will unveil the impediments to the growth of businesses owned by women so as to attract international attention to help alleviate the problems.

Entrepreneurship and business in general have been male dominated for decades, but this has changed over the years. Nowadays women empowerment has been increasing so rapidly all over the world and women are starting their own businesses to seek greater control over their personal and professional lives. It can be seen that women entrepreneurship is a growing phenomenon and has had a significant economic impact in all economies (Nieman & Nieuwenhuizen, 2004:37).

Women entrepreneurs have been the most disadvantaged group because of late they could not pursue a business activity without taking their husband or a male family member along. Although women nowadays are now engaged in the self-employment sector, many people still wonder how a woman can be a successful entrepreneur if she has gender roles to play at home, is or uneducated, unexposed to markets or cut off from financial resources, or just generally discriminated against in a male dominated society (Maas & Herrington, 2006:4).

Davidson and Burke (2004) reported that although there is high rate of female participation in self-employment, but very limited study focus on them and only a few challenges were identified. It is found that many female entrepreneurs are still facing a lot of obstacles to start the business and during development phase of their enterprises.

Problems such as work-family conflicts, difficulties to assess finance and entrepreneurial education, were found in the service sectors and retail businesses where women were involved, Among the challenges were low level of education and lack of training opportunities, heavy household chores, legal or cultural constraints and lack of access to formal credit. (Tambunan 2011).

In the entrepreneur scene, female entrepreneurs are turning to be more important players in the industry (Byrne et al, 2013). In spite of the fact that the number is small when compared with men owned businesses, it is encouraging as it

demonstrated that females no more follow the generalization that men are the only one to be salary earners in the family (Kariy, 2013). It is commendable that women can discover success in their own businesses even though, there are various obligations by women like taking care of the family.

However, women confront huge challenges related to gender in expanding and operating their small scale enterprises as well as establishing a new one (Abdulkadir et, al. 2012). Traditions and culture are disadvantages for women as it separates them from their male counterpart in different field including business (Mtey et, al. 2013), and they lack proper management skills and finance to operate the businesses. According to report by Kariy (2013) women faces more harassment from different council authorities than the male. The success of women enterprises faces threat from these challenges.

Women entrepreneurs in India (Anil Kumar, 2007) with reference to education-wise information reveals that 58% women entrepreneurs possessing metric level of education face this problem to a great extent, one-fourth women entrepreneurs possessing graduate level of education and 36% post graduate level face the problem of getting information up to a great extent. Low-level education provides low-level self-confidence and self-reliance to the women folk to engage in business, which is continuous risk taking and strategic decision making profession.

Women entrepreneurs require confidence, leadership and managerial skills for their accessibility to new markets. Entering into business as a woman offers the Omni-challenges of learning how to effectively operate the activities of such business while simultaneously attempting to meet all other expectations that are part of entrepreneurship (Schaefer, 2003).

The worst of these challenges is malignant sexism, which according to Anyanwu (1993) ensures the complete economic manipulation, sexual exploitation, political marginalization and economic inequality of women.

Entrepreneurs play a key role in any economy. These are the people who have the skills and initiative necessary to take new ideas in marketing their product and make the right decisions to ensure the ideas are profitable. The outcome from risks taken has a great potential to increase economic profits for entrepreneur. Entrepreneurs are not necessarily motivated by profit but regard it as a standard for

measuring achievement or success. As an entrepreneur he or she need to lead their business with creative and innovative thinking in producing new or improving existing products to ensure their business remain successful.

Nowadays, the women entrepreneurs in China almost 25% of the total, of which 60% are successful entrepreneurs in recent 10 years, the largest number of women entrepreneurs is from 40 to 45 years (Huang & Pen, 2012). This data caused our attention a raised our interest to observe in our mind. As we know, long times ago, the responsibilities of Chinese women were taken care of her husband and children. Women did not have the right to study and open business.

In Coimbatore district, majority of the entrepreneurs belonged to the age group of 30-40 (76%) and the remaining entrepreneurs come under the age group of 40-50 (12%), 20-30 (8%) and four per cent of them in above 50. Among the 100 entrepreneurs, most of them were married (81%). Under the educational status, majority of the entrepreneurs were completed secondary education (64%). Out of 100 entrepreneurs, most of them were earning monthly income of Rs.10, 000-20,000 (76%). (P. Manimalathi February 2013) . Family (52%), ambition (28%) and friends (11%) are the important factors which motivate the women to start own business. Out of 100 entrepreneurs surveyed, 31 per cent of them were engaged in tailoring units, 27 per cent in fancy shops, 15 per cent in computer centre, 9 per cent in Xerox centre and the remaining 18 per cent in beauty parlours (8%), food stalls (5%) and stationary shops (6%) in Coimbatore district. Most of the entrepreneurs ranked financial burden as first most important problem faced by them in business. SHG loans, bank loans and savings are the sources of financial needs used by the entrepreneurs.

However, Indian women have to go a long way to achieve equal rights and position because traditions are deep rooted in Indian society. Despite all the social hurdles, many women have become successful in their works. Entrepreneurship is a key element of growth and development prospects for all countries and it is most relevant to transition countries. A nation how so ever rich in material resources, cannot prosper if its resources are not put to productive use, for this purpose, energetic entrepreneurs are needed who can contribute effectively for national prosperity. The only solution is promotion and development of entrepreneurship, as entrepreneurship aims at making an individual a job provider and not a job seeker. (Dr. K. Satyanarayana, International Journal of Academic Research 2015).

Successful entrepreneurs have the ability to create a strategic position by managing their resource to meet and satisfy the expectations of stakeholder (Thompson, 2004). Masuo et al.,(2001) defined success in terms of economic and financial measurement which includes return on assets ,sales, profits employees and survival rates while non financial measure include customer satisfaction, personal development and personal achievement.

Therefore, this study are focusing on measuring success in individual level by assuming that successful entrepreneurs will indirectly reflect the success of their business. The easiest way of defining entrepreneurial success is through tangible elements such as profitability, sustainability, personal wealth creation, revenue or a firm's growth and turnover (Perren, 1999).

Having this in view, the present study on “Problems and Prospects of Women Entrepreneurs in Coimbatore City” was undertaken by the Investigator with the following Objectives: To

- A. Assess the Socio-economic profile of the women entrepreneurs.
- B. Analyse the Challenges of successful women entrepreneurs.
- C. Know the Ways of overcoming the challenges and successes in venture.

II. REVIEW OF LITERATURE

The literature pertaining to the study entitled “Problems and Prospects of Women Entrepreneurs in Coimbatore City” is reviewed under the following heads;

- A. Overview of women entrepreneurs in India**
- B. Challenges faced by women entrepreneurs**
- C. Overcoming the challenges and successes in venture.**
- D. Government schemes and incentives for promotion of women entrepreneurship**

A. Overview of women entrepreneurs in India

In India, women constitute around half of the total world population. In traditional societies, they were confined to within four walls and performing household activities. Her involvement in economic activities marked by low work participation and that too in low skill jobs in the unorganised sector of the economy. Ideologically as well as in practice women were considered completely inferior to males and have been marginalized as well relegated to the status of subjugated class.

Now, women have emerged as an important part of industrial growth. To achieve equal status with men, women have to come out of their traditional roles and responsibilities and create an identity for themselves, assuming a variety of functions. To make this dream a reality, women have to consider their labour as not drudgery but a delight. The participation of women in the economic development process can be mainly categorized into four segments namely Employment in unorganized sector, Employment in organized sector, Self-employment and Entrepreneurs.

V.Krishnamoorthy and R.Balasubramani (April 2014), identified the important women entrepreneurial motivation factors and its impact on entrepreneurial success. The study identified ambition, skills and knowledge, family support, market opportunities, independence, government subsidy and satisfaction are the important entrepreneurial motivational factors. The study also concluded that ambition, knowledge and skill, independence dimensions of entrepreneurial motivational has significant impact on entrepreneurial success.

Anita Tripathy Lal's (November 15, 2012) main objective of this research was to study the significant rise of Women Entrepreneurs in India and how it has evolved since the pre-independence days (before 1947), during the British colonial days. The study also analyzed the reasons that have prompted the women entrepreneurs to unleash their entrepreneurial energies into start-ups. Based on both qualitative and quantitative analyses the growth of women entrepreneurship in India have been studied into four different periods - PreIndependence Period (before 1947), Post-Independence Period (after 1947), Post-Liberalization Period (after 1991) and Post - Global Recession period (2008 onwards). The study finally concluded to what extent the various support systems in India can further foster a conducive ecosystem for the Women Entrepreneurs in India.

Cohoon, Wadhwa and Mitchell (2010) presented a detailed exploration of men & women entrepreneur's motivations, background and experiences. This study identified top five financial and psychological factors motivating women to become entrepreneurs. These are desire to build the wealth, the wish to capitalize own business ideas they had, the appeal of start-up culture, a long standing desire to own their own company and working with someone else did not appeal them. The study concluded that the women are very much concerned about protecting intellectual capital than their counterpart. Mentoring is very important to women, which provides encouragement & financial support of business partners, experiences & well developed professional network.

Veena S. Samani, (2008) in her thesis threw light on a specific section of working class – the women engaged in food processing. The study shows that majority of women in Gujarat have expertise and unique skill of preparing and processing food. The food processing may be of different types and quantity, but these enterprises have been found to be great success whether attached with home or not. The present study also throws light on their knowledge, attitude and practices and problems. Stress was the major problem faced by all the selected women. The researcher found that, most of the women entrepreneur were Hindus, around 65% of women belonged to nuclear families and small number of women had obtained formal training.

SairabellKurbah, Martin Luther(2007) in their article investigated the multi-factorial nature of women's role in economic development in the East Khasi Hills area of Meghalaya state, to determine the enabling and constraining factors associated with successful entrepreneurship in terms of personal, social, cultural, political and economic characteristics. Despite average education and humble family backgrounds, the Khaki women have been equal to men in being quite enterprising and successful, through hard work, patience, and good public relations. Khasiculture is in fact a strong influence in promoting such enduring traits among women, who have been able to build an economic base strong enough to provide their children with a good starting point in life. A higher level of education and employable skills for women entrepreneurs can help in improving their levels of productivity, and promote risk-taking and innovativeness.

PurnamitaDasgupta (2005) revealed that women's labour force participation rate in rural India was negatively influenced by education, ownership of land, age and number of young (below 5 years) in household. Monthly per capita expenditure negatively affected the decision to participate in the labour force and was of greater significance for BPL households. Also, wage rate had a negative effect on women's labour force participation, but was only significant for BPL households.

P.K. Bardhan's (1979) analysed the determinants of women's labour force participation rate in rural West Bengal (Indian state). He empirically proved that women's labour force participation rate in rural West Bengal was negatively influenced by increase in number of dependents in the household, number of adult males in the household, the village unemployment rate and standard of living for the household. Women's labour force participation rate was positively affected by the harvesting-transplanting season (July-September). He also found out that low caste and tribal women participate more in the labour force than higher caste women even in rural areas.

Jacob Mince's (1962) laid emphasis on determining factors affecting of women's (particularly married) decision to participate in the labour force. Mincer proved that wives were more likely to participate in the labour force if husbands' earnings were lower than permanent earnings. Moreover, if the education level of family head was high, changes in permanent and transitory income weakly affected participation rate. It was also noted that unemployment and presence of

young children in households had discouraging effects on labour force participation, but statistical significance was absent. Mince introduced the key determinants to women's labour force participation that could be later studied for different groups (non-married or divorced women).

S.Vargheese Antony Jesurajan and S. VargheesPrabhu in their empirical investigation, revealed the expectations of women entrepreneurs in Tirunelveli district. The finding depicts many factors like finance, training, support and schemes are the major expectations among the women entrepreneurs in Tirunelveli district. The study concludes that the women entrepreneurship must be moulded 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.

Torch Burch (Nov 18th 2013), experiences that women entrepreneurs see the world through a different lens and, in turn, do things differently. Though the women are operating new businesses, yet they face a huge equality gap. In only seven countries Panama, Thailand, Ghana, Ecuador, Nigeria, Mexico and Uganda women take part in business at rates equal to men's; in some countries, like Pakistan, they rarely take part at all. Even when women are active business owners, they do not reach their potential. When it comes to finance, women face particular hurdles, from a lack of collateral to discriminatory regulations and ingrained gender bias. Financial institutions must do a better job of banking on women's potential by thinking creatively and forging partnerships, to give more women a shot at the resources that can enable them to start up or scale up. Narrowing the gender gap in employment will increase global income per person.

Tanima Banerjee (March 11th, 2012) in her article tried to analyze the position and space Indian women occupy today, and comparing it to the times 60 years ago when the country had just gained independence. Over the years women have made great strides in many areas with notable progress in reducing some gender gaps. Yet realities such as girls are getting trafficked every year, and increased practice of dowry, rape and sexual harassment hit hard against all the development that has taken place. As compared with past, women in modern times have achieved a lot but in reality they have to still travel a long way, and the men yet have to allow and accept the women to be equal participants in the country's way forward.

Sudha Menon (2010) in this inspirational book follows the journey of some of India's most admired women achievers who have made a difference to society with their stellar work and other pursuits that touch our lives, in more ways than once. This book vividly touches upon issues like what makes the woman professional, achiever, is there a level playing field for women, is there something males can learn from their female colleagues etc. This book is a well-researched effort to evaluate the achievements of leading women professionals.

Tambunan, Tulus, (2009) focused in his article mainly on women entrepreneurs in small and medium enterprises based on data analysis and review of recent key literature. This study found that in Asian developing countries SMEs are gaining overwhelming importance; more than 95% of all firms in all sectors on average per country. The study also depicted the fact that representation of women entrepreneurs in this region is relatively low due to factors like low level of education, lack of capital and cultural or religious constraints.

Taariq Masood and Ahmad I. M. (2009) suggested that education and wage rates significantly and positively determined urban women's labour force participation rate, but not that of rural women. Unemployment Rate significantly reduced the labour force participation rate in rural areas, but not the urban; while, sex ratio significantly increased the participation rate in rural and urban areas. Number of young children (0-4 years) in the household negatively affected the participation rate for rural and urban areas. Muslim Population and Scheduled Caste/Tribes were also significant determinants of Women's decision to participate in labour force.

Almaz Negash (Dec 2006) in this study describes that, in the majority of poor nations, mothers, not fathers, have the most influence on their children. Mothers are the ones who dictate the decisions on whether or not children are sent to school, what school they go to, and how much time they spend working for the family. Until women are given the same opportunities that men are, entire societies will be destined to perform below their true potentials. Thus, concerted action to educate women, give them equal access to credit, and generally empower them, are critical components in battling all of the above-mentioned ills. Societies, governments and non-governmental organizations around the world should come together and make a concentrated effort to empower and grant equality to women.

SeemaGoswami (2002), in her book says that during the span of 50 years the status of women has undergone changes which expands the sub-cultural base of westernization, in which the women by their very nature had family increasingly face pressure of fission due to economic, cultural and social reorientation of its function and obligations.

GeetaKingdon's work (2001) work aimed to relate the effect of education with labour force participation rates and hence explain wage differential between men and women. Findings suggested that when education level exceeds a certain threshold, it starts determining an increase in labour force participation. However, education significantly improves the wage offered to women, which is even higher than in case of men. He also asserted that women in urban India faced high levels of wage discrimination.

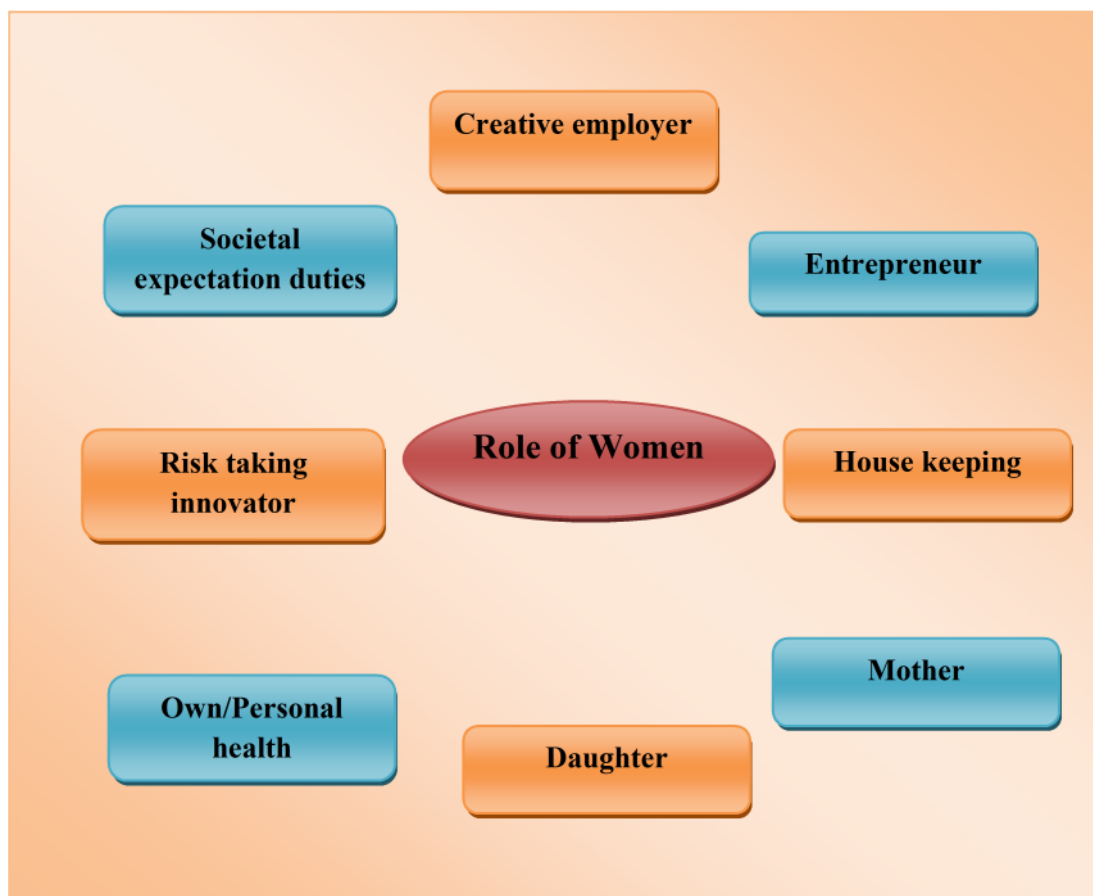
Lois Frankel (2000) says that the norms and lifestyle of women in contemporary India bear a deep impact of the changes in society, its social structures and values. The role played by these women has changed the economic, social conditions and have largely contributed to the emergence of a new scale of values by which the women today perceive their aspiration for the future.

According to M.Aminul Islam, a woman of her ability can do everything if she desires to do so. They are not only cooks; they are now breadwinners as well. The economic contribution of women through the magnitude of their unpaid labour is immense. They have proved their mettle in various fields, including higher education, teaching, politics, sports, medical as well as scientific research, information technology, air and water, peacekeeping missions, nursing, wartime, agriculture, construction, business, public and private job sectors, policing, journalism and many more fields. But still women are becoming the victims of social vices like rape, acid attacks, sexual abuse and dowry-related violence. Until and unless women's unpaid work is recognized, efforts towards building a gender balance in society cannot be achieved.

Carol Roth in her article analyzed that, entrepreneurship isn't a walk in the park for anyone and it can be even more challenging if you are of the —female persuasion . Even with all of the advancements that women have made in the business world, there is still a long way to go before the success rate is level between

male and female entrepreneurs. Some of the top challenges that female entrepreneurs need to overcome in general in order for woman-owned businesses to be more successful as a whole. They are not being taken seriously, letting fear stand in the way, wanting to please everyone, wearing too many hats, not being able to Toot your own horn .

ReenaKumari and AviralPandey tried to look at the extent of disparity in women work and labour force participation in urban-rural sectors and across the states of India. It had been observed in developed southern states of India, because of highly educated society and sincere freedom of women in decision making, the women work participation in regular jobs is high in comparison to the northern states of India. Thus the study concludes the facts that women participation in labour force has decreased after 1994 and disparity between male and female has been widened after an improvement in 2004-05. The reason behind this was low involvement of rural women in attending schooling and high demand of female labour in agriculture sector.



Source; Amit Kumar(2011)

Role of Women

Figure 1

B. Challenges faced by women entrepreneurs

Problems regarding women entrepreneurship in India, researchers having identified issues relating to social aspects, economic life, skill problems, problems of family support, courage etc. The problems and constraints experienced by women entrepreneurs have resulted in restricting the entry and expansion of women entrepreneurship. The major barriers encountered by women entrepreneurs are:

Women are not able to easily able to access credit due to lack of information and less mobility. Though Banks and financial institutions are important financiers of entrepreneurs, but they are not ready to provide credit on the belief that they cannot repay back the loans taken by them.

Women generally do not have property on their own names to use that as collateral securities for obtaining loans from banks and financial institutions.

Women face a serious problem while marketing their products. The cost of advertisement is too heavy for their stringent resources. They are untrained when it comes to salesmanship and marketing techniques.

Davidson and Burke (2004) reported that although there is high rate of female participation in self-employment, but very limited study focus on them and only a few challenges were identified. It is found that many female entrepreneurs are still facing a lot of obstacles to start the business and during development phase of their enterprises.

Halkias et al. (2011) posit that Nigerian women from small and micro scale industrial sectors were facing challenges such as low productivity, hard to get finance or capital and low labour force to enhance their businesses. Not only in Nigeria, a study conducted by Jamali (2009), found that similar constraints were faced by female entrepreneurs from other developing countries. Problems such as work-family conflicts, difficulties to assess finance and entrepreneurial education, were found in the service sectors and retail businesses where women were involved (Itani et al., 2011).

An earlier study by Tambunan (2009) found that similar challenges were faced by the female entrepreneurs in Indonesia. Among the challenges were low level of education and lack of training opportunities, heavy household chores, legal or cultural constraints and lack of access to formal credit. Tambunan further reported that female

entrepreneurs in Nepal have low self-confidence and high risk of sexual harassment. In United Arab Emirates (UAE), most of the female entrepreneurs reported that their main constraints were low financial aids, low knowledge of industries and low management skills (Itani et al., 2011). In addition, it is reported that women have a lot of family responsibilities. Married female entrepreneurs with children are found to be more difficult to manage their family and business compared to those not married (Winn, 2005).

Ramasethu (2015) studied the difficulties and issues tackled by urban working females in India and found that women undergo psychological and physical pressure, lack of suitable balance between employment and family maintenance, unfair management in the place of work, tensioned life and work place discernment.

Kulkarni (2010) studied the obstacles for the development of women entrepreneurs in Pune region and found that the majority of women entrepreneurs faced micro factors related to economic problems due to lack of finance and modern technology. The second restriction is the macro factor which is related to competition. To stay alive in the male dominated business, women entrepreneurs have to be stronger emotionally.

Ghosh and Cheruvalath (2007) studied the female entrepreneurs as important catalysts for economic growth and development in India. The study further examines the current status of female entrepreneurs in the country. The study discussed many challenges faced by women entrepreneurs, for instance, low level of education and socio-cultural restrictions. The study also gave suggestions to improve entrepreneurship in women like accurate training, inculcating an entrepreneurial attitude in them, 'attribution augmenting', understanding their entrepreneurial inspiration, and, most significantly, removal of discerning social duties compulsory to them.

Thomas (2000) analyzed the performance and the complementary strengths of women entrepreneurs' dual role as homemakers and entrepreneurs in Ernakulam district in Kerala state. An analytical survey followed by case studies of twelve women entrepreneurs from Ernakulam district in Kerala state was done. Entrepreneurial competencies of these women were identified and finally a SWOT analysis was done. The study found that women entrepreneurs were facing the

problems of policy-practice gaps, lack of professionalism, conservative attitudes, and time constraints, hesitancy to improve entrepreneurial knowledge, obedient nature and low risk bearing capacity. However, a better entrepreneurial environment, supportive family, access to infrastructure and entrepreneurial qualities strengthened women entrepreneurs.

Embran (2003) studied the women entrepreneurship in Kerala and found that women entrepreneurs face plethora of problems not only in launching their units but also in running them with financial problems like shortage of working capital.

Thangaraju (2011) measured the responsible factors for entrepreneurial motivation, problems and growth of women owned businesses in Erode District, Tamil Nadu. The study comprises a sample of 305 women entrepreneurs from Erode district, Tamil Nadu. The study revealed that the major problem was not availability of finance but repayment of it. The repayments are difficult due to low paying capacity, which is affected by lack of education, poor skills, and certain problems related to marketing, viz., lack of mobility, biased attitude towards women and caste to which they belong and poor infrastructural support. Hence, if women have to succeed as entrepreneurs, they have to be educated, skilled and trained sufficiently.

Tuschano (2013) studied the women entrepreneurs in unorganized sector in Vasai Taluka in Mumbai. The study showed that women largely belonging to lower income or middle income group of Vasai Taluka were found in micro businesses in unorganized sector. There was a mix of traditional and modern businesses. These businesses operated under condition of extreme shortage of all types of resources and are outside the range of social security. Women entrepreneurs faced infinite problems in business. The amount of investment was low which limit their businesses to small size. It enforced them to use traditional tools and trust on cheap raw material. Lack of skills and professionalism in business affect their income. The production level was low, therefore the income level was low, but there was a great possibility of growth in some businesses.

Winn (2004) examines some of the decision making factors and socio-personal constraints that affect women entrepreneurship globally. Despite the increased gender parity in the workforce today, few women attain management positions at the top in large corporations. Policy-makers and educators who are

interested in increasing women in the executive ranks need to understand the interaction between family and career aspirations in order to properly guide those who choose business leadership positions. Unless one can put the business/family interface into perspective, one cannot remove the barriers that women encounter as they pursue their careers.

Jamali (2009) examines the reciprocation of constraints and opportunities affecting female entrepreneurship in developing countries. The paper adopts an integrative research design with multiple levels and an interpretive research methodology, focusing on in-depth interviews with ten women entrepreneurs to explore their perceptions and interpretations of constraints and opportunities facing female entrepreneurship. The findings presented in his paper clearly illustrate the relevance of micro- and macro-level factors in entrepreneurship research and the usefulness of integrating multiple lens and units of analysis to capture the complexity of the women entrepreneurship experience in any particular context.

Sarbapriya and Ishita (2011) focus on woman entrepreneur in India and also they talk about the status of woman entrepreneurs and the problems faced by them when they set up and manage their own businesses in the competitive world of business environment. Actually, there are significant differences between women entrepreneurs and the men entrepreneurs on ground of perseverance, potentiality and ability to work hard, as well as the abilities specific to emotional intelligence. At last, some general measures have been suggested to encourage women entrepreneurship in India.

Goyal and Parkash (2011) endeavour to study the concept of women entrepreneur, reasons because of which women become entrepreneurs, reasons for slow progress of women entrepreneurs in developing nation like India, suggestions for the growth of women entrepreneurs, schemes for promoting women & development of women entrepreneurship in India, case study of a women entrepreneur of Ludhiana. The study is concluded with the opinion that efforts are being taken to fulfil the promise equal opportunity in all spheres to the Indian women and guaranteeing equal rights of participation. But unfortunately, the government sponsored development activities have benefited only a limited section of women i.e. the urban middle class women.

Lathwal (2011) identifies the major problems of women entrepreneurs in Delhi with the objectives of analysing the various problems faced by them and by suggesting the remedial measure which will help in the speeding up of women Entrepreneurship in the city. Successful women entrepreneurs have been seen mostly among the mid thirty and early forty age group. The government schemes, incentives and subsidies have inspired and provided support measures to women entrepreneurs in and around the city. In her research, one of the findings was that while a majority of women came from a family business background and they were mostly married to business families. The business environment helped them to get prepared mentally, therefore helping them to easily enter into business.

Kumbhar and Kumbhar (2011) discuss several problems faced by women entrepreneurs like start up finance, access to technology, management and marketing skills and lack of confidence. Also they discuss the role of various associations promoting women entrepreneurs like SHG, WIT and SEWA. Lastly they provide suggestions for the development of women entrepreneurship which will help them in earning money and becoming economically independent. This will lead to an improvement is not only the women, from the point of view of better health, education and skill but an improvement in her living condition also by being able to use cleaner fuel, better house, better sanitation, facilities and infrastructural facilities.

Behara and Niranjana (2012) intended to find out various Problems, motivating and de-motivating factors of women entrepreneurship. They also suggest the way of eliminating and reducing hurdles of the women entrepreneurship development in Indian Context. The root cause of these problems lies in the social systems and attitudes. Government has emerged as a major catalyst by way of providing training incentives and other facilities to succeed particularly in rural areas. But very few entrepreneurs could approach for assistance which is an indication that there is need to revitalize the whole system. But this marks only the beginning of an arduous journey ahead for the Indian woman entrepreneurs.

Kumari, S (2012) analyses the different problems and challenges facing women entrepreneurship in India after independence. Time has come for women to come out of the drudgery of housework and express their creativity and entrepreneurship. Political developments in India have also been responsible for determining the role of women in a changing society. Entry of women in organised

business as entrepreneurs is fairly recent, but women have been contributing to production process since times immemorial. Government has been making every effort by giving facilities and exercising persuasion to induce parents to send their daughters in schools. Though such efforts have been successful to some extent, the breakthrough can come only when women receive equal opportunities along with men.

Shankar (2013) endeavours to study the concept of women entrepreneur in India what are the reasons to become an entrepreneur, reasons for slow progress of women entrepreneurs in India, what schemes are rendered by Government of India for promotion and development of women entrepreneur in India. Women entrepreneurs have become a strong driving force in today's corporate world. Not only are they able to equalize their duties of both motherhood and entrepreneurship but they also comprise of almost half of all businesses owned today. Many Women entrepreneurs have an average age of 40 – 60 years old because they have had previous careers in other areas. Their primary goal is not monetary reward but rather personal satisfaction and community involvement.

Kumbhar, V (2013) discusses the issues regarding women entrepreneurship in rural India. His paper is mostly based on secondary data and some observations; for the identification of these issues the author has reviewed different research articles and reports. Findings of his study reveal that absence of definite agenda of life, absence of balance between family and career obligations of women, poor degree of freedom to take financial decisions, absence of direct ownership of the property, no awareness about capacities, low ability to bear risk, problems of work with male workers, negligence by financial institutions, lack of self-confidence, lack of professional education, mobility constraints and lack of interaction with successful entrepreneurs are major problems of women entrepreneurship development in India.

Mehta and Mehta (2011) discuss various challenges faced by rural women entrepreneurs and some suggestions for effective development of women entrepreneurs. The women confined themselves to three K's-Kitchen, kids & knitting. Right efforts on from all areas are required in the development of women entrepreneurs. Role of rural women entrepreneurs in economic development is inevitable. The only urgent need is to create a favourable atmosphere to increase self-

employment for women and over all developments of the country. Thus, there are bright prospects for rural women entrepreneurship in India.

Choudhary and Rayalwar (2011) intend to highlight some issues with reference to the strategic challenges and opportunities from a gender focus to analyse the prospects of rural small and medium entrepreneurship for women. Women entrepreneurs faced many obstacles specifically in marketing their product that have to be overcome in order to give them access to the same opportunities as men. Indian rural market, if properly explored through the women entrepreneurs, offers unique opportunities to develop a strong network of rural enterprises. With increased educational opportunities; the women in India need to get more organized into small groups through sustained efforts.

GPalaniappan, C. S. Ramanigopal, A. Mani (19 March 2012) in their article analyzed that women have been successful in breaking their barriers within the limits of their homes by entering into varied kinds of professionals and services. Skill, knowledge and adaptability in business are the main reasons for women to emerge into business ventures. This study had also been carried out to analyze the motivational factors and other factors that influence women to become entrepreneurs, the major strength and weakness of women entrepreneurs and the environmental opportunities and threats which promote the entrepreneurship, and to offer suggestions to promote women entrepreneurship of selected districts in Tamilnadu. This study concluded that due to lack of training and education they are not able to survive in the market. Finance is also the major problem for women entrepreneurs.

Dr. Sunil Deshpande & Ms. Sunita Sethi, Shodh, Samiksha aur Mulyankan (Oct.-Nov.-2009) in their research paper exhibits the encouraging and discouraging factors in an enterprise and to provide solutions to the various problems faced by the women entrepreneur group. For the betterment of women entrepreneur emphasize should be on educating women strata of population, spreading awareness and consciousness amongst women to outshine in the enterprise field, making them realize their strengths, and important position in the society and the great contribution they can make for their industry as well as the entire economy.

Singh, Surinder Pal, (2008) in this study identifies the reasons and influencing factors behind entry of women in entrepreneurship. He mentioned the obstacles in the growth of women entrepreneurship are mainly lack of interaction with successful entrepreneurs, social un-acceptance as women entrepreneurs, family responsibility, gender discrimination, missing network, low priority given by bankers to provide loan to women entrepreneurs. He suggested the remedial measures like promoting micro enterprises, unlocking institutional frame work, projecting and pulling to grow and support the winners etc.

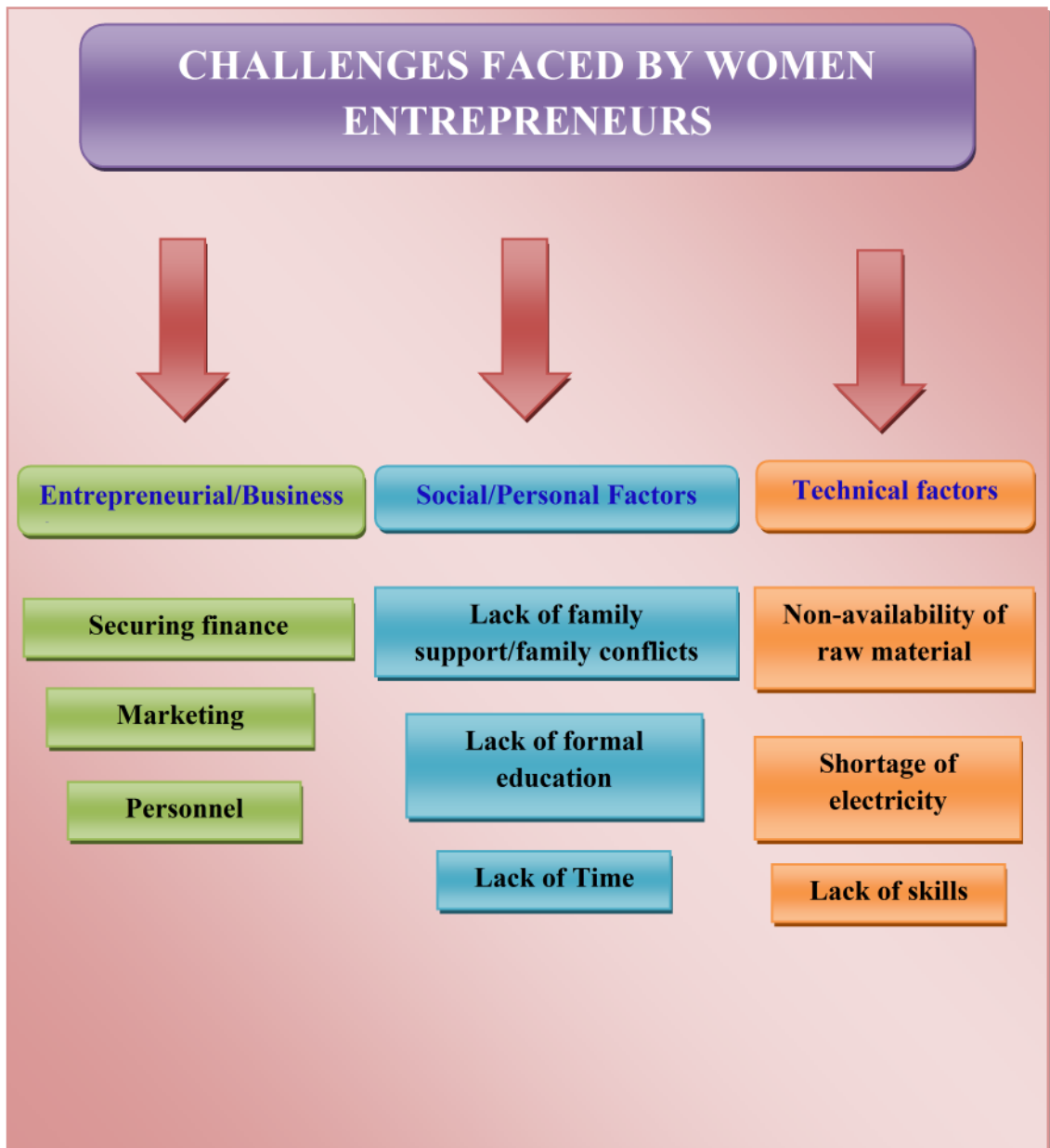
Lall, Madhurima, and SahaiShikha (2008) identified Psychographic variables like, degree of commitment, entrepreneurial challenges & future plan for expansion, based on demographic variables. The study identified business owner's characteristics as self-perception self-esteem, Entrepreneurial intensity & operational problem for future plans for growth & expansion. The study suggested that though, there has been considerable growth in number of women opting to work in family owned business but they still have lower status and face more operational challenges in running business.

Binitha. V. Thampi (January 2007) in his thesis attempts to understand the association between women's work and children's well-being in a specific social setting. It also tries to explain the causal relationship of women's work status on child well-being. It was found that as the number of activities on the work front increases, the amount of time that mothers spend on childcare decreases. This study shows that though maternal employment does not result in child morbidity outcomes, it certainly constrains women in finding alternate care arrangements as well as compelling them to perform most of the work in the childcare regime.

GurendraNathBhardwaj, Swati Parashar, Dr. BabitaPandey and PuspamitaSahu in this study revealed the major hurdles that the women face during starting and running a company generally come from financing and balancing of life. The other hindering external factors include gender discrimination, inaccessibility to information, training opportunities, infrastructure etc. Some internal factors like risk aversion by women, lack of confidence, lack of vision of strategic leader etc. can also create obstacles for the women entrepreneurship development. This study suggested that government should set some priorities for women entrepreneurs for allocation of

industrial plots, sheds and other amenities, and precautionary measures should be undertaken to avoid the misuse of such facility by the men in the name of the women.

Aparijita Sinhadepicts the various problems which are faced by the women entrepreneurs from the starting to the functioning of the enterprise. Some of the problems analysed in this article are over burden with family responsibilities like extra attention to husband, children and in laws which take away a lots of their time and energy, Male dominated society, lack of proper education due to which women entrepreneurs remain in dark about the development of new technology, new methods of production, marketing and other governmental support which will encourage them to flourish, Social barriers, Shortage of raw materials, Tough competition and Lack of self-confidence. Due to the corrupt government officials there were procedural delays for various licenses, electricity, and water and shed allotments legal formalities have also become a major barrier for women entrepreneurs.



Source: Sumaira Aslam(2013)

Challenges faced by women entrepreneurs

Figure 2

C. Overcoming the challenges and successes in venture

Women Entrepreneurs may be define as the women or a group of women who commence and operate a business venture. Like a male entrepreneurs a women entrepreneur has many functions. They should explore the prospects of starting new enterprise; undertake risks, introduction of new innovations, coordination, administration and control of business and providing effective leadership in all aspects of business. Government of India has described women entrepreneurs as an enterprise/venture owned and controlled by women having at least financial interest of 51% of the capital and giving at least 51% of employment generated in the organization to women.

According to Besley, (1995) without adequate access to this credit facilities women entrepreneurs will be subjected to negative shocks and factors such as poor production levels in their businesses, lack of growth and generally poor performance of the business and can lose some of the few assets they have unlike their male counterparts who can access well-designed credits and loans easily thus able to finance their businesses and adopt more effective and efficient strategies to stabilize their businesses (Diagne and Zeller, 2001).

The extent to which institutions reach out to women and the conditions under which they do vary noticeably, but women are at a disadvantage when an institution does not fund the type of activities typically run by women, when it does not accept female guarantors, when its requirements are not clear or widely known or when, as it is typically the case, loans to women are smaller than those granted to men for similar activities (Baydas, Meyer and Aguilera 1994).

White and Kenyon (2001) noted that women are faced with limitations when starting a business and their businesses viability is questioned due to lack of financial opportunities. The possible avenues to external finance for SMEs include grants, soft loans, and conventional banking credit and support networks. Developing relevant knowledge and skills through entrepreneurial education is important. Arguably, these should be fostered from an early age through educational institutions (Kourilsky et al 2007) and also skills development through methods of Life Long Learning (Nafukho and Muyia 2010).

Mansor and Mat (2010), based on a study of 436 women business establishments in the state of Terengganu in Malaysia, observed that environmental factors influence women's involvement in entrepreneurship include access to credit markets, experience, availability of technically skilled labour force, market access, and government regulations. Women are observed to be constrained in their access to formal bank credit as they are perceived to be risky borrowers due to lack of adequate collateral. This perspective is more pronounced in cultural settings where the women have less land and property rights as compared to men, and so cannot offer to the banks the preferred type of collateral (usually land and property).

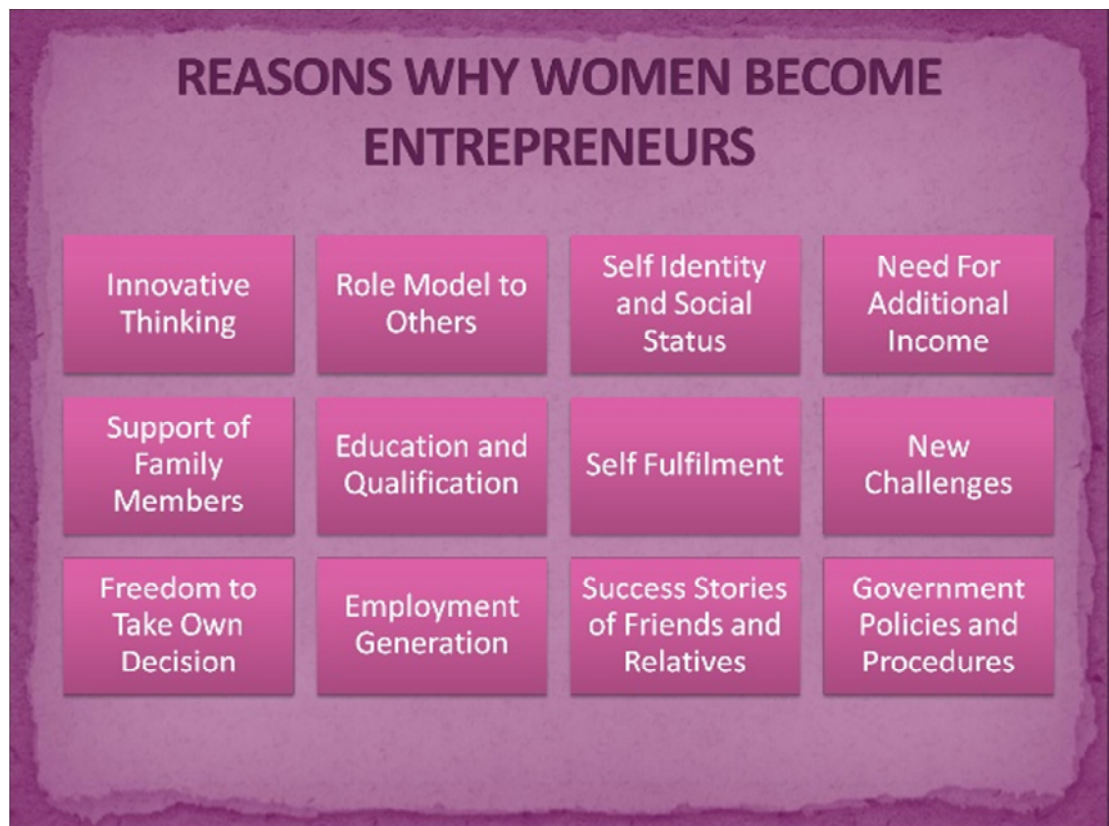
Women entrepreneurs are often prevented from running competitive businesses by their relatively low education and skill levels, which generally limit their access to the various support and credit services (Cutura, 2007). Even when they have access to information on the financial services and market opportunities available to them, women may be less equipped to comprehend it due to low levels of literacy (UNDP, 2007) Women are less confident than men in their financial knowledge and skills. Available evidence of financial attitudes suggests that women are less confident than men in their financial knowledge and skills, less over-confident in financial matters, and more averse to financial risk. Gender differences in attitudes towards money matters are particularly relevant as they may have important implications for women's willingness and ability to use formal financial services to seek for advice and choose appropriate information sources, and to learn more about financial issues.

The international evidence shows that young women, widows, less well-educated and low-income women lack financial knowledge the most. Gender differences in financial knowledge among woman are in part, but not entirely, related to demographic and socio-economic factors, indicating that, at least to some extent, differences in understanding are related to the different opportunities that women and men have to experience with financial issues along their life. While several of these financial factors are inherent to many countries, some of them are more severe in Kenya (Barrett and Weinstein, 2006).

Women's ability to undertake entrepreneurial activities that depart from well-established social norms is influenced by whether or not a sufficiently large group of women engage in comparable enterprises. As a result, each woman's economic

opportunities are shaped not just by their own individual access to financial resources but also by whether those other women have collateral to enable them obtain the capital they need (Fletschner and Carter, 2008).

Women entrepreneurs face many problems. Kimathi (2009) emphasize that small businesses are held back by tough local conditions some of them are unable to raise huge collaterals demanded by banks as a condition to access loans. This has created an impression that they are too big for microfinance institutions but too small for conventional banks.



Source: Latha(2014)

Reasons for women become entrepreneurs

Figure 3

D. Government Schemes and incentives for promotion of women entrepreneurship

Women Entrepreneurs can be seen everywhere in the start-up ecosystem of India. Women too are seen leaving their high-profile jobs as well as some stepping out of the four walls of their homes and joining the pool of Entrepreneurship in India. The major factor to jumpstart the entrepreneurial journey is capital and various banks offer specialized loans for women entrepreneurs that have slightly different and more flexible set of terms and conditions pertaining to collateral security, interest rates, etc.

Here is a list of various schemes and loans exclusively for women that aim at promoting and easing out the process for them;

1. Annapurna Scheme

This scheme is offered by the State Bank of Mysore for those women entrepreneurs who are setting up food catering industry in order to sell packed meals, snacks, etc. The amount granted as a loan under this scheme can be used to fulfil the working capital needs of the business like buying utensils and other kitchen tools and equipment.

Under this loan, a guarantor is required along with the assets of the business being pledged as collateral security. Further, the maximum amount of money that is granted is ₹50,000 which has to re-paid in monthly instalments for 36 months, however, after the loan is sanctioned, the lender doesn't have to pay the EMI for the first month. The interest rate is determined depending upon the market rate.

2. Stree Shakti Package for Women Entrepreneurs

This scheme is offered by most of the SBI branches to women who have 50% share in the ownership of a firm or business and have taken part in the state agencies run Entrepreneurship Development Programmes (EDP). The scheme also offers a discounted rate of interest by 0.50% in case the amount of loan is more than ₹2 lakhs.

3. Bharatiya Mahila Bank Business Loan

This loan is a support system for budding women entrepreneurs looking to start new ventures in the fields of the retail sector, loan against property, MICRO loans, and SME loans.

The maximum loan amount under this loan goes up to ₹20 crores in case of manufacturing industries and also a concession is available to the extent of 0.25% on the interest rate and interest rates usually range from 10.15% and higher. Additionally, under the Credit Guarantee Fund Trust for Micro and Small Enterprises (CGTMSE), there is no requirement of collateral security for a loan of up to ₹1 crore.

4. Dena Shakti Scheme

This scheme is provided by Dena bank to those women entrepreneurs in the fields of agriculture, manufacturing, micro-credit, retail stores, or small enterprises; who are in need of financial assistance. The interest rate is also decreased by 0.25% along with the maximum loan amount being ₹20 lakhs for retail trade; education and housing whereas ₹50,000 under the microcredit.

5. Udyogini Scheme

This scheme is offered by Punjab and Sind Bank so as to provide women entrepreneurs involved in Agriculture, retail and small business enterprises to get loans for business at flexible terms and concessional interest rates. The maximum amount of loan under this scheme for women between the age brackets of 18-45 years is ₹1 lakhs but your family income is also taken into consideration and is set at ₹45,000 per annum for SC/ST women.

6. Cent Kalyani Scheme

This scheme is offered by the Central Bank of India with the aim of supporting women in starting a new venture or expanding or modifying an existing enterprise. This loan can be availed by women who are involved in village and cottage industries, micro, small and medium enterprises, self-employed women, agriculture and allied activities, retail trade, and government-sponsored programs.

This scheme requires no collateral security or guarantor and charges no processing fees. And the maximum amount that can be granted under the scheme is Rs. 100 lakhs.

7. Mahila Udyam Nidhi Scheme

This scheme is launched by Punjab National Bank and aims at supporting the women entrepreneurs involved in the small scale industries by granting them soft loans that can be repaid over a period of 10 years. Under this scheme there are different plans for beauty parlors, day care centres, purchase of auto rickshaws, two-wheelers, cars, etc. the maximum amount granted under this scheme is ₹10 lakhs and the interest depends upon the market rates.

8. Mudra Yojana Scheme For Women

This scheme has been launched by the Govt. of India for individual women wanting to start small new enterprises and businesses like beauty parlors, tailoring units, tuition centres, etc. as well as a group of women wanting to start a venture together. The loan doesn't require any collateral security and can be availed as per 3 schemes –

- i. Shishu – loan amount is limited to ₹50,000 and can be availed by those businesses that are in their initial stages.
- ii. Kishor – loan amount ranges between ₹50,000 and ₹5 lakhs and can be availed by those who have a well-established enterprise.
- iii. Tarun – loan amount is ₹10 lakhs and can be availed by those businesses that are well established but require further funds for the purpose of expansion
- iv. If the loan is granted, a Mudra card will be given to you which functions the same way as a credit card however the funds available are limited to 10% of the loan amount granted to you.

9. Orient Mahila Vikas Yojana Scheme

This scheme is provided by Oriental Bank of Commerce to those women who hold a 51% share capital individually or jointly in a proprietary concern. No collateral security is required for loans of ₹10 lakhs up to ₹25 lakhs in case of small-scale industries and the period of repayment is 7 years. A concession on the interest rate of up to 2% is given.

III METHODOLOGY

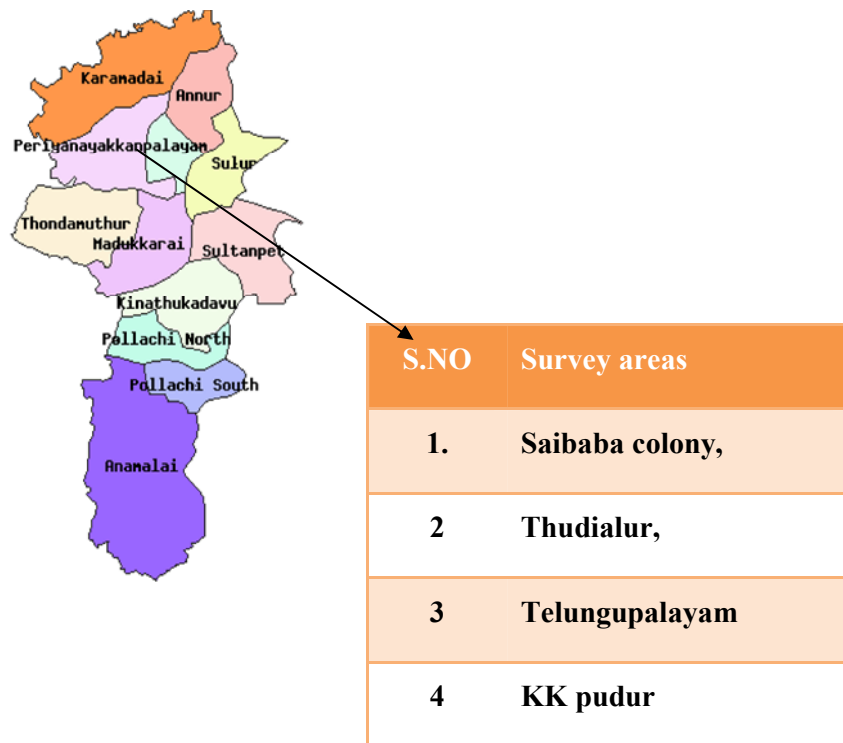
The methodology for the study on “**Problems and Prospects of Women Entrepreneurs in Coimbatore city**” comprised of the following steps.

- A. Selection of area
- B. Selection of the samples
- C. Sources of data
- D. Methods and tools
- E. Ethical clearance of the study
- F. Analysis and interpretation of the data

A. Selection of area

The investigator selected Telungupalayam, KKpudur, Saibaba colony, and Thudialur, as her study for the following reasons.

- a) Easily accessible to the investigator.
- b) Good rapport with selected clientele.



Locale of the study in Coimbatore

Figure 4

B. Selection of the samples

Non-probability purposive sampling method is used for the study. Non-probability sampling is useful for researchers “to achieve particular objectives of the research at hand” (Henry, 1990). These objectives may allow for selection of the sample acquired by accident, because the sample “knows” the most, or because the sample is the most typical (Fink & Kosecoff, 1995).

TABLE – I
SELECTION OF THE SAMPLES

S.NO	AREA SELECTED	NO. OF SAMPLES
1.	Saibaba colony,	15
2	Thudialur,	10
3	Telungupalayam,	10
4	KK pudur	15



Interview with the respondents
Plate 1

B. Sources of data

In this study, primary data was collected through interview schedule and secondary data from journals, articles, publications and website sources, etc.,

Primary data are those which are new and original in nature. These data are the first hand information generated to achieve the purpose of the research. Secondary data are those which are not new and original in nature. These data are obtained from published or unpublished sources (Gupta,2004)

D. Methods and Tools

A survey is a process of collecting data from the existing population in the study area (Ranjith Kumar,2014).

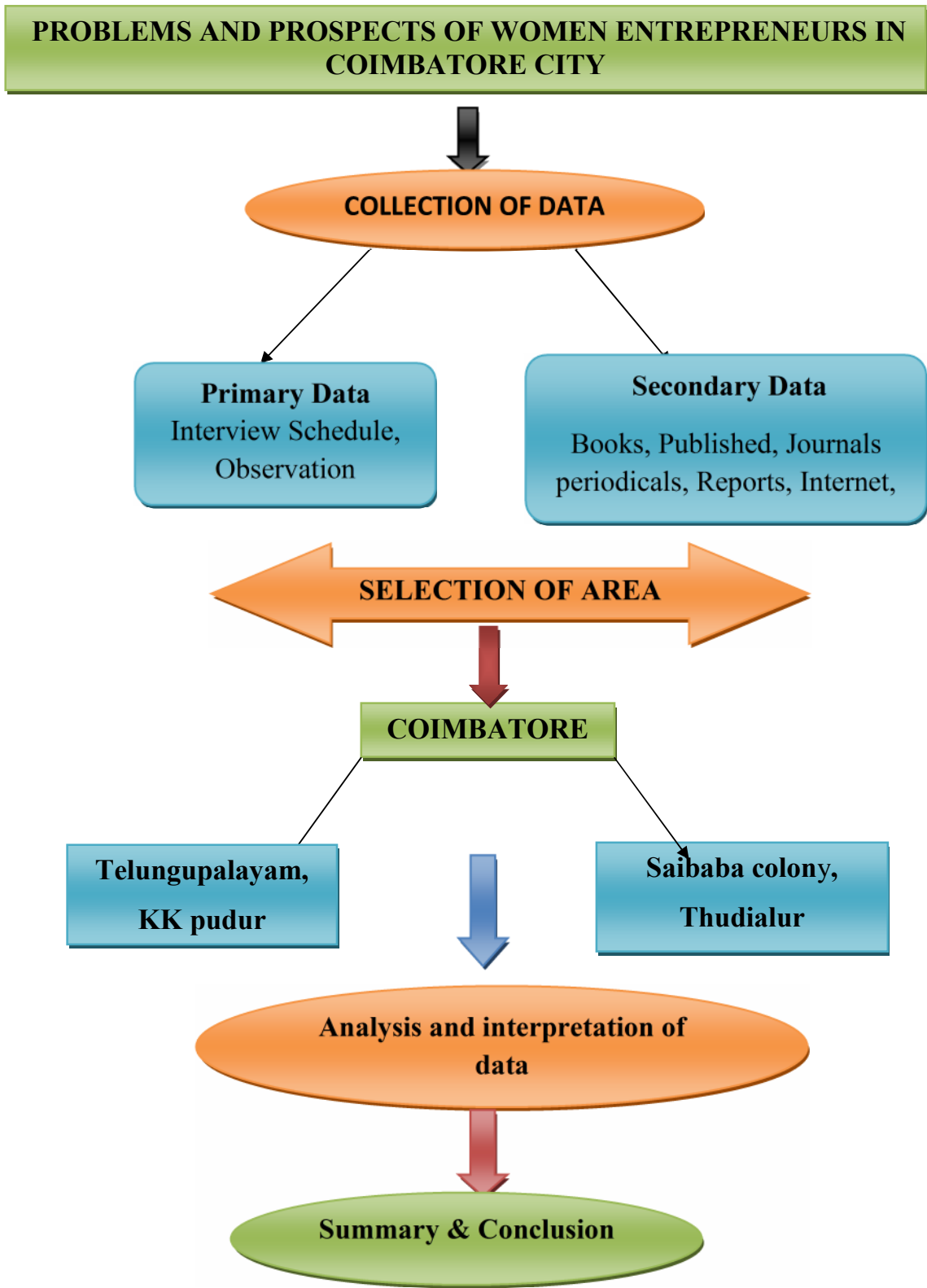
Interview schedule is a written list of questions in open or closed ended form prepared by the interviewer for face to face interaction with the respondents and obtains the answers. An interview schedule was used to elicit the information from the respondents.

E. Ethical clearance of the study

The application form explaining the design and the protocols used in the research study was subjected to the Institutional Human Ethics Committee and Ethical Clearance was obtained in (Annexure II)

F. Analysis and interpretation of data

After creating a rapport with the women, the objectives study were explained and data relevant to study were collected by the investigator. The data collected were consolidated, analysed and interpreted based on the findings of the study.



Methodology Flow Chart

FIGURE 5

IV. RESULT AND DISCUSSION

The results and discussion pertaining to the study entitled “Problems and Prospects of Women Entrepreneurs in Coimbatore City” are discussed under the following heads:

- A. Socio-economic profile of the women entrepreneurs in Coimbatore city
- B. Challenges and other factors faced by the women entrepreneurs
- C. Ways of overcoming the challenges and success in venture.

A. Socio-economic profile of the women entrepreneurs in Coimbatore city

The Socio Economic Profile of Women Entrepreneurs is depicted in Table II and figure 6

TABLE II

Socio-economic profile of the women entrepreneurs in Coimbatore city

S.NO	Variables	Respondents (NO:50)	PERCENTAGE (%)
1	Age in years <ul style="list-style-type: none">• Up to 30 years• 30-45 Years• Above 45 years	18 26 6	36 52 12
2	Literacy level <ul style="list-style-type: none">• Primary• Higher secondary• Diploma• College	17 11 9 13	34 22 18 26

3	Marital status	41	82
	<ul style="list-style-type: none"> • Married • Unmarried 	9	18
4	Type of family	17	34
	<ul style="list-style-type: none"> • Joint • Nuclear 	33	66
5	Monthly income	27	54
	<ul style="list-style-type: none"> • Rs3000-5000 	13	26
	<ul style="list-style-type: none"> • Rs5000-7000 • Above Rs7000 	10	20

Age is an important factor which determines the physical as well as mental capacities, which influences economic level and social interactions. The above table reveals that more than half of the respondents (52 per cent) come under the age group of 30-45 years and 12 per cent of the respondents belongs to 45 years and above and rest of them were up to 30 years. It is understood from the table given above that vast majority of the women entrepreneurs were in the middle age. As the middle age earmarks risk taking behaviour as well in coping it, majority of our respondents were found in the said age.

Education is another factor which influences the status of the respondents. Out of 50 respondents, it is heartening to note that 34 per cent of the respondents had completed their primary level of education and 26 per cent and 18 per cent of the respondents had studied up to college and diploma level respectively. Remaining 22 per cent of the respondents had completed their higher Secondary education. This shows that irrespective of educational qualification, women had taken effort to start their own business.

Marriage is an institution that sanctions relationship of a woman and binds them in a system essential for functioning of the family life. The above table reiterates

that 82 per cent of the respondents did consummate their wedlock and 18 per cent of the respondents were found as unmarried. This shows that women are getting more freedom to enter into public life due to economic necessities than the spinsters. Family-wise information furnished in above table reiterates that 66 per cent of the respondents were living in the nuclear family and the remaining 34 per cent of the respondents were in the joint family system. This shows that joint family system is slowly disintegrating in many parts of our society due to education and employment,

Regarding monthly income of the family, 20 per cent were earning above Rs 7000 per month, 54 per cent respondents were earning from Rs3000 to Rs5000 and 26 per cent were getting the income ranges from Rs5000 to Rs7000. Maximum of Respondents were in micro level while comparing with others.

Socio-economic profile of the women entrepreneurs in Coimbatore city

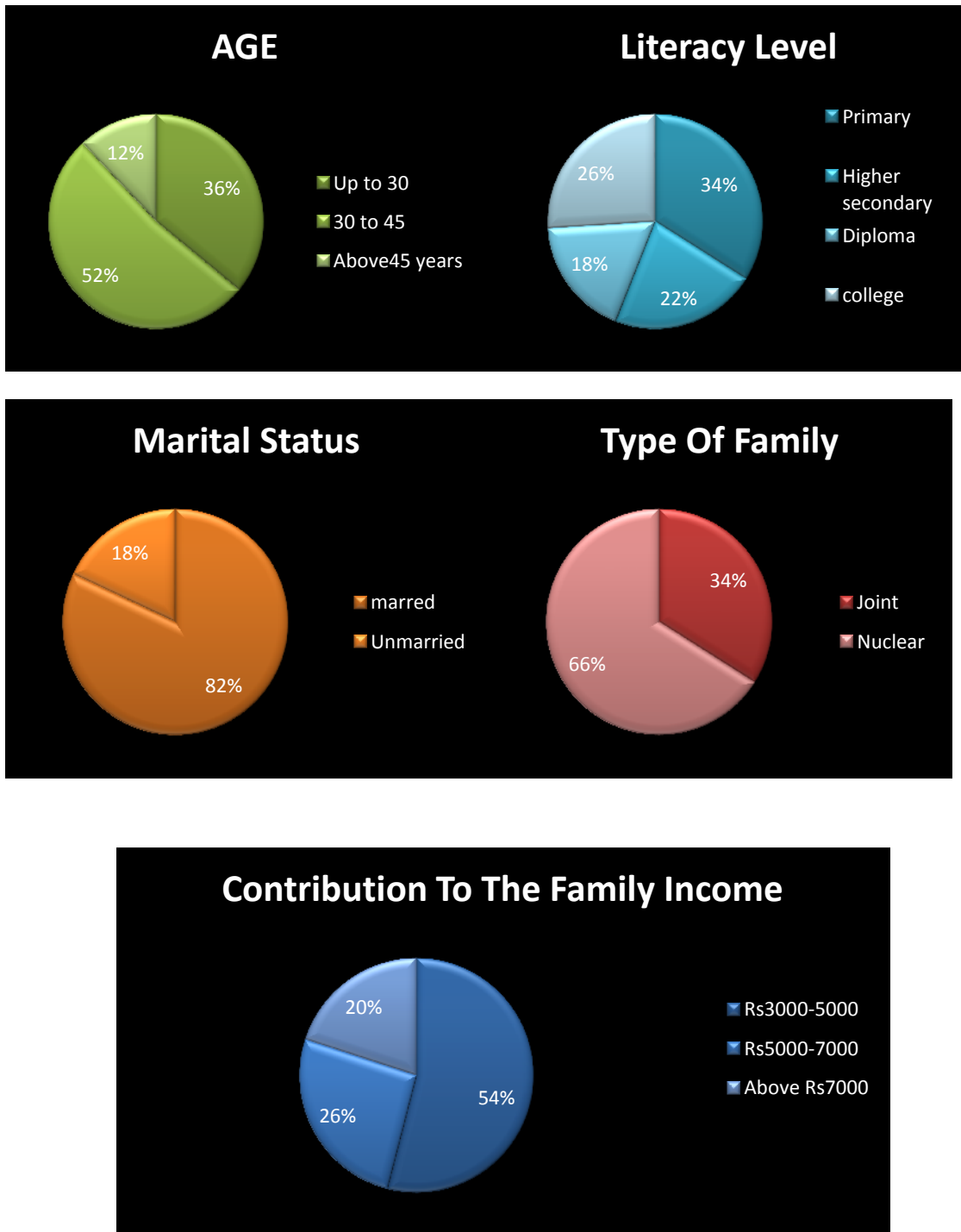


Figure 6

B. Challenges and other factors faced by the women entrepreneurs

Challenges and other factors faced by the women entrepreneurs is given in Table III and Figure 7

TABLE III

Challenges and other factors faced by the women entrepreneurs

S.No	Factors	Respondents ☆ (N = 50)	Percentage (%)
1	Dual role and burden of responsibility at home and work place	33	66
2	Male dominance	27	54
3	Health problem due to stress	21	42
4	Lack of self-confidence	31	62
5	Lack of appreciation and recognition from the family	29	58
6	Lack of motivation	32	64
7	inadequate communication facilities	26	52
8	Constant need for finance	36	72
9	Non availability of machinery and equipment	35	70
10	Marketing problems	39	78
11	Shortage and supply of raw materials	28	56
12	Non availability of skilled labor	36	72
13	Lack of risk taking ability	29	58

☆ Multiple responses.

Entrepreneurial process of women has confronted many problems of varying dimensions and magnitudes in practice which prevent them from realizing their full potential as entrepreneurs. It is a fact that problems were following women entrepreneurs like a shadow. When a woman has overcome a problem, many more will crop up. The women entrepreneur has to face initial problems. From the table it's clear that 66 per cent of respondents faced the problem of dual role and burden of responsibility at home and work place and remaining do not face this problem.

Nearly 54 per cent of respondents faced male domination in banks and other institutions while start-up the business unit followed by the problem of delay in getting finance from banks, and surprisingly, 46 per cent were independent from male domination.

It's hearting to note that more than half of the respondents (58 per cent) face health problem due to stress and almost 42 per cent of the respondents face healthy and no such problems. Most of the women entrepreneurs (62 per cent) did not have any self-confidence to face the problems occurring in their business. Even though, 38 per cent of the women entrepreneurs accepted that they have confidence, they were not able to run their enterprise successfully. This is because they were underestimated themselves.

About 58 per cent of the respondents feel that there is a lack of appreciation and recognition from the family even though they support them and 42 per cent of the respondents oppose this. As majority (64 per cent) of the entrepreneurs reveal that they are self-motivated and 18 per cent accept that they lack self-motivation. 52 per cent of the women entrepreneurs feel that they do not face any constrains regarding communication and the remaining have problems in communicating, especially during marketing the products.

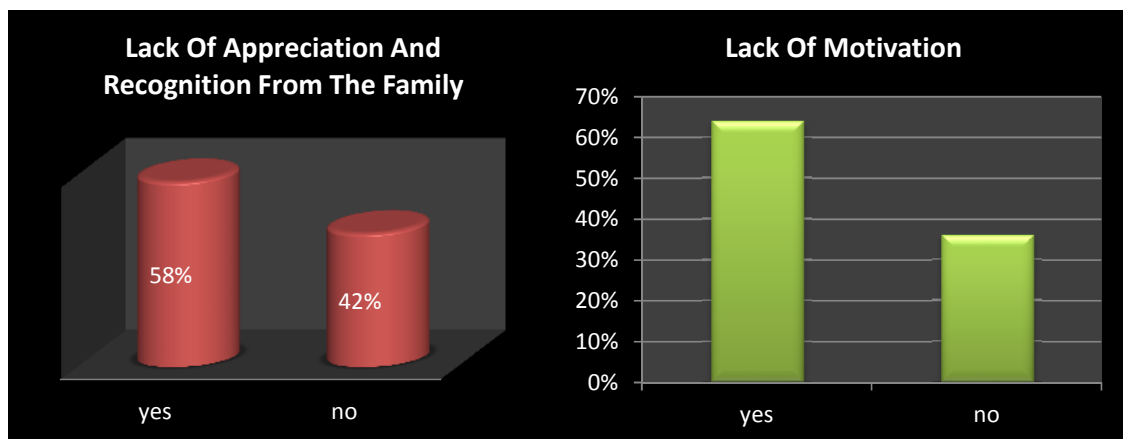
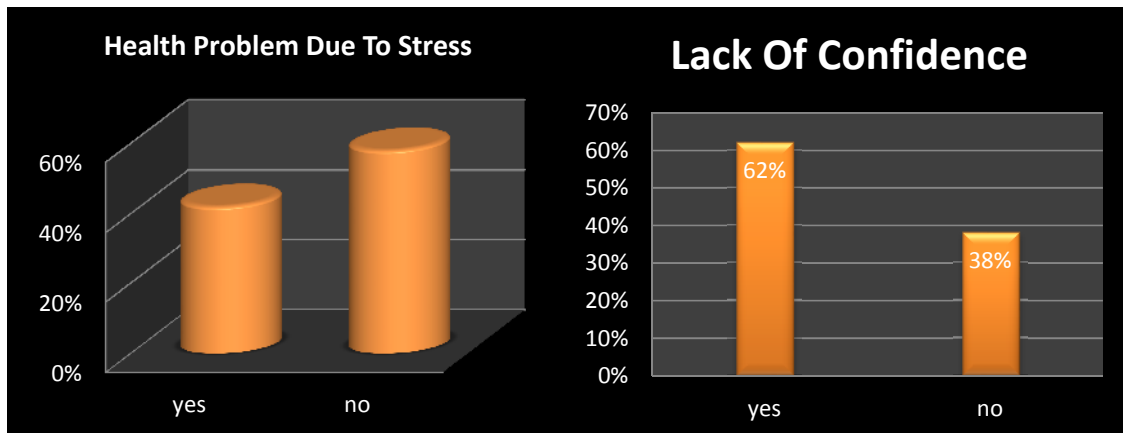
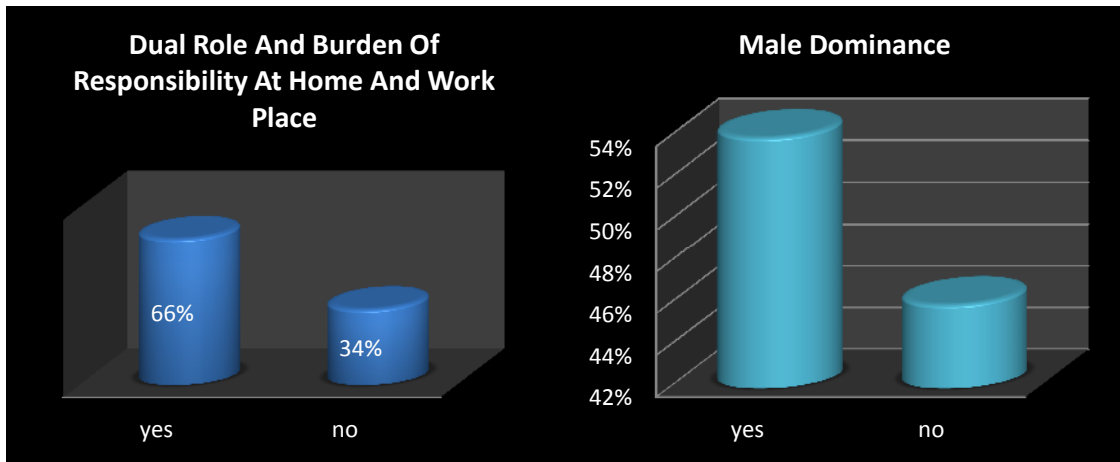
Majority of the respondents (72 per cent) have financial problem for running their business and 28 per cent feel that they do not have any problem regarding finance. Since they are getting support and their family members it is heartening to note that 70 per cent of the respondents are in shortage of machinery and equipment resources. To run their business. As in 78 per cent feels that they were aware about

marketing management and 22 per cent opined that even though they have knowledge about marketing, they didn't know how to make the business with the product.

Regarding supply of raw material 56 per cent of the women entrepreneurs state that they face the problem regarding the shortage in the supply of raw materials and remaining 44 per cent state that they did not face any such problem regarding raw material supply. 72 per cent of the entrepreneurs feel that there is less availability of skilled labourers to work in their enterprise and only 28 per cent of the entrepreneurs are satisfied with their experienced labourers. About 58 per cent of the entrepreneurs expressed that they feel that lack of risk taking ability and 42 per cent entrepreneurs didn't feel risk taking ability.

If any woman decides to start a business venture, she has to be confident while taking the risk in it. The study reveals that 58 percent of the respondents were not ready to face the risk and the remaining was confident to face any type of risk.

Challenges and other factors faced by the women entrepreneurs



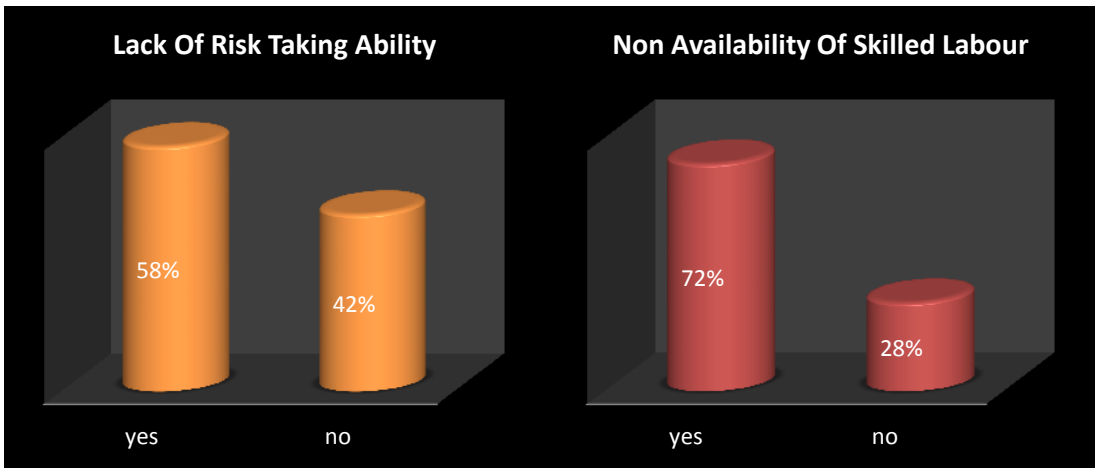
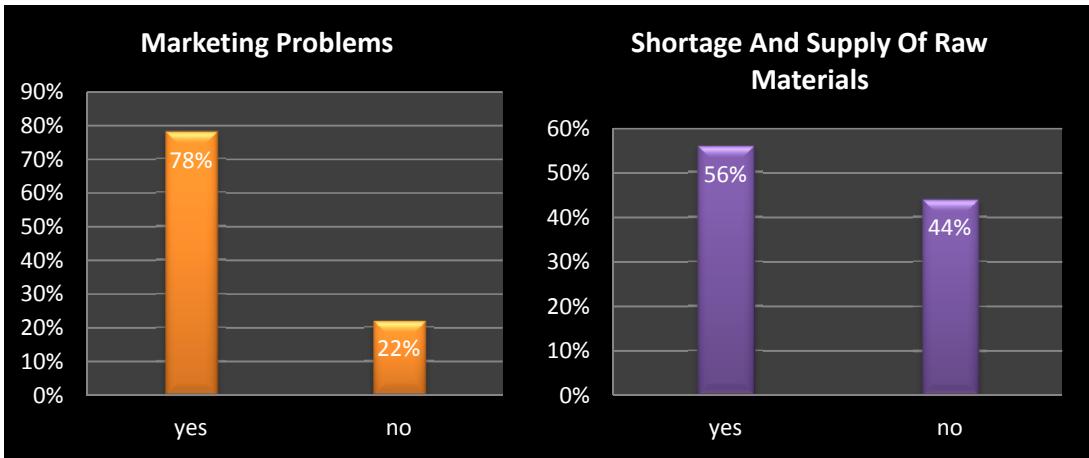
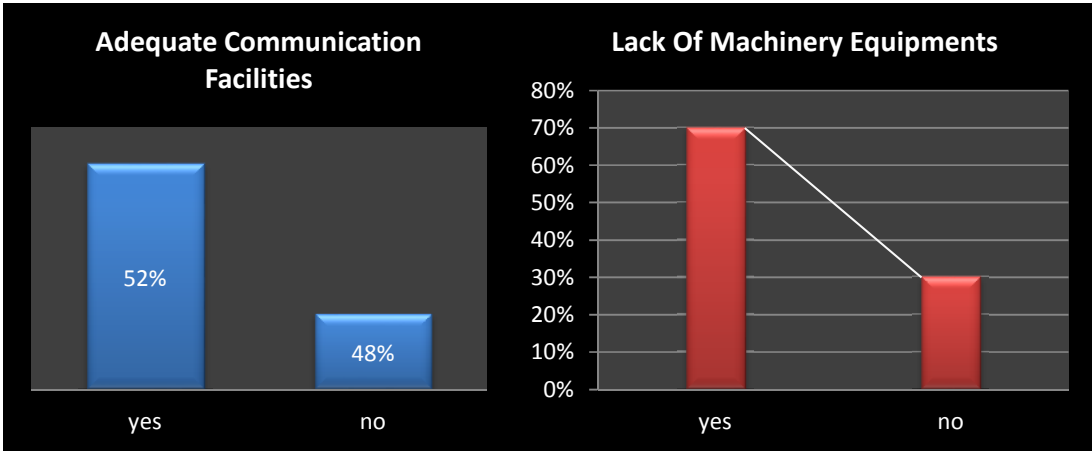


Figure 7

C. Ways of overcoming the challenges and success in venture.

Ways of overcoming the challenges and successes in venture is given in Table IV and Figure 8

TABLE IV

Ways of overcoming the challenges and successes in venture

S.NO	Factors	RESPONDENTS NO:50	PERCENTAGE (%)
1	Risk taking <ul style="list-style-type: none"> • like to face challenges • like to achieve out of box • attracted to look for new opportunities 	12 22 16	24 44 32
2	Overcome the Challenges <ul style="list-style-type: none"> • Family support • Network and Resources • Make Finance through the loan 	11 21 18	22 42 36
3	Unique about Your Successful business <ul style="list-style-type: none"> • Reliability • Customer service 	14 36	28 72
4	Idea and concept for business <ul style="list-style-type: none"> • From the family member • Market analysis • social media 	12 17 21	24 34 42
5	Advertising product and service <ul style="list-style-type: none"> • Whatsapp • Facebook • Website • Direct marketing 	13 7 5 25	26 14 10 50
6	Working area <ul style="list-style-type: none"> • Local • National 	41 9	82 18

7	Motivation of business <ul style="list-style-type: none"> • Family • Experience • Passion 	16 14 20	32 28 40
8	Generation of new ideas <ul style="list-style-type: none"> • Marketing strategies • Customer need • Problem in society • Trend 	16 11 6 17	32 22 12 34
9	Way of success in long- term <ul style="list-style-type: none"> • Environmental friendly • Customer strategies • Changes on trends 	9 18 23	18 36 46
10	Marketing of business <ul style="list-style-type: none"> • Advertise by satisfied customer • Newspaper • Social media 	22 6 22	44 12 44
11	Building of successful customer <ul style="list-style-type: none"> • Social media • Feedback • Networking 	14 19 17	28 38 34
12	Type of business <ul style="list-style-type: none"> • Service • Manufacturing • Trade 	24 8 18	48 16 36

Women entrepreneurs face many challenges in today's ultra-competitive business world: fortunately, contemporary times have also blessed women entrepreneurs with more resources for tackling those problems than ever before. The following lists the "Top 12" challenges faced by women entrepreneurs today, defines why each problems exists, and offers solutions to become successful entrepreneurs.

Majority of the respondents, (44 per cent) like to achieve out of box (solve a problem by tackling it from a different perspective), 32per cent of women entrepreneurs are expecting for new opportunities and only 24 per cent of women

entrepreneurs are like to face the challenges. In order to overcome the above challenge, 42 per cent of women entrepreneurs have good network and resources. 22 per cent of respondents have their family support to run their business and 36 per cent make their finance through the loan. Majority (72 per cent) of women entrepreneurs have created a good rapport with their customers. This is one of the reason for running their business successfully.

For any woman, to become a successful entrepreneur, one of the challenging task is 'facing risk' According to the data obtained, in order to overcome the challenges, most of the respondents (42 per cent) gather the idea and concept for the business through social media. 34 per cent of women entrepreneurs are aware about marketing management. 24 per cent of the respondents are getting advice and suggestions from their family members when the problem arises.

Nearly 50 per cent of the respondents are selling their finished products directly to customers where as 26 per cent are marketing their products through whatsapp. 14 per cent of women entrepreneurs advertising their products though facebook, and minimum percentage (10 per cent) of women entrepreneurs advertising the product though website..

It's happy to note that (18 per cent) of women entrepreneurs work in their own places and 82 per cent of women entrepreneurs work nationally. Even though the less growth of export, this leads to the growth of national economy .

The table also implies the majority of the respondents, (40 per cent) of motivated to take business because of passion. 32 per cent of women are motivated through family members.

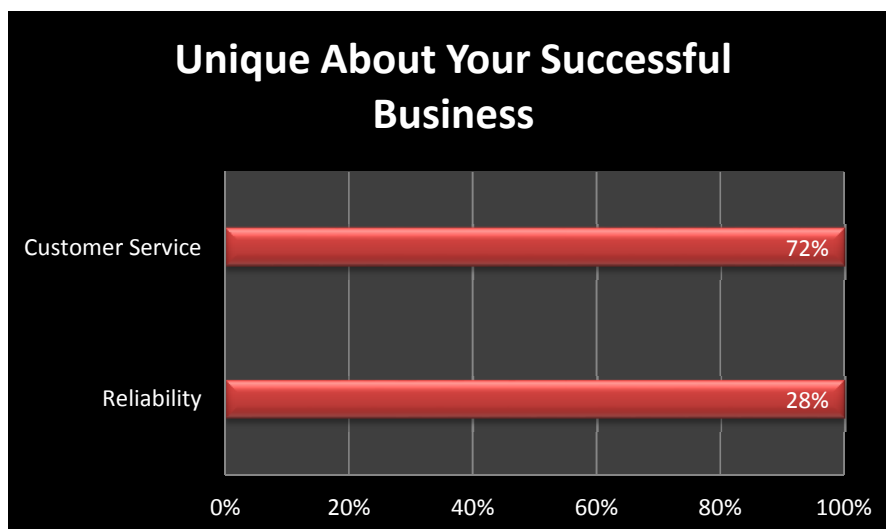
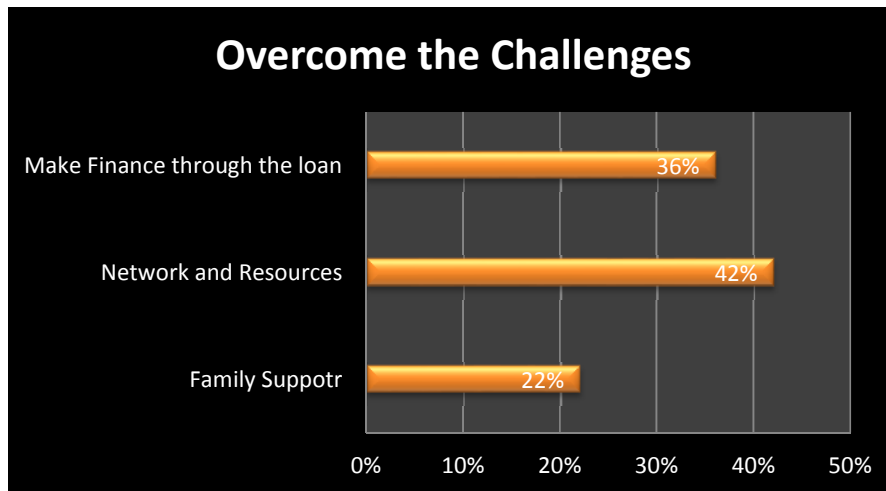
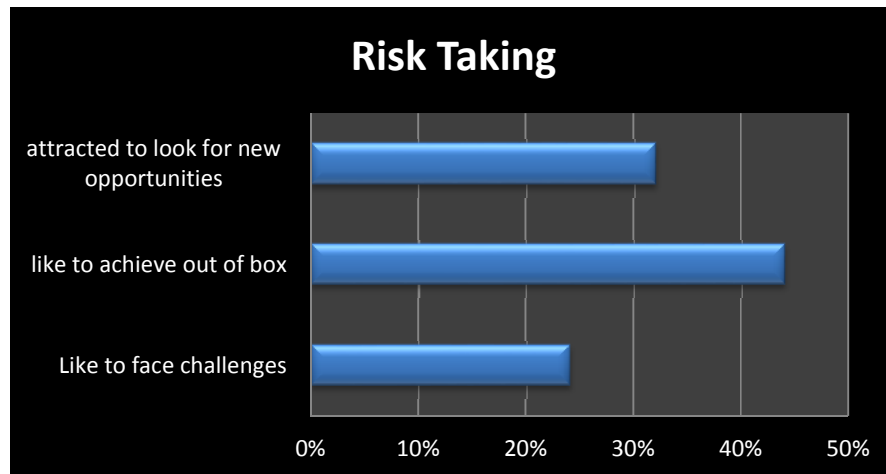
The above table pointed out that 22 per cent of women entrepreneurs get new idea from customer ,32 per cent of women entrepreneurs learnt through marketing strategies and 34 per cent of women entrepreneurs have the idea from trend. people make trend as the idea on business. Nearly 36 per cent women entrepreneurs stated that based on their customers strategy they are able to run their business successfully in long term, 46 per cent of women entrepreneurs stated that 'changing the trends' are their long term success and 18 per cent of women entrepreneurs stated that preparation of eco-friendly products are their secrets for the long term success.

It implies that majority of (44 per cent) women entrepreneurs are marketing their products through advertisements, 44 per cent of women entrepreneurs are marketing through social media,.

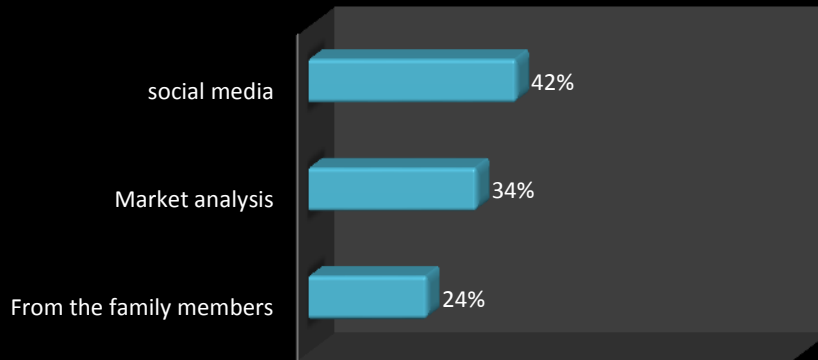
The above table indicates that, 34 per cent of women entrepreneurs build the successful customers through networking., 38per cent of women entrepreneurs build through feedback from their customers and 28 per cent achieved the success through Social media

It is obvious from the table presented above that number 48per cent are involved in service enterprise followed by 16per cent of the responds are interested in doing manufacturing enterprise and the remaining (36per cent) are involved in Trade and business.

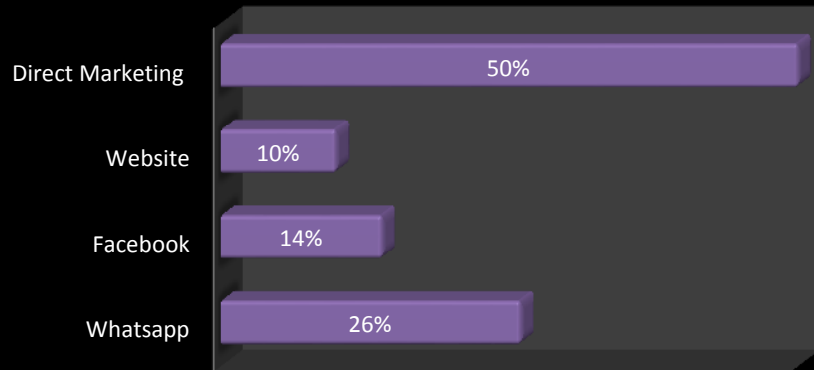
Ways of overcoming the challenges and success in venture



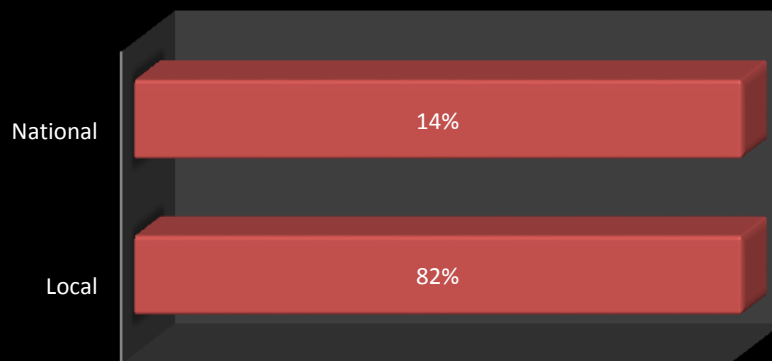
Idea And Concept For Business



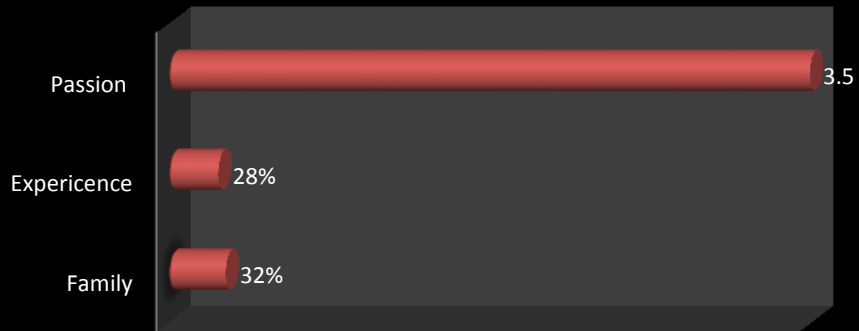
Advertising Product and Service



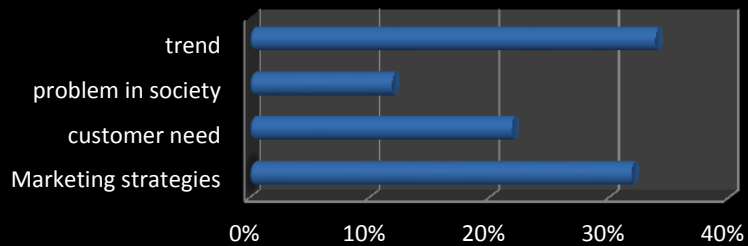
Working Area



Motivation Of Business

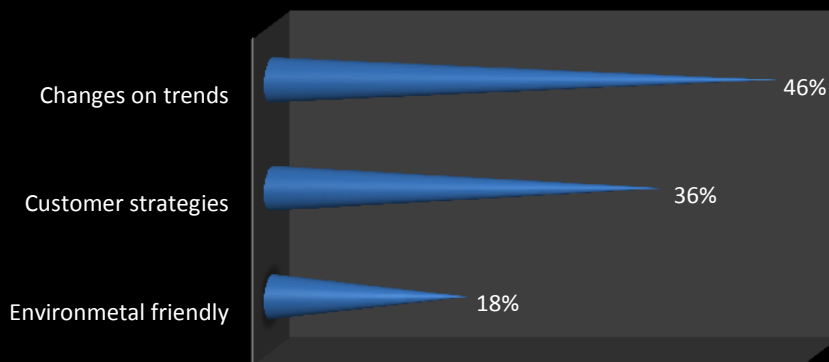


Generation Of New Ideas



	Marketing strategies	customer need	problem in society	trend
■ Generation of new ideas	32%	22%	12%	34%

Way of success in long- term



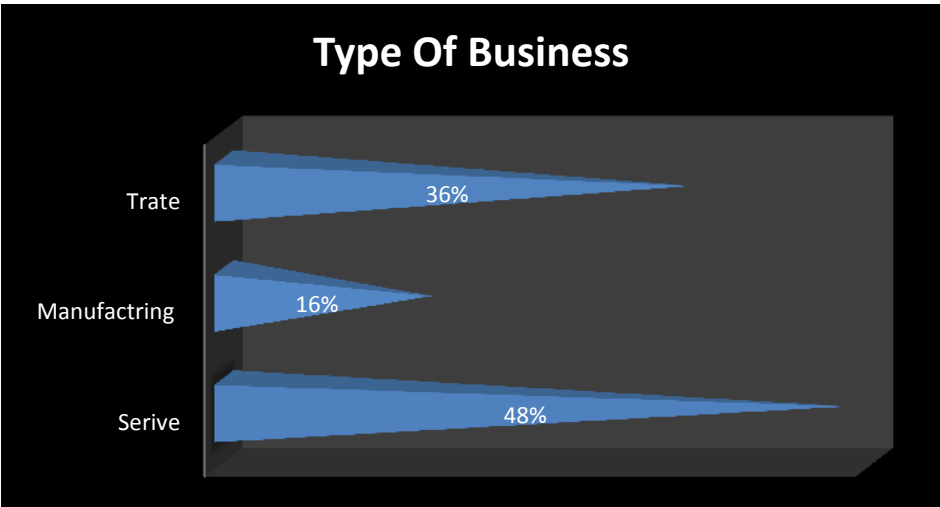
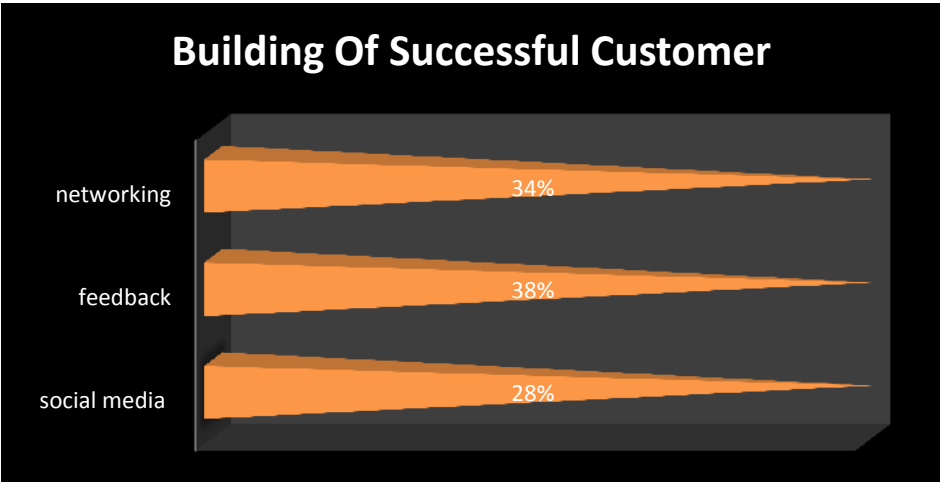
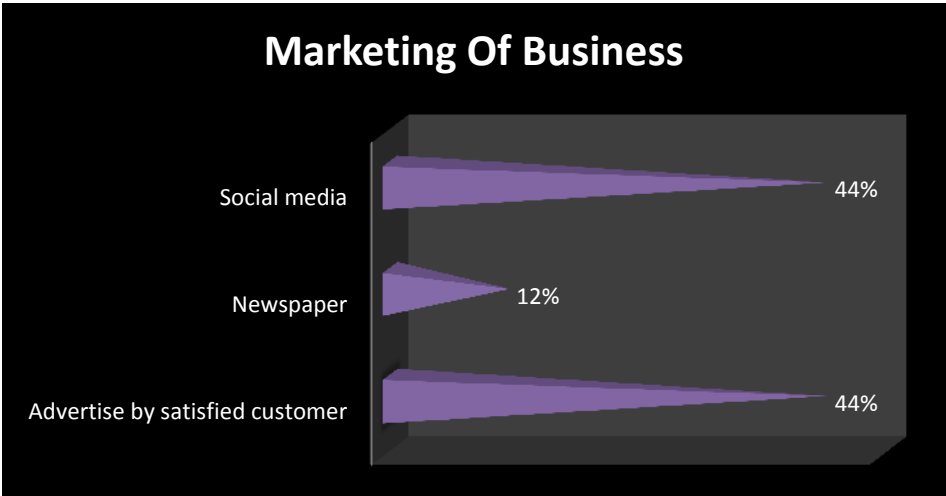


Figure 8

V. Summary and Conclusion

A Sample of 50 Successful women entrepreneurs has been selected non-probability purposive sampling method and primary and secondary data were collected for the study.

The study entitled “A Study on Problems and Prospects of Women Entrepreneurs in Coimbatore City” Was framed with the following objectives.

- ❖ To assess the socio-economic profile of the respondents.
- ❖ To make out the challenges of successful women entrepreneurs.
- ❖ To find out the ways of overcoming the challenges and successes in venture.

A. Socio-economic profile of the respondents.

- Age is an important factor which determines the physical as well as mental capacities, which influences economic level and social interactions. The above table reveals that more than half of the respondents (52 per cent) come under the age group of 30-45 years and 12 per cent of the respondents belongs to 45 years and above and rest of them were up to 30 years. It is understood from the table given above that vast majority of the women entrepreneurs were in the middle age. As the middle age earmarks risk taking behaviour as well in coping it, majority of our respondents were found in the said age.
- Education is another factor which influences the status of the respondents. Out of 50 respondents, it is heartening to note that 34 per cent of the respondents had completed their primary level of education and 26 per cent and 18 per cent of the respondents had studied up to college and diploma level respectively. Remaining 22 per cent of the respondents had completed their higher Secondary education. This shows that irrespective of educational qualification, women had taken effort to start their own business.

- Marriage is an institution that sanctions relationship of a woman and binds them in a system essential for functioning of the family life. The above table reiterates that 82 per cent of the respondents did consummate their wedlock and 18 per cent of the respondents were found as unmarried. This shows that women are getting more freedom to enter into public life due to economic necessities than the spinsters. Family-wise information furnished in above table reiterates that 66 per cent of the respondents were living in the nuclear family and the remaining 34 per cent of the respondents were in the joint family system. This shows that joint family system is slowly disintegrating in many parts of our society due to education and employment,
- Regarding monthly income of the family, 20 per cent were earning above Rs 7000 per month, 54 per cent respondents were earning from Rs3000 to Rs5000 and 26 per cent were getting the income ranges from Rs5000 to Rs7000. Maximum of Respondents were in micro level while comparing with others.

B. Challenges of successful women entrepreneurs.

- Entrepreneurial process of women has confronted many problems of varying dimensions and magnitudes in practice which prevent them from realizing their full potential as entrepreneurs. It is a fact that problems were following women entrepreneurs like a shadow. When a woman has overcome a problem, many more will crop up. The women entrepreneur has to face initial problems. From the table it's clear that 66 per cent of respondents faced the problem of dual role and burden of responsibility at home and work place and remaining do not face this problem.
- Nearly 54 per cent of respondents faced male domination in banks and other institutions while start-up the business unit followed by the problem of delay in getting finance from banks, and surprisingly, 46 per cent were independent from male domination.
- It's hearting to note that more than half of the respondents (58 per cent) face health problem due to stress and almost 42 per cent of the respondents face healthy and no such problems. Most of the women entrepreneurs (62

per cent) did not have any self-confidence to face the problems occurring in their business. Even though, 38 per cent of the women entrepreneurs accepted that they have confidence, they were not able to run their enterprise successfully. This is because they were under estimated themselves.

- About 58 per cent of the respondents feel that there is a lack of appreciation and recognition from the family even though they support them and 42 per cent of the respondents oppose this. As majority (64 per cent) of the entrepreneurs reveal that they are self-motivated and 18per cent accept that they lack self-motivation. 52 per cent of the women entrepreneurs feel that they do not face any constrains regarding communication and the remaining have problems in communicating, especially during marketing the products.
- Majority of the respondents (72 per cent) have financial problem for running their business and 28per cent feel that they do not have any problem regarding finance. Since they are getting support and their family members it is heartening to note that 70 per cent of the respondents are in shortage of machinery and equipment resources. To run their business. As in 78 per cent feels that they were aware about marketing management and 22per cent opined that even though they have knowledge about marketing, they didn't know how to make the business with the product.
- Regarding supply of raw material 56 per cent of the women entrepreneurs state that they face the problem regarding the shortage in the supply of raw materials and reaming 44 per cent state that they did not face any such problem regarding raw material supply.72 per cent of the entrepreneurs feel that there is less availability of skilled labourers to work in their enterprise and only 28 per cent of the entrepreneurs are satisfied with their experienced labourers. About 58 per cent of the entrepreneurs expressed that they feel that lack of risk taking ability and 42 per cent entrepreneurs didn't feel risk taking ability.
- If any woman decides to start a business venture, she has to be confident while taking the risk in it. The study reveals that 58 percent of the respondents were not ready to face the risk and the reaming was confident to face any type of risk.

C. Ways of overcoming the challenges and successes in venture.

- Majority of the respondents, (44 per cent) like to achieve out of box (solve a problem by tackling it from a different perspective), 32 per cent of women entrepreneurs are expecting for new opportunities and only 24 per cent of women entrepreneurs are like to face the challenges. In order to overcome the above challenge, 42 per cent of women entrepreneurs have good network and resources. 22 per cent of respondents have their family support to run their business and 36 per cent make their finance through the loan. Majority (72 per cent) of women entrepreneurs have created a good rapport with their customers. This is one of the reason for running their business successfully.
- For any woman, to become a successful entrepreneur, one of the challenging task is 'facing risk' According to the data obtained, in order to overcome the challenges, most of the respondents (42 per cent) gather the idea and concept for the business through social media. 34 per cent of women entrepreneurs are aware about marketing management. 24 per cent of the respondents are getting advice and suggestions from their family members when the problem arises.
- Nearly 50 per cent of the respondents are selling their finished products directly to customers where as 26 per cent are marketing their products through whatsapp. 14 per cent of women entrepreneurs advertising their products through facebook, and minimum percentage (10 per cent) of women entrepreneurs advertising the product through website..
- It's happy to note that (18 per cent) of women entrepreneurs work in their own places and 82 per cent of women entrepreneurs work nationally. Even though the less growth of export, this leads to the growth of national economy .
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CONCLUSION

Women enterprise also acts as an engine which adds value to country's economy by creating jobs, enhancing income, strengthening purchasing power, lowering costs and adding business convenience. Enterprises can be part of creating long-term change in disadvantaged areas, reversing the leakages of money and people out of an area into a virtuous circle of growth and development. Through micro entrepreneurship women have begun to emerge in the business field, with their highly involvement and participation in it, it has boost up the socio economic development of the nation and has empowered them more of the status in socio economic level. However, the women still have to overcome few barriers, preconceived notions, strongly established assumptions and rules and gender problems in the secondary environment.

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APPENDIX-1

Interview Schedule to Elicit Information's Regarding the Status of Problems and Prospects of Women Entrepreneurs in Coimbatore City

Avinashilingam Institute for Home Science and Higher Education for Women

Department of Home Science Extension Education

Problems and Prospect of Women Entrepreneurs in Coimbatore City

A. PERSONAL PROFILE

1. Name of the respondent :

S. No.	Profile of the respondent	Classification
1	Age in years	Up to 30 years 30-45 Years Above 45 years
2	Literacy level	Primary Higher secondary Diploma College
3	Marital status	Married Unmarried
4	Type of family	Joint Nuclear
5	Monthly income	Rs3000-5000 Rs5000-7000 Above Rs7000

B. Challenges and other factors faced by the women entrepreneurs

S. No	Content	Yes	No
1	Dual role and burden of responsibility at home and work place		
2	Male dominance		
3	Health problem due to stress		
4	Lack of self-confidence		
5	Lack of appreciation and recognition from the family		
6	Lack of motivation		
7	Adequate communication facilities		
8	Constant need for finance		
9	Lack of Machinery and equipment		
10	Marketing problems		
11	Shortage and supply of raw materials		
12	Non availability of skilled labor		
13	Lack of risk taking ability		

C. Ways of overcoming the challenges and successes in venture.

1. Risk taking

- like to face challenges
- like to achieve out of box
- attracted to look for new opportunities

2. How did you overcome the challenges?

- Family support
- Network and resources
- Make finance through the loan

3. What is unique about your successful business?

- Reliability
- Customer service

4. How did you get your idea or concept for the business?

- From the family members
- Market analysis
- social media

5. How do you advertise your product/service?

- Whatsapp
- Face book
- Website
- Direct Marketing

6. Working area?

- Locally
- Nationally

7. What best motivates you?

How have your entrepreneurial motivations changed since you first started?

- Family
- Expectation
- Passion

8. How do you generate new ideas?

- Based on the marketing strategies
- Customers need
- Problems in society
- Trend

9. What is the best way to achieve long-term success?

- Environmental friendly
- Customer strategies
- Changes according to trends

10. How do you go about marketing your business? What has been your most successful form of marketing?

- Advertisements by satisfied customers
- News paper
- Social media

11. How do you build a successful customer base?

- Use social media
- Ask for feedback
- Customer networking

12. Which type of business you running?

- Service based
- Manufacturing
- Trade

INSTITUTIONAL HUMAN ETHICS COMMITTEE



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Dr.Subhashini K. Sripathi
Mrs. S. Radha Devi
Dr.G.Victoria Naomi
Dr. Judith Justin
Dr.AnithaSubash

19th March 2018

To
Ms. P. Jothi Priya
Department of Home Science Extension Education and
Communication
Avinashilingam Institute for Home Science and
Higher Education for Women
Coimbatore – 641 043

Dear Jothi Priya,

Ref: Your proposal No. IHEC/17-18/EXT/26 "Problems and
Prospects of Women Entrepreneurs in Coimbatore City"
submitted for approval of the IHEC on 14th December.

The Institutional Human Ethics Committee of our University hereby
grants approval to your research proposal No. IHEC/17-18/EXT/26
"Problems and Prospects of Women Entrepreneurs in Coimbatore
City" submitted by you. The Approval number for the same is
AUW/ IHEC/ EXT -17-18/XPD/26.

We wish you all the best in your research endeavours.

Regards,

Dr. S. Uma Mageshwari
Dr.S.Uma Mageshwari
Member Secretary

