



## Impediments of Women Entrepreneurship in Tamilnadu- With Special Referenceto Madurai District

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### KEYWORDS :

#### INTRODUCTION

The all round development of women has been one of the Focal Point of Planning Process in India. Women in India constitute a large proportion of total unemployed population and hence it is imperative to find out the entrepreneurial constraint faced by them. Entrepreneurship is a key to economic development of a country. Women entrepreneurship is inherent and also a natural process. Women are naturally endowed with the qualities of entrepreneurship; much potential is available among the Indian Women on their entrepreneurial ability. This potential is to be recognized, brought out and exposed for utilization in productive and service sectors for the development of nations. Entrepreneurial Development Culture is to be developed gradually among the women, in addition to providing educational facilities to use the vibrant women forces in right direction.

Entrepreneurship is the core of economic development. It is a multi dimensional task and essentially a creative activity. It is a key factor of entrepreneurship.<sup>4</sup> Women entrepreneurship can only bring about women empowerment. Women have innate ability to face the risk of life with firm courage. Various problems and constrains have to be faced by the women entrepreneurs while running the business as a women in the society. Some women entrepreneurs are having capacity to face the risks involved in the business and they overcome such burden but some women entrepreneurs are not having such capacity to face the business problems and overcome it. The problems which are faced by the women entrepreneurs are categorized in to personal-Domain constraints, Socio-Psycho Domain constraints, Resource problems and support – Domain problems.

#### OBJECTIVES OF THE STUDY

**Various objectives of the present study are as follows:** - To study an overview of women entrepreneurship and profile of the study area.

- To study the socio-economic characteristics of women entrepreneurs in Madurai District.
- To analyze the motivational, compulsory and facilitating factors behind women entrepreneurship
- To explore the various constraints and problems encountered by the women entrepreneurs.
- To make suitable suggestions for the development of women entrepreneurship based on findings of the study.

#### NEEDFOR THE STUDY

Entrepreneurship among women has been a recent phenomenon. The hidden entrepreneurial potentials of women have gradually been changing with the growing sensitivity to their role and economic status in society. Women's skill and knowledge, their talents and abilities in business and desire of wanting to do something positive are some of the reasons for the women entrepreneurs to organize Industries. The status of women is closely associated with their economic position which in turn depends upon their access to productive resources of the country and the opportunities for participation in economic activities.

It has been recognized that the growing sickness in Industry in the country is fundamentally due to lack of entrepreneurial culture, which ought to have been nurtured in the early decades of the post Independence period. The Government Policy is upliftment and equalization of individuals from all strata of the society especially women. The banks, Financial Institutions and other voluntary bodies are all

adopting this policy by providing encouraging packages for women entrepreneurs in the form of Entrepreneurial Development Programme (EDP) and loans at lower rates and easy loan availability. No assessment has been made as to the knowledge of the entrepreneurs regarding the availability of Government assistance.

**The study is undertaken with a view to understand and analyse the various components involved in women entrepreneurs in Madurai District in order to develop entrepreneurship among women in Madurai District.**

#### METHODOLOGY

The study is an empirical study based on survey method. Both primary and secondary data have been used in this study. Primary data have been collected from women entrepreneurs in Madurai District with the help of an interview schedule. Secondary data have been collected from the books, articles, journals, published and unpublished records of Directorate of Industries and Commerce, District Industries Centre, Madurai and websites.

#### SAMPLINGDESIGN

Total of 200 samples taken in Manufacturing,Trading and Servicing Sectors, 100 registered and 100 unregistered units were considered. For registeredunits, selection was made by using proportionate sampling technique, and for unregistered units, simple random sampling technique was used.

#### TOOLSFORANALYSIS

Data are analyzed by using SPSS Package. It was used for quantifying the variables. Then the tables were prepared. The tables prepared by using statistical techniques such as visualization Percentage analysis, Chi-square test, Analysis of Valiance (ANOVA) and Factor Analysis.

#### IMPEDIMENTS OF WOMEN ENTREPRENEURS

##### PERSONAL DOMAIN CONSTRAINTS:

Personal domain constraints includes various variables such as poor-risk taking ability, Lack of leisure, Lack of proper-training, Lack of systematic, planning, Health problem, Educational problem, Excessive tension and challenges, competitors problem, successive burden of work and responsibility, Lack of knowledge about legal aspects, Marketing problem, Difficulty in handling technical, financial, Marketing and Managerial activities and problems of various institutions working for women entrepreneurs. It can be analyzed with the help of statistical tools such as Factor Analysis.

##### ROTATED FACTOR LOADING – PERSONAL DOMAIN CONSTRAINTS

S. No	Variables	F1	F2	F3	F4	F5	H2
1.	Educational	0.763	-0.033	0.032	0.177	0.079	.6236
2.	Lack of knowledge about legal aspect	0.763	0.168	0.049	0.158	-0.173	0.660
3.	Competitors	0.718	0.310	-0.075	0.084	-0.146	0.647
4.	Successive burden of work and responsibility	0.672	0.039	0.202	0.082	0.105	0.512

5.	Various local schemes and Procedure of Financial Institution	0.029	0.928	-0.074	0.032	-0.024	0.869
6.	Marketing	0.120	0.846	0.096	0.079	0.109	0.758
7.	Various improved technologies, agencies and institution working for entrepreneurs	0.237	0.819	-0.121	-0.177	0.067	0.779
8.	Lack of Proper training	-0.08	-0.1506	0.786	0.187	-0.166	0.712
9.	Lack of Leisure	0.100	0.040	0.745	0.044	0.004	0.569
10.	Lack of Systematic planning and working	0.126	0.000	0.698	-0.010	0.091	0.511
11.	Health Problems	0.104	-0.054	0.133	0.838	-0.133	0.753
12.	Excessive tension and challenges	0.326	0.035	0.048	0.799	0.085	0.757
13.	Poor-Risk taking ability	0.080	0.125	0.003	-0.085	0.868	0.784
14.	Difficulty in handling technical, financial, marketing and managerial activities.	0.346	0.173	0.038	-0.049	0.834	0.342
	Eigen value	3.373	2.384	1.448	1.071	1.012	
	Percentage of variance	24.1	17.0	10.3	7.7	7.2	
	Cumulative Percentage	24.1	41.1	51.5	59.1	66.4	

#### ResultsofFactorAnalysis

With regard to personal domain constraints of women entrepreneurs 14 variables are converted into 5 factors of the following factors are extracted.

- **Problem of Education and Successive burden of work and responsibility.**
- **Financial Institutions procedure and marketing problems.**
- **Lack of proper training and leisure time**
- **Health problem and Excessive tension**
- **Difficulty in Managerial activities**

#### SOCIO PSYCHO DOMAIN CONSTRAINTS

Socio-Psycho Domain constraints includes various variables such as Lack of Self-Confidence, No equal status in business, Lack of encouragement from family and Society, conflicts due to dual responsibilities, Non Co-operative attitude of husband and Family Members, Non-Constraint to traditional norms, Lack of recognition and appreciation in the family, poor chance of mobility for women, Male Domination, Lack of sufficient time to look after children / husband, house hold activities, To attend family / social function, society lacks confidence in women's ability, faculty Socialization, Problems of Public Relations, Non-availability of skilled labours.

#### Results of Factor Analysis

With regard to Socio-psycho Domain constrains of women entrepreneurs 17 variables are converted into 6 factors and the following factors are extracted.

- **Lackofself-confidenceandInsufficienttime**
- **Male domination and poor chance of mobility**
- **Lack of encouragement and recognition**
- **Problem of Public Relation and Non-availability of skilled labour.**
- **Lack of confidence in women ability**
- **No equal status in business**

#### SUPPORT-DOMAIN CONSTRAINTS

Support domain problems of sample women entrepreneurs in Madurai district includes inadequate incentives provided by the government non co-operative attitude of employers, time wasted due to visit to the financial institutions, personal/ political influences needed to avail institution help quickly bribing the agencies for providing subsidies/ loans, target oriented approach and lack of promotional activities, inadequate institutional technical training, lack of effective communication between women entrepreneurs and persons, harassment of officials in completion of documents, lack of opportunities to acquire business skill, lack of communication and co-ordination between different agencies dealing with ssi and lack of media support to update the knowledge and skill.

#### Results of Factor Analysis

With regard to Support Domain problems of women entrepreneurs, 12 variables are converted into 3 factors and the following factors are extracted.

- **Inadequate Incentives and Institutional Technical Training.**
- **Lack of communication and promotional activities**
- **Non co-operative attitude of employers.**

#### SUGGESTIONS

Promotional Programmes& Counseling by the government agencies, association of entrepreneurs&non-governmentalorganisations.Financial institutions should provide more working capital assistance, micro credit system and enterprise credit system. Quick disbursement of capital subsidy is highly essential.Advancement in Information technology should be utilized for the development of women entrepreneurship.

#### CONCLUSION

Success of women entrepreneurs and satisfactory progress can be achieved only by honest, sincere and dedicated efforts, by all. Joint efforts of both Men and Women entrepreneurs can change developing India into a fully developed country. The greatest revolution in a country is the one that affects the status and living conditions of its women.Promotion of women entrepreneurs ensures economic Independence. Social Emancipation of women gains social status. It creates more respect in the family and gives self-prestige, avoids gender bias and eliminates dowry deaths. It promotes leadership qualities among women and swells the family income. Promotion of women entrepreneurship trains the future generation of women and it will solve tomorrow's unemployment problem.