



Problems and Constraints of Successful Women Entrepreneurship in South India-With Reference to Coimbatore City

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KEYWORDS :

INTRODUCTION

As put by Sakuntala Narasimhan, a Journalist: "It is awareness, rather than conventional schooling or education in terms of degrees or classrooms that makes a vital difference". Modern age has lifted the veil of ignorance and the myth that a woman's place in the home has been convincingly demolished. Although women's status during Veda and Upanishad period was respectable but their position had deteriorated and even now women are seen harassed in many respects. Women were treated as a property of men. Women also have desires and also aspire to enter and succeed in all fields at par with men. But in spite of their aspirations, Indian women are far behind than women entrepreneurs of other countries like Japan and China. The reason is not one but many. If we review the constraints of Indian women mainly arising out of socio-cultural factors, that majority of women are still very far from enjoying the rights and opportunities guaranteed to them by the constitution.

REVIEW OF LITERATURE

Panadikar (1985) in an article on "Women Entrepreneurs. Problems and potentials" observed that efficient Management involves a futuristic outlook that is the capacity to plan for the future. Like Male entrepreneurs, the women entrepreneurs by nature have an attribute of futuristic planning with aggressiveness. Such women entrepreneurs have achieved success in the production of T.V. Capacitors in Orissa and also in the manufacturing of solar cookers in Gujarat.

Dhillon (1993) conducted a study entitled. "Women Entrepreneurs Problems and Prospects". This study gave a comprehensive view of entrepreneurship particularly women entrepreneurs and their role in economic development. The author collected data relating to the successful women entrepreneurs and examined their motives for setting up an enterprise; problems encountered by them; their risk-taking, need for achievement, decision-making, future planning and time management.

Chidambaram and Thenmozhi (1998) in their study on "Constraints for Women entrepreneurs" have studied about successful women entrepreneurs in Coimbatore. They have examined various constraints encountered by them. Majority of women entrepreneurs suffered the support system constraints and they concluded that the existence of constraints affects the emergence of women entrepreneurs and their performance. Therefore effective steps are needed to be taken to mitigate their constraints.

Goheer (2002) in his study on "Impediments for Women Entrepreneurship Development" reveals that the Primary Source of funds for women entrepreneurs is their personal savings and low income. Women seldom have any personal savings and thus only a very small percentage of women have access to the formal sources of credit.

OBJECTIVES OF THE STUDY

1. To study the origin and growth of women entrepreneurship to study the problems and constraints of women entrepreneurs.
2. To study the problems and constraints of women entrepreneurs.
3. To make suitable suggestions for the development of women entrepreneurship and their leadership qualities based on the finding of the study.

HYPOTHESIS

The Hypothesis are formulated by considering the objectives and the

review of relevant literature pertaining to this study. For the purpose of study the following null Hypothesis are set:

1. There is no significance in the age of women entrepreneurs
2. There is no significance in the marital status of women entrepreneurs
3. There is no significance in the educational qualification of women entrepreneurs
4. There is no significance in the composition of family of the women entrepreneurs

SCOPE

This study is confined to the women entrepreneurs mainly engaged in three types of enterprises namely Manufacturing, Trading and Servicing sectors. It covers the various constraints and problems encountered by them at various stages while carry out their business in Coimbatore city.

METHODOLOGY

The primary data is collected by survey research and the secondary data were collected from the standard text books of related topic, leading journals and published documents, records, reports and booklets issued and maintained by District Industries centre, Chennai, District Industries centre – Coimbatore, Tamil Nadu Industrial Investment corporation Limited, Coimbatore District small scale Industries Association (CODISSIA) and from the secretariat – Chennai.

SAMPLING DESIGN

Out of 200 sample women entrepreneurs in Coimbatore district, 100 registered women Entrepreneurs are selected by adopting the proportionate stratified sampling method and 100 unregistered women entrepreneurs by adopting simple random sampling technique.

The researcher selects the respondents from the list of women entrepreneurs who registered under the District Industries centre, Coimbatore. It covers 50 registered manufacturing units, 30 registered service units & 20 registered trading units.

COLLECTION OF DATA

Field work for the present study was carried on personally by the researcher herself. The interviews were conducted generally by fixing prior appointments. Though the interview schedule for the sample units was in English, it was administered in the vernacular. An extra care was taken to get the accurate response from the respondents by personally explaining to them each and every point in detail. The opinions suggestions by the respondents on the topic under discussion were also elicited and recorded at the end of the schedule. Complete schedules were checked immediately on the spot in order to avoid revisits.

LIMITATIONS OF THE STUDY

This study is mainly based on the role of women entrepreneurship in Coimbatore district. The study only to those women entrepreneurs whom the researcher is able to interview in person, due to the constraints of time and money also restrict the scope of the study. The researcher faces a difficult task in making the women entrepreneurs to answer the Interview Schedule as they express willingness to answer several questions.

Barriers of sample Women Entrepreneurs-ANOVA

S.No	Variables (Barriers of entrepreneurship)	Manufacturing	Service	Trading	F-Ratio	F-prob
1	Over responsibility Burden & Wrong suggestions from family & Friends	3.8356	3.7143	3.5156	1.1468	0.3198
2	Small Supporting sources	3.0685	3.1746	2.8281	1.8644	0.1577
3	Low financial Assistances & incentives from govt.	3.3973	3.2540	2.9063	2.4397*	0.0898
4	Legal impediments in formation of enterprises	3.0274	2.9206	3.1250	0.5595	0.5724
5	Cut throat competitions	3.3425	3.3810	3.2813	0.1100	0.8959
6	Imbalanced mind set during times of failures	3.4521	3.2698	3.0156	2.4926*	0.0853
7	Poor planning	3.2192	3.1746	3.3125	0.2068	0.8134
8	High plans but the low efficiencies in functioning Internal operating system	3.3562	3.3968	3.3125	0.0851	0.9185
9	Emotional disturbances from family sector	2.9726	3.0952	3.1406	0.3471	0.7072
10	Improper training & experience	3.3973	3.3810	3.0469	1.8078	0.1667
11	Adverse effect of social & economical policies the government	2.9041	3.1270	2.9688	0.5860	0.5575
12	Lack of skilled labour force	3.4247	3.1746	3.2500	0.7886	0.4559
13	Steamed labour problem	3.1096	3.2540	2.8906	1.4815	0.2298
14	Improper payment by customer & delayed payment made to suppliers	2.8219	2.9048	2.7500	0.2314	0.7936
15	Non-cooperation & unity among the members	3.5068	3.6984	3.3906	0.9085	0.4048
16	The mismatched & remote location of the company	3.0959	3.0000	2.9688	0.2517	0.7778
17	No proper transport facility	3.4384	3.4921	3.3125	0.2960	0.7441
18	Burden of taxation on enterprise	2.8904	3.0159	2.5938	2.5790*	0.0784
19	Throat competition making market problem difficult	3.3699	3.4444	3.3750	0.0779	0.9251
20	Disaster from natural calamities	2.6301	2.8889	2.4844	1.7104	0.1835

Among the various variables related to barriers of women entrepreneurship in Coimbatore city, the most significant variables which relates to the barriers of women entrepreneurship are "Imbalanced mind set during times of failures" it is followed by "Burden of Taxation" and "Low financial assistance and incentives from government".

CONCLUSION

Women seem to have chosen their line of activity in accordance with the characteristics and the line they have chosen. Their self-confidence is evident and their energy and drive in dealing with matters is remarkable in contrast to other women. Many of them in spite of their busy schedules at home and the unit take active part in various social and cultural functions.