



PROBLEMS FACE BY WOMEN ENTREPRENEURS IN CUMBUM DISTRICT

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KEYWORDS :

INTRODUCTION

Entrepreneurs is the process of creating something new with value by devoting the necessary time and effort, assuming the accompanying financial, physical and social risks and receiving the resulting awards of monetary and personal satisfaction (Hissrich and Peters, 2002). Entrepreneurship development among women is considered as a possible approach to economic empowerment of women. A woman as entrepreneur is economically more powerful than as mere worker because ownership not only confers control over assets and liabilities but also gives her the freedom to take decisions. This will also uplift a social status significantly. Through entrepreneurship development a woman will not only generate income for herself but also will generate employment for other women in the society. This will have a multiplier effect in the generation of income and poverty alleviation. Women must be empowered by enhancing their awareness, knowledge, skills and technology use efficiency, thereby facilitating overall development of the society.

Women with education view entrepreneurship as a challenge while for women with no education background entrepreneurship is merely a means for earning money. There are various reasons for women to become an entrepreneur. Some tend to get into this to earn money while others start their own business for attaining respect and dignity from the society. Entrepreneurs demand sincerity and diligence. Quality and ability is very important in entrepreneurship through which an entrepreneur increases her reputation. Women are entering into entrepreneurship even while facing socio-cultural, economic, technical, financial and managerial difficulties. Women entrepreneurship movements have gained momentum by encouraging appropriate awareness, training, environment and support. This has improved the socio-economic status, which is a pre-requisite of women's empowerment. Business started by women have been among the fastest growing in recent years, and they have also been responsible for significant employment creation and income generation for other workers.

OBJECTIVES OF THE STUDY

- To find out the problems faced by women entrepreneurs

RESEARCH METHODOLOGY**Pilot study**

By applying convenient sampling method a preliminary investigation was undertaken by contacting fifty women entrepreneurs of Cumbum to identify the important variables of barriers of women entrepreneurs. Cronbach alpha method and homogeneity t-square test were applied to test the validity of statements in the questionnaire. Through Cronbach alpha method over all reliability of all the items in the questionnaire was found to be 0.899 (89.9%).

Problems to women entrepreneurs under this analysis social, psychological, economic and political problems faced by women entrepreneurs are considered while drafting the query in the questionnaire under barriers to entrepreneurs. 25 questions are framed under barriers to entrepreneurs and are questioned among women entrepreneurs to analyze the important problems faced by entrepreneurs in running their concern. The one sample test with test value 3 is applied on these 25 variables and the subsequent results are attained.

Various dimensions of problems**A) socio and cultural problems**

- difficulty in cost fixing
- inadequate legal and social protection
- inadequacy institutional training
- poor technological knowledge
- lack of knowledge on inventory
- requirement of personal and political influence

B) Lack of Business Skill

- Non-co-operation from workers
- lack of training
- lack of experience
- doubt on self confidence
- discontinuity of capital flow
- difficulties in management level.

C) Lack of training and experience

- poor planning
- poor performance in the execution level
- the psychological disturbance from the family domain

Lack of Managerial skill

- Demand for immediate payment from suppliers
- untimely payment of customers/clients

Capital Flow

- heavy tax from state and central government
- physical and personal problems
- problems for transportation and operation management
- difficulty in locating the enterprise

External barriers

- Threatening environmental discouragement
- difficulty in approaching marketing promotion

G) marketing problems

- *reckless partners in business

CONCLUSION

In this study the significance of the variables of entrepreneurship and problems to women entrepreneurs are tested through one sample t-test. Three major factors from the variables of entrepreneurship and eight main factors from the variables of barriers of entrepreneurs are identified. Despite constitutional equality, there is widespread discrimination against women. In a male dominated society women are not treated equally. Not only the social customs and traditions block women to enter into entrepreneurship, the changing lifecycle of women is again a big problem for entrepreneurs. Moreover, the female stereotype of conformity, obedience, modesty, dependence, submissiveness, self-denial, adaptability as confirmed by social institutions like family, social and marriage etc. stand as the biggest hurdle.

A woman's need for and the ability to earn is realized only if she is left alone either as an orphan or a widow. Widows are slow in decision making as they hesitate to decide or bargain. Women tend to crumble on the faces of crisis. Women entrepreneurs face various problems in running their enterprise successfully. Most women business owners are either housewives or fresh graduates with no previous experience of running a business concern. Women's family obligations often bar them from becoming successful entrepreneurs. They have resulted in restricting and inhabiting the

expansion of women entrepreneurship. successful women entrepreneurs passes certain leadership qualities to prevail over these barriers.

From the study it is concluded that the social and cultural barriers prominent formidable block for the development of women entrepreneurs the budding entrepreneurs due to the lack of experience and knowledge drift towards loss and other negative implications . the capital rotation and other external influence hamper the women to market their products. it is also ascertained that irresponsible partners of women entrepreneurs in their enterprises lead to appropriate end of the business.

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