



A Study on prospects and problems of first generation women entrepreneurs in Tiruchengode Town

Dr. J Priyadharshini, Dr. Ezhilvani C M

Assistant Professor, Department of Commerce, corporate secretaryship, sona college of arts and science, Salem, Tamil Nadu, India

Abstract

Entrepreneurs play a key role in economic development of any nation. They have skills and good new ideas to market and make the right decisions to make the idea. In this dynamic world, women entrepreneurs are a significant part of the global expedition for sustained economic development and social progress. The educated Indian women have to go a long way to achieve equal rights and position because traditions are deep rooted in Indian society where the sociological set up has been a male dominated one. Despite all the social hurdles, Indian women stand tall from the rest of the crowd and are applauded for their achievements in their respective field. The transformation of social fabric of the Indian society, in terms of increased educational status of women and varied aspirations for better living, necessitated a change in the life style of Indian women. She has competed with man and successfully stood up with him in every walk of life and business is no exception for this. These women leaders are assertive, persuasive and willing to take risks. They managed to survive and succeed in this cut throat competition with their hard work, diligence and perseverance.

The present paper endeavours to study the problems and prospects of first generation women entrepreneurs, concept of women entrepreneur –Reasons women become entrepreneurs -Reasons for slow progress of women entrepreneurs in India - suggestions for the growth of women entrepreneurs - schemes for promotion & development of women entrepreneurship.

Keywords: Entrepreneurship, prospects, problems, reasons

Introduction

Entrepreneurs play a key role in economic development of any nation. They have skills and good new ideas to market and make the right decisions to make the idea. In this dynamic world, women entrepreneurs are a significant part of the global expedition for sustained economic development and social progress. Due to the growing industrialization, urbanization, social legislation and along with the spread of higher education and awareness, the emergence of Women owned businesses are highly increasing in the economies of almost all countries.

The increasing presence of women in the business field as entrepreneurs has changed the demographic characteristics of business and economic growth of the country. Women - owned business enterprises are playing a more active role in the society and in the economy. This paper focused on the role and contribution of women entrepreneurs, problems faced by women entrepreneurs and suggestions for future prospects for development of women entrepreneurs.

Review Of Literature

S.Bhuvanawari (2021) ^[1] studied the problems in starting and running women enterprises in Malappuram District and whether adequate promotional schemes are offered by Government for women entrepreneurs. She studied the method by which women entrepreneurs are raising funds and the attitude of family and others towards women entrepreneurs in Malappuram District.

Neelam Choudhary (2022) ^[2] examined the factors responsible for growth of women entrepreneurship in India, and analysed the problems and challenges faced by the women entrepreneurs in India.

According to Dr.B.Ramesh (2024) ^[3] Entrepreneurship Among women, no doubt improves the wealth of the nation

in general and of the family in particular. Women today are more willing to take up activities that were once considered the preserve of men, and have proved that they are second to no one with respect to contribution to the growth of the economy.

Statement of The Problem

In India, women dominate the micro enterprise sector both in rural and urban areas. According to the Central Statistical Authority women account for close to 70 percent of the micro enterprises in India are run by women. However, their participation in small, medium and large enterprises diminishes. Beyond the participating in productive activities such as agriculture, trade and industry, women have multiple roles in society.

They participate in productive activities such as agriculture; they are responsible for caring for the family including the preparation of food, health care and education. Women need to balance these different roles and therefore they are multitasked, managing their businesses alongside all other roles they are expected to perform.

Objectives of The Study

Every study starts with the specification of a set of objectives. These objectives serve as a guide as well as destination for further detailed study. This study will try to explore the following objectives:

1. To understand role and contribution of women entrepreneurs in India;
2. To identify the problems faced by women entrepreneurs; and
3. To offer suggestions for future prospects for development of women entrepreneurs.

Methodology of The Study

The following methodology is used in the study

Area of the study

The area of the study refers to Tiruchengode Town Only.

Sources of data

The study has used primary data. The data were collected from 50 entrepreneurs by using questionnaire method. This has been prepared in such a way that the respondents are able to express their opinions freely and frankly.

Sampling Design

The study has used primary data collected from first generation women entrepreneurs. 50 entrepreneurs were selected for the study. In the selection of respondents convenient random sampling method is used.

Tools for analysis

The following statistical tools were used in the study

- a. Descriptive Analysis
- b. Chi-Square Analysis and
- c. Weighted Average Score Analysis

Limitations of The Study

The following are the limitations of the study

- For want of time, the study is restricted to Tiruchengode Town Only.
- Data collection took more time but adequate attempts have been made to collect unbiased data.

Association Between Demographic Profile and Problems of Women Entrepreneurs

The Cross-Tab analysis has been performed between the demographic profile and problems of women entrepreneurs. It is used to find out the varied opinion of problems of women entrepreneurs. Further, chi-square test has been applied to test the proximity of the same.

Table 1: Monthly Income and Problems of Women Entrepreneurs

Monthly Income	Problems of Women Entrepreneurs						Total
	Lack of Capital	Lack of Experience	Low Demand	Lack of Raw material	Lack of Place	Lack of Market	
Below Rs. 15000	11	0	1	1	6	2	21
Rs15000 to Rs. 30000	5	4	1	1	7	7	25
Above Rs. 30000	3	0	0	0	0	1	4
Total	19	4	2	2	13	10	50

It could be understood from the above table that the major problem for the entrepreneurs in the income group of below Rs. 15000 was lack of capital as indicated by 11 entrepreneurs in that income group. It indicates that they are unable to generate capital. The same problem was faced by 3 out of 4 entrepreneurs in the income slab of above Rs.

30000. However, lack of place and lack of market were the major problems for the entrepreneurs earning a monthly income of Rs.15000 to Rs.30000.

The following table indicates the nature of association between the monthly income and problems of women entrepreneur.

Table 2: Association between Monthly Income and Problems of Women Entrepreneurs

Tests	Value	df	Sig.
Pearson Chi-Square	11.190	10	.343
Likelihood Ratio	14.034	10	.171
Linear-by-Linear Association	.960	1	.327

Hypothesis . There is no association between Monthly Income and Problems of Women Entrepreneurs

From the chi-square test, it is found that Pearson’s chi-square value (11.190), likelihood ratio (14.034) and linear by linear association (0.960) is not significant at 5% level.

Hence, it is concluded that the monthly income and problems of women entrepreneurs are not associated with each other. This implies that there is no association between the monthly income and problems of women entrepreneurs.

Table 3: Age and Problems of Women Entrepreneurs

Age (Years)	Problems of Women Entrepreneurs						Total
	Lack of capital	Lack of experience	Low demand	Lack of raw material	Lack of place	Lack of market	
Below 20	1	0	1	1	0	0	3
21 to 40	8	3	1	0	9	6	27
41 to 60	8	2	0	1	4	3	18
Above 61	1	0	0	0	0	1	2
Total	18	5	2	2	13	10	50

According to the Table 2, lack of capital was the serious problem for the entrepreneurs belonging to all the age groups. Low demand and lack of raw material were the other problems at par with the lack of capital for entrepreneurs below the age of 20 years. Lack of place was even more affecting problem for the entrepreneurs in the age group of 21 to 40 years.

The second biggest problem for entrepreneurs pertaining to the age group of 41 to 60 years was lack of place. Along with lack of capital, an equal response was obtained for lack of market from the entrepreneurs in the age group of above 61. The following table indicates the nature of association between the age and problems of women entrepreneurs.

Table 4: Association between Age and Problems of Women Entrepreneurs

Tests	Value	df	Sig.
Pearson Chi-Square	19.937	15	.174
Likelihood Ratio	16.016	15	.381
Linear-by-Linear Association	.125	1	.724

Hypothesis – There is no association between age and problems of women entrepreneurs

From the chi-square test, it is found that Pearson’s chi-square value (19.937), likelihood ratio (16.016) and linear by linear association (0.125) is not significant at 5% level.

Hence, it is concluded that the age and problems of women entrepreneurs are not associated with each other. This implies that there is no association between the age and problems of women entrepreneurs.

Table 5: Education Qualification and Problems of Women Entrepreneurs

Education Qualification	Problems of Women Entrepreneurs						Total
	Lack of capital	Lack of experience	Low demand	Lack of raw material	Lack of place	Lack of market	
School level	10	4	1	1	8	4	28
UG level	8	1	1	1	5	6	22
Total	18	5	2	2	13	10	50

From the above table, it is found that the huge frequency of entrepreneurs having completed school level education is suffering from lack of capital followed by lack of place.

The entrepreneurs participated in this study have opined that their first and second problems were lack of capital and lack of market.

Table 6: Association between Education Qualification and Problems of Women Entrepreneurs

Tests	Value	df	Sig.
Pearson Chi-Square	2.430	5	.787
Likelihood Ratio	2.530	5	.772
Linear-by-Linear Association	.378	1	.539

Hypothesis – There is no association between education qualification and problems of women entrepreneurs

From the chi-square test, it is found that Pearson’s chi-square value (2.430), likelihood ratio (2.530) and linear by linear association (0.378) is not significant at 5% level.

Hence, it is concluded that the education qualification and problems of women entrepreneurs are not associated with each other. This implies that there is no association between the education qualification and problems of women entrepreneurs.

Table 7: Marital Status and Problems of Women Entrepreneurs

Marital Status	Problems of Women Entrepreneurs						Total
	Lack of capital	Lack of experience	Low demand	Lack of raw material	Lack of place	Lack of market	
Single	3	1	1	1	0	3	9
Married	14	4	1	1	13	7	40
Others	1	0	0	0	0	0	1
Total	18	5	2	2	13	10	50

From the above table, it is found that the maximum frequency of 14 married respondents was affected by lack of capital followed by lack of price. Other entrepreneurs have also stated that lack of capital was their major problem.

The following table indicates the nature of association between the marital status and problems of women entrepreneur.

Table 8: Association between Marital Status and Problems of Women Entrepreneurs

Tests	Value	df	Sig.
Pearson Chi-Square	8.458	10	.584
Likelihood Ratio	10.207	10	.422
Linear-by-Linear Association	.136	1	.713

Hypothesis – There is no association between marital status and problems of women entrepreneurs

From the chi-square test, it is found that Pearson’s chi-square value (8.458), likelihood ratio (10.207) and linear by linear association (0.136) is not significant at 5% level. Hence, it is concluded that the marital status and problems

of women entrepreneurs are not associated with each other. This implies that there is no association between the marital status and problems of women entrepreneurs.

Association Between Demographic Profile And Reason Of Women Entrepreneurs

Table 9: Monthly Income and Reason of Women Entrepreneurs

Monthly Income	Reason of Women Entrepreneurs					Total
	Self interest	Unemployment	Family profession	Easy to enter and exit	Lack of education	
Below Rs. 15000	18	0	2	0	1	21
Rs. 15000 to Rs. 30000	17	0	4	1	3	25
Above Rs. 30000	2	1	1	0	0	4
Total	37	1	7	1	4	50

From the above table, it is found that the self interest was the main reason for becoming entrepreneurs in accordance with the majority of respondents in all the categories of

monthly income The following table indicates the nature of association between the monthly income and reason of women entrepreneurs.

Table 10: Association between Monthly Income and Reason of Women Entrepreneurs

Tests	Value	df	Sig.
Pearson Chi-Square	19.621	8	.012
Likelihood Ratio	10.484	8	.233
Linear-by-Linear Association	1.715	1	.190

Hypothesis - There is no association between Monthly Income and Reason of Women Entrepreneurs

From the chi-square test, it is found that Pearson's chi-square value (19.621), likelihood ratio (10.484) and linear by linear association (1.715) is significant at 5% level.

Hence, it is concluded that the monthly income and reason of women entrepreneurs are associated with each other. This implies that there is an association between the monthly income and reason of women entrepreneurs.

Table 11: Age and Reason of Women Entrepreneurs

Age (Years)	Reason of Women Entrepreneurs					Total
	Self interest	Unemployment	Family profession	Easy to enter and exit	Lack of education	
Below 20	2	0	0	0	1	3
21 to 40	23	0	3	1	0	27
41 to 60	11	1	4	0	2	18
Above 61	0	0	1	0	1	2
Total	36	1	8	1	4	50

It is evinced from the above table that self interest was main reason for becoming entrepreneurs to the majority of the respondents in the age groups of below 20 years; 21 to 40 years; and 41 to 60 years whereas the none of the

respondents above the age of 61 had self interest to start their enterprises.

The following table indicates the nature of association between the age and reason of women entrepreneur.

Table 12: Association between Age and Reason of Women Entrepreneurs

Tests	Value	df	Sig.
Pearson Chi-Square	16.988	12	.150
Likelihood Ratio	17.648	12	.127
Linear-by-Linear Association	3.617	1	.057

Hypothesis - There is no association between age and reason of women entrepreneurs

From the chi-square test, it is found that Pearson's chi-square value (16.988), likelihood ratio (17.648) and linear by linear association (3.617) is not significant at 5% level.

Hence, it is concluded that the age and reason of women entrepreneurs are not associated with each other. This implies that there is no association between the reason and problems of women entrepreneurs.

Table 13: Education Qualification and Reason of Women Entrepreneurs

Education Qualification	Reason of Women Entrepreneurs					Total
	Self interest	Unemployment	Family profession	Easy to enter and exit	Lack of education	
School level	20	1	4	0	3	28
UG level	16	0	4	1	1	22
Total	36	1	8	1	4	50

According to the above table, 20 out of 28 entrepreneurs having school level education and 16 out of 22 entrepreneurs having UG level education were motivated to start business by their self interest.

The following table indicates the nature of association between the education qualification and reason of women entrepreneur.

Table 14: Association between Education Qualification and Reason of Women Entrepreneurs

Tests	Value	df	Sig.
Pearson Chi-Square	2.764	4	.598
Likelihood Ratio	3.543	4	.471
Linear-by-Linear Association	.039	1	.843

Hypothesis - There is no association between education qualification and reason of women entrepreneurs

From the chi-square test, it is found that Pearson's chi-square value (2.764), likelihood ratio (3.543) and linear by linear association (0.039) is not significant at 5% level.

Hence, it is concluded that the education qualification and reason of women entrepreneurs are not associated with each other. This implies that there is no association between the education qualification and reason of women entrepreneurs.

Table 15: Marital Status and Reason of Women Entrepreneurs

Marital Status	Reason of Women Entrepreneurs					Total
	Self interest	Unemployment	Family profession	Easy to enter and exit	Lack of education	
Single	7	0	1	0	1	9
Married	28	1	7	1	3	40
Others	1	0	0	0	0	1
Total	36	1	8	1	4	50

The above table portrays that only one entrepreneur was forced to start business due to unemployment and the reason for one of the entrepreneurs was easy to enter and exit. The major proportion of respondents in all the groups of marital status have affirmed that they were motivated by self interest.

Findings Association Between Demographic Profile And Problems Of Women Entrepreneurs

- There is no association between the monthly income and problems of women entrepreneurs.
- There is no association between the age and problems of women entrepreneurs.
- There is no association between the education qualification and problems of women entrepreneurs.
- There is no association between the marital status and problems of women entrepreneurs.

Association Between Demographic Profile And Reason Of Women Entrepreneurs

- There is an association between the income and reason of women entrepreneurs.
- There is no association between the reason and problems of women entrepreneurs.
- There is no association between the education qualification and reason of women entrepreneurs.
- There is no association between the marital status and reason of women entrepreneurs.

Suggestions

- It is better to take necessary steps to encourage teenage entrepreneur
- Government can do easy access of funds for starting business
- It is good to increase the seasonal entrepreneurs
- More awareness should be created to increase medium scale business
- Agriculture and agriculture-based business can be encouraged

Conclusion

Gone are the times once women were thought of no match for all powerful men in this world. The new generation girls across the globe have overcome all negative notions and have established themselves absolutely altogether spheres of life together with the foremost Byzantine and cumbersome world of entrepreneurship. In a nutshell, the problems of lack of capital, lack of place and lack of market were the hurdles of first-generation women entrepreneurs to establish their ventures in their interesting areas. Self interest and family profession were the motivating factors for starting the enterprises for women entrepreneurs in Tiruchengode Town. There are a number of government-supported programs available for the First-Generation Women entrepreneurs today.

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