

# A Study on Financial Crunch of Women Entrepreneurs in India

\*Dr.S.KARTHIKEYAN MBA., M.Com., M.A., BGL., M.Phil., Ph.D  
Associate Professor  
AJK Institute of Management  
Coimbatore

\*\*Dr.J.R. INBASAHARAN MBA., M.Phil., Ph.D  
Associate Professor  
AJK College of Arts and Science  
Coimbatore

## **ABSTRACT:**

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.

**KEYWORDS:** Entrepreneurship, Women, Business, Gender.

## **INTRODUCTION:**

The educated women do not want to limit their lives in the four walls of the house. They demand equal respect from their partners. However, 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. Women are considered as weaker sex and always made to depend on men folk in their family and outside, throughout their life. The Indian culture made them only subordinates and executors of the decisions made by other male members, in the basic family structure. While at least half the brainpower on earth belongs to women, women remain perhaps the world's most underutilized resource. Despite all the social hurdles, India is brimming with the success stories of women. They 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.

## **OBJECTIVES OF THE STUDY:**

- To study the socio - economic background of the women entrepreneurs in Erode District.
- To analyze the motivational factors and other factors that influence women to become entrepreneurs.
- To analyze the major strength and weakness of women entrepreneurs and the environmental opportunities and threats which promote the entrepreneurship.
- To offer suggestions to improve the satisfaction of women entrepreneurs and to framework for the promotion of women entrepreneurship of selected districts in Tamilnadu.

## **REASONS FOR WOMEN BECOMING ENTREPRENEURS**

The glass ceilings are shattered and women are found indulged in every line of business. The entry of women into business in India is traced out as an extension of their kitchen activities, mainly 3P's, Pickle, Powder and Pappad. But with the spread of education and passage of time women started shifting from 3P's to modern 3E's i.e., Energy, Electronics and Engineering. Skill, knowledge and adaptability in business are the main reasons for women to emerge into business ventures. \_

## **Review of Literature:**

1. 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.
2. G. Palaniappan, 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

## **Research Methodology:**

### **Scope of the study**

The study focuses on the women entrepreneurs in selected district i.e., in Erode district, Tamilnadu selected depends on industrial growth has been phenomenal. The selected districts with its good infrastructural facility, offers sound prospects for industrial developments. The scope of the study encompasses women entrepreneurs in Erode District and the problems faced by women entrepreneurs who are engaged in stating a new enterprise. The study is limited only to the women entrepreneurs of selected groups in Erode District. Respondents. To identify the right respondents which are also very essential for the collection of primary data the following process has been adopted scientifically. Finally 90 respondents were selected and included the study from various taluks of erode districts who have engaged to start an enterprises and running successfully.

Factors	Category	No. of Respondents	Percentage (%)
Age	Below - 30	20	22.22
	30 - 40	32	35.56
	40 -50	26	28.89
	50 and above	12	13.33
Marital Status	Unmarried	31	31
	Married	69	69
Educational Qualification	Illiterate	5	5.56
	Primary	9	10
	Secondary	16	17.78
	Higher Secondary	42	46.67
	Graduate Level	18	20
Annual Income	Below 10,000	15	16.67
	10,000 - 20,000	32	35.56
	20,000 - 30,000	21	23.33
	30,000 - 40,000	14	15.56
	40,000 and above	8	8.89
Business Type	Trading	24	26.67
	Manufacturing	38	42.22
	Service	16	17.78
	Combination	10	11.11
	Others	2	2.22
Size of the Business	Below 1 Lakhs	42	46.67
	1 - 5 Lakhs	22	24.44
	5 - 10 Lakhs	17	18.89
	10 Lakhs and above	9	10
Source of Financing	Spouse Income	32	35.56
	Personal Savings	27	30
	Loan from banks	23	25.56
	Other Source	8	8.89
Spend the business Income	Family Expenses	37	41.11
	Personal Savings	29	32.22
	Re-Investment in her business	24	26.67

Source : Primary Data

### **ANALYSIS AND INTERPRETATION:**

This study aims to identify the problems and prospects of women entrepreneurs in Erode districts. For this purpose, the study was conducted for 90 respondents of women entrepreneurs.

The table shows the problems faced by women entrepreneurs, with the weighted ranking method applied. It is inferred that the most number of respondents have given First rank for Lack of strong leadership; the respondents have given Second rank for financial deficit. The third rank was lack of systematic planning.

and working and followed by health problem, Non-awareness of Government scheme, Non -repayment of loan by the members, Leaders misusing the group's money, Other problems, Lack of Education and Lack of proper training.

### Socio Economic Background

The personnel characteristics of the selected respondents like age, educational status, marital status, family income, business type, size of the business, financial sources and spend expenses are discussed in this section.

**Table 1.2**  
**The Summary of Opinion of the Women Entrepreneurs**

Sl.No	Factors	Chi-Square Value	Degree of Freedom	Table Value	Result
1	Age	17.26	6	16.81	Significant**
2	Educational Qualification	14.97	4	13.28	Significant**
3	Marital Status	12.56	2	5.99	Significant*
4	Family Income	3.65	6	12.59	Not Significant
5	Business Type	11.54	4	9.49	Significant*
6	Size of the Business	7.23	4	9.49	Not Significant
7	Sources of Finance	13.68	6	12.59	Significant*
8	Amount Spend	7.26	4	13.28	Not Significant

Note: \* - Significant at 5% Level, \*\* - Significant at 1% Level

Source: Primary Data

### Findings:

1. 35.56% of the respondents are belonging to 30 – 40 years age group of the entrepreneurs. 28.89% of the respondents are between the age of 40 - 50 year. The 22.22% of the respondents are below the 30 years age group and rest of the respondents are above the 50 years.
2. 46.67% of the respondents are belonging to higher secondary level of the entrepreneurs. 20% of the respondents are graduates and 17.78% of the respondents are secondary level of education. The 10% of the respondents are primary level and rests of the respondent are illiterates.
3. 35.56% of the respondents are belonging to 10,000 to 20,000 incomes of families. 23.33% of

the respondents are Rs. 20,000 to 30,000 income group and only 8% of the respondents are their family income of above 40,000.

4. 42.22% of the respondents are deals with manufacturing types of business. 26.67% of the respondents who are engaged in trading type of business. Only 16% of the respondents are doing our business for service sectors.

### **Conclusions:**

IT is evident from the study that women are ready to face the challenges associated with setting up of business. Society is very much receptive to the concept of women entrepreneur, so is the family. Women are not into business for survival but to satisfy their inner urge of creativity and to prove their capabilities. Women education is contributing to a great extent to the social transformation. The future will see more women venturing into areas traditionally dominated by men. The socio background including factors, type and mode of business, training programmes are the important problems of women entrepreneurs in Erode District.

### **References:**

- Sharma Sheetal (2006) “Educated Women, powered, women” Yojana Vol.50, No.12
- Dhameja SK (2002), Women Entrepreneurs : Opportunities, performance, problems.
- Women Entrepreneurship Problems and Prospects of Indian Economy: Mr. Sandeep Krishnat Raval, Mr .Suresh Shankar Shejal
- ZENITH International Journal of Multidisciplinary Research Vol.1 Issue 5, September 2011, ISSN 2231 5780 www.zenithresearch.org.in 202