



A STUDY ON THE PROBLEMS FACED BY WOMEN ENTREPRENEURS IN SIVAGAGAI DISTRICT

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The primary problem of a woman entrepreneur is that of her being a woman. She is considered subordinate to males from all walks of life. The basic ingredients such as independence and authority required for a successful entrepreneur are not adequate for women in India. A woman has to perform responsibilities towards family, society, and work simultaneously. Consequently, a serious conflict emerges between home and work resulting in high stress levels inhibiting her success, health, and progress. The main problems of women entrepreneurs are financial, over-dependence on intermediaries, scarcity of raw materials, intense competition, and high cost of production, low mobility, family ties and responsibilities, economic and social status, adverse effects of risk learning, lack of learning, lack of education and skill acquisition and low need for achievement. Due to their family responsibilities, women have less time. They have to look after both their children and their business.

Keywords: *Entrepreneur, Economy, Business Organization, Women Empowerment.*



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1. INTRODUCTION

Women entrepreneurship has played a dynamic role in the economic development of region. Women are engaged in agricultural operations, household industries, trade and commerce and other related economic activities. Women are hard workers, adventurous; self determined and are willing to take risks in setting up new enterprises. Though it is a tradition on the part of women to make efficient management of household affairs but now-a-days women are equally interested in setting up their own business to become independent and self reliant (N.Ramar, Dr.C.K. MuthuKumaran, 2018). Presently the major problems faced by developing nations of the world including India are, illiteracy,

hunger and starvation, poverty, malnutrition, ill-health, unsafe drinking water, low per capita income, population explosion, under employment and unemployment, low agricultural production are productivity, low capital formation and low living standard (N.Ramar, Dr.C.K. MuthuKumaran, V. Prabakaran, S.Rajendran 2020). There are inequalities in the distribution of existing economic resources. It is women entrepreneurship which helps to a certain extent to check some of the above constraints of development issues. As technology speeds up life, women are becoming an emerging economic force, which cannot be neglected by the policy makers.

1.1. Defining Entrepreneur

According to Harbison, an entrepreneur is not an 'innovator' but an 'organization developer' or one who have the skill to make an organization and who can be able to strap up the new thoughts of different innovators to the best of the organization. Entrepreneurship encouragement and development have been recognized as one of the key mechanism of the Nation's economic development strategy. Entrepreneurial foundation has been considered as a important input in the process of this economic development. Entrepreneurial ventures are consider the most important factor that would lay the organization in an economically struggling third world developing country (N.Ramar, Dr.C.K. MuthuKumaran, 2019). These entrepreneurial ventures help both urban and rural population through creation of employment opportunity, a rescue from unemployment and poverty and thereby make an impact upon developing skills, self-esteem and self-sufficiency (Ramar, N., 2023).

2. WOMEN AS ENTREPRENEURS

Freedom depends on economic situation more than political. If a woman is not economically independent and self-earning, she will have to depend her husband 'or someone else, and dependents are never free (N.Ramar, Dr.C.K. MuthuKumaran, 2019). These were the ideas of Pandit Jawaharlal Nehru. Women owned businesses are appropriately increasing in the economies of almost all countries. To the US economy, they contribute more than \$ 250 billion annually and create new businesses at two to three times the rate of their male counterparts".

2.1. Annapurna Scheme

This scheme is offered by the State Bank of Mysore for those women entrepreneurs who are setting up food catering industry in order to sell packed meals, snacks, etc. The amount granted as a loan under this scheme can be used to fulfill the working capital needs of the business like buying utensils and other kitchen tools and equipment. Under this loan, a guarantor is required along with the assets of the business being pledged as collateral security. Further, the maximum amount of money that is granted is ` 50,000 which has to re-pay in monthly installments for 36 months, however, after the loan is sanctioned, the lender doesn't have to pay the EMI for the first month. The interest rate is determined depending upon the market rate.

2.2. Stree Shakti Package for Women Entrepreneurs

This scheme is offered by most of the SBI branches to women who have 50% share in the

ownership of a firm or business and have taken part in (EDP). The scheme also offers a discounted rate of interest by 0.50% in case the amount of loan is more than 2 lakhs.

2.3. Bharatiya Mahila Bank Business Loan

This loan is a support system for budding women entrepreneurs looking to start new ventures in the fields of the retail sector, loan against property, MICRO loans, and SME loans. The maximum loan amount under this loan goes up to ` 20 crores in case of manufacturing industries and also a concession is available to the extent of 0.25% on the interest rate and interest rates usually range from 10.15% and higher. Additionally, under the Credit Guarantee Fund Trust for Micro and Small Enterprises (CGTMSE), there is no requirement of collateral security for a loan of up to ` 1 crore.

2.4. Dena Shakti Scheme

This scheme is provided by Dena bank to those women entrepreneurs in the fields of agriculture, manufacturing, micro-credit, retail stores, or small enterprises; who are in need of financial assistance. The interest rate is also decreased by 0.25% along with the maximum loan amount being ` 20 lakhs for retail trade; education and housing whereas ` 50,000 under the microcredit.

2.5. Udyogini Scheme

This scheme is offered by Punjab and Sind Bank so as to provide women entrepreneurs involved in Agriculture, retail and small business enterprises to get loans for business at flexible terms and concessional interest rates. The maximum amount of loan under this scheme for women between the age bracket of 18-45 years is `1 lakhs but your family income is also taken into consideration and is set at `45,000 per annum for SC/ST women.

2.6. Cent Kalyani Scheme

The scheme is offered by the Central Bank of India with the aim of supporting women in starting a new venture or expanding or modifying an existing enterprise. This loan can be availed by women who are involved in village and cottage industries, micro, small and medium enterprises, self-employed women, agriculture and allied activities, retail trade, and government-sponsored programs. This scheme requires no collateral security or guarantor and charges no processing fees. And the maximum amount that can be granted under the scheme is Rs. 100 lakhs.

2.7. Mahila Udyam Nidhi Scheme

This scheme is launched by Punjab National Bank and aims at supporting the women entrepreneurs

involved in the small scale industries by granting them soft loans that can be repaid over a period of 10 years. Under this scheme there are different plans for beauty parlors, day care centres, purchase of auto rickshaws, two-wheelers, cars, etc. the maximum amount granted under this scheme is ` 10 lakhs and the interest depends upon the market rates.

2.8. Mudra Yojana Scheme For Women

This scheme has been launched by the Govt. of India for individual women wanting to start small new enterprises and businesses like beauty parlors, tailoring units, tuition centres, etc. as well as a group of women wanting to start a venture together. The loan doesn't require any collateral security and can be availed as per 3 schemes –

i. Shishu – loan amount is limited to ` 50,000 and can be availed by those businesses that are in their initial stages.

ii. Kishor – loan amount ranges between ` 50,000 and ` 5 lakhs and can be availed by those who have a well-established enterprise.

iii. Tarun – loan amount is ` 10 lakhs and can be availed by those businesses that are well established but require further funds for the purpose of expansion. If the loan is granted, a Mudra card will be given to you which functions the same way as a credit card however the funds available are limited to 10% of the loan amount granted to you.

2.9. Orient Mahila Vikas Yojana Scheme

This scheme is provided by Oriental Bank of Commerce to those women who hold a 51% share capital individually or jointly in a proprietary concern. No collateral security is required for loans of ` 10 lakhs up to ` 25 lakhs in case of small-scale industries and the period of repayment is 7 years. A concession on the interest rate of up to 2% is given.

3. SUBSIDIES IN INDIA FOR WOMEN ENTREPRENEURS

Women entrepreneurs are not sufficiently represented among the business community in India. Most women opt for household management after wedding and breadwinning responsibilities are left to the men. In recent days, there has been a shift in this attitude due to urbanization and women empowerment. To boost women owned businesses in India and promote women entrepreneurship, the Government has announced various subsidies in India for Women Entrepreneurs. In this article, we look at some of the popular subsidies in India for women entrepreneurs.

4. TREAD SUBSIDY SCHEME FOR WOMEN

Trade Related Entrepreneurship Assistance and Development (TREAD) Scheme for Women is a subsidy in India provided by the Ministry of Micro, Small & Medium Enterprises. Government provides subsidy of up to 30% of the total project cost as appraised by lending institutions which would finance the remaining 70% as loan Assistance to applicant women. Women eligible under this scheme are who have no easy access to credit from banks due to their cumbersome procedures and the inability of poor & usually illiterate/semi-literate women to provide adequate security demanded by banks in the form of collaterals. Further, the request for subsidy under this scheme must be made by a NGO for a number of individual or group (s) women.

4.1 Bharatiya Mahila Bank

Bharatiya Mahila Bank is a one of a kind Bank in India formed with a vision of economic empowerment for women. Bharatiya Mahila Bank commenced operations in 2013 and currently has 45 branches across India. Bharatiya Mahila Bank focuses on women entrepreneurship with special attention to economically neglected, deprived, discriminated, underbanked, unbanked, rural and urban women to ensure inclusive and sustainable growth. Some of the popular loans provided by Bharatiya Mahila Bank for Women Entrepreneurs are:

4.1.1. BMB Shringaar – Loan For Beauty Parlour /Saloon/Spa:

Collateral free loan of upto 1 crore is provided under the CGTMSE Scheme for setting up of a beauty parlour or saloon or spa. The loan is provided for a term of upto 7 years with an interest rate of 12.25% (Base Rate + 2.00%).

4.1.2. BMB Annapurna – Loan For Food Business:

Collateral free loan of upto 1 crore is provided under the CGTMSE Scheme for setting up of a food business. The loan is provided for a term of upto 3 years with an interest rate of 11.75% (Base Rate + 1.50%).

4.1.3. BMB Parvarish – Loan for Day Care Centre:

Collateral free loan of upto 1 crore is provided under the CGTMSE Scheme for setting up of child day care center. The loan is provided for a term of upto 5 years with an interest rate of 12.25% (Base Rate + 2.00%).

4.1.4. Mahila Coir Yojana

The Mahila Coir Yojana Subsidy Scheme was promoted to provide self employment to rural women artisans in regions producing coir fibre. Conversion of coir fibre into yarn on motorized ratts in rural households provides scope for large scale employment, improvement in productivity and quality, better working conditions and higher income. The

scheme envisages distribution of motorized ratts/ motorized traditional ratts for spinning coir yarn to women artisans. As per the scheme, the Coir Board will provide 75% of the cost of the motorized ratt as one time subsidy provided the other 25% is raised by the beneficiary through voluntary organizations/ financial institutions/ own sources. Not more than one artisan per household would be eligible to receive assistance under the scheme.

4.1.5. Mahila Udayam Nidhi

Mahila Udayam Nidhi is a subsidy scheme for women entrepreneurs from Puducherry Government. Women entrepreneurs setting up a new SSI unit in the service sector in Puducherry State can avail this scheme. As per the scheme, for a project cost of Rs.10 lakhs, seed capital of 25% is provided as a subsidy and the balance 75% would be funded as a Term Loan (65%) and Promoter Contribution (10%). The term loan would have a repayment period of 6 to 8 years including moratorium of 1 to 2 years.

4.1.6. Entrepreneurship in Tamil Nadu

The small scale and tiny sector play a very important role in the economy of our country. There are 34 lakhs SSI units provide employment to more than 192 lakhs people in the country. The SSI sector contributes 40% of industrial production and 35 per cent of National Exports. The fixed investment in this sector has been reckoning at Rs.84, 329 crores. In Tamilnadu, there are 4.41 lakh SSI units having an investment of Rs.13,000 crores providing employment to nearly 32.15 lakhs people.

5. STATEMENT OF THE PROBLEM

Since majority of micro enterprises are managed by the women entrepreneurs, they are affected by the social, general and cultural problems. Even though, the central and state governments have introduced many of programmes and schemes, the poor involvement of the population in India is livelihood in rural areas (N.Ramar, Dr.C.K. MuthuKumaran, 2020). There is a better prospect of micro enterprises even after globalization and urbanization. If the problems of micro enterprise and entrepreneurs are properly assessed, their problems may be solved through various programmes. Since the government is highly interested to generate the self employment among the people, they are ready to provide for the rural poor. Hence, the present study has made an effort to identify the problems and also prospects of micro enterprises. Hence, the present study is an attempt to analyze the role and contribution of A Study on the Problems faced by Women Entrepreneurs in Sivagangai district.

6. OBJECTIVES OF THE STUDY

The present study seeks to modest attempt to find out the socio-economic status of women entrepreneurship in the sivagangai District

- To evaluate the attitudes of women entrepreneurs in the study area.
- To identify the problems faced by the women entrepreneurs in sivagangai District.
- To offer to the suitable suggestion on the basis of findings of the study for the development of women entrepreneur.

7. SCOPE OF THE STUDY

The present study has been made to analysis about the Problems faced by Women Entrepreneurs in Sivagangai district. The study undertake about the schemes from development of women entrepreneurs and their expectations. For studying the profile variables like age, marital status, nature of family, education, types of family, education, types of business and family size have been used.

8. REVIEW OF LITERATURE

As preliminary part of study work, the researcher undertakes a review of literature on microfinance and micro enterprises among women entrepreneurs. Garg(2004) in his article entitled, "Women Entrepreneurs: Problems and Prospects" has mentioned that the problems before women are that they lack of entrepreneurial skills. They are gender and culturally rooted. The problems of women entrepreneurs can be easily overcome with professional training imparted to them. Sankaran(2009) in his article titled, "Trends and Problems of Rural Women Entrepreneurs in India" has analysed the trends and problems of rural women entrepreneurs in India. The study highlighted the conceptual aspects of trends and problems of rural women entrepreneurs in India. It concludes that women have creative ability, easy adaptability and ability to cope with setbacks. Paramjit Kaur Dhillon (2012) in his book entitled, "Women Entrepreneurs: Problems and Prospects" has analyzed the motives of successful women entrepreneurs. She has gone into the many reasons that prompted such women to begin an enterprise, the problems they faced, their attitude towards risks, their independent orientation, need for achievement and future planning and management. Dhillon also provides a list of institutions engaged in entrepreneur development programme and has an exhaustive list of government organizations set up for the purpose. Chandra D. (1993) analyzed the rural lend systems and tested the findings in 3 districts of Punjab through field survey. Her findings brought out obviously the huge gap between credit requirement and credit supply in rural areas. She also found that

supply surface from formal sector can never reach wherever near the credit demand of the rural people. **Manimekalai N. and Rajeswari G. (2000)** investigated the *Challenges* of women entrepreneurs of SHGs in rural Tiruchirapally district of Tamil Nadu and found that majority (33 percent) of women entrepreneurs are face the challenges of shortage of capital. This is due to the fact that the members get the loan only from their SHGs and their own microfinance institution - "Vizuthugal".

9. PERIOD OF STUDY

The present study covers the secondary data for the period often Years beginning from 2011-2012 to 2021-2022

10. RESEARCH METHODOLOGY

The methodology applied for the study is illustrated below:

10.1. Collection of primary data and information:

The study is based on primary and secondary data and information. However, Primary data are given more importance as compared to secondary data. The study women entrepreneurs of Sivagangai District, a depth survey is undertaken. The primary data are collected through questionnaires.

10.2. Collection of Secondary data and information:

Data from the secondary sources include various published and unpublished documents relevant books and journals, newspapers, magazines, electronic media etc. Besides, there, secondary data are also collected from Blocks, SHGs, DIC, DRDA etc. The Secondary data and information are particularly helpful in supporting the sample survey.

10.3. Sample Design

The sample comprised of registered women entrepreneurs is Sivagangai district of them 150 in manufacturing industries, 150 in trading industries and

160 in service industries were taken as sample by adopting random sampling method

10.4. Tools of Analysis

The statistical tools have been administered to analyze the data. It depends on the objectives focused and the nature of data to be processed. SPSS used for statistical analysis and Various statistical methods such as, tables, figures, average, percentage and other related statistical techniques are used to analyze the collected data and information. To analyze the problems of the women entrepreneurs in Sivagangai District, Personal Problems, Technical Problems, Market Problems, and General Problems. To analyze these problems faced by women entrepreneurs, the Garrett ranking technique has been used.

10.5. Garretts' Ranking Technique

This technique is used to rank the problems faced by women entrepreneurs in the study area. The percentage position for each rank is found by using the following formula

$$\text{Percentage Position} = 100 \cdot (R_{ij} - 0.5) / N_j$$

R_{ij} = Ranking given for the i^{th} variable by j^{th} respondents

N_j = Number of variables ranked by j^{th} respondents

By referring to Garrett's Table, the percentage position estimated was converted into scores. Then, for each factor, the scores of various respondents were added and divided by the number of respondents to arrive at the mean score. The mean score, thus, obtained for each factor was arranged in descending order. The factor with the highest mean score was the given first rank followed by the second and so on. It is to be noted that under each problem, the respondents were asked to give only rank to a factor.

Table-1: Garrett's Ranking of Personal Problems Faced by Women Entrepreneurs

Sl. No.	Problems	Mean Scores	Rank	Percentage Position	Score	
					scale (100)	PR's
1	Financial Problem	74.55	1	6.25	80	93.75
2	Production Problem	69.55	2	18.75	68	81.25
3	Marketing Problem	55.22	3	31.25	60	68.75
4	Labour Problem	52.89	4	43.75	53	56.25
5	Personal Problem	44.34	5	56.25	47	43.75
6	Technical Problem	40.88	6	68.75	41	31.25
7	General Problem	35.02	7	81.25	32	18.75

Source: Analytical data

** PRs = Percentile Ranking

Table-1: depicts Garrett's Ranking Techniques used to problems of women entrepreneurs in Sivagangai district. The analysis shows that 'Financial problem ranked first with the highest mean score of 74.55, Production Problem ranked second with a mean score of 69.55, 'Marketing Problem' ranked third with a mean score of 55.22. The problem of 'Labour Problem', financial' ranked fourth which has a mean score of 52.89, 'Personal Problem' ranked fifth which has a mean score of 44.34, 'Technological Problem' ranked sixth with a mean score 40.88. The lowers rank goes to the problem of 'General Problem' with a mean score of 35.02. The analysis informs that the 'Financial Problem' is the most important problem impacting Women Entrepreneurs followed by 'Production Problem'. Hence, these two problems severely affect Women Entrepreneurs in their work.

11. LIMITATIONS OF THE STUDY

- The present study is restricted to the women entrepreneurs identified by the Sivagangai district.
- The entrepreneurs are identified only with the help of reviews and the expert in the related field.
- The respondents do not have any record information. Hence the response of the respondents might be subjected with personal bias.
- The period of study is restricted from 2021-2022
- The study limit is the women Entrepreneurs only.

12. CONCLUSION

The problems of women entrepreneurs in Sivagangai district are properly analyzed and interpreted with the help of a statistical tool like the 'Garret Ranking Technique'. As per the ranking technique, lack of marketing experience is a main problem problems with raw materials, finance, high training cost, labor turnover, ineffective consultancy services inability to work in project rounds, limited working capital, lack of promotional activities, and problems getting services from government agencies are important problem faced by the women entrepreneurs in the study area.

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