Problems, Challenges and Development of Women Entrepreneurs

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ABSTRACT
This article explores an entrepreneur is traditionally implicit to be man even though altering demographics with women comprise extra than 50% of creation people. Influence of total sums, status, and location in the social order should interpret in the socio-economic expression of the ecosphere we live. Women entrepreneurs' initiative worldwide professional surroundings with economic stability and strong point. The outcomes propose a substantial socio-cultural impact: one that starts with family support and spreads to the huge excess effect on the professional venture itself and on women's right to use to capital and business networks. They also focus the role that women's agency, self-confidence and resolve are playing in cultivating the enthusiasm of local women for private enterprise and overcoming the toll of barriers. Present experimental reading aims to measure Indian perspective of women in entrepreneurship within the area of culture and types and suggest a model for organizations to evaluate their strength on women entrepreneurship.

Keywords: Women entrepreneurs, Barriers, Culture, Perspective, etc.

I. INTRODUCTION
Women establish about partial of the total creation people. In outdated societies, they are regulated to the four walls of houses acting household actions. The worldwide evidence support that women performing extremely well in different sphere of influence of actions like management, social work. The assessment of the developing literature exposes concentration on involvement of women in straight useful work was first taken about in 1970 with Ester Boserup's book, 'Women's title role in Economic Development' which was an outcome of Boserup's research experience in India (Boserup 1970).
II. REVIEW OF LITERATURE

Ghosh and Cheruvalath (2007) considered the woman industrialists as significant catalysts of economic development and change in India. These reading further examines the present position of female entrepreneurs in the country. This reading also gave offers to recover free enterprise in females like correct teaching an entrepreneurial approach in them, ‘acknowledgment augments’, accepting their business motivation, and, greatest knowingly, deduction of perceptive social obligations essential to them. The full examinations of the literature make known that understanding on women entrepreneurship in India is rare, extent through only a few in-depth studies. The opportunity of the study is some degree of to overall consideration for problems and culture of women entrepreneurs.

2.1 Role of Women as Entrepreneurs

American researchers have examined the role of women entrepreneurs from 1971, but it was not until the mid-1980s that in-depth research on women entrepreneurs was undertaken. Earlier work in this area focused on small sample size and concentrated on descriptive themes such as start-up, motivation, and barriers to business success. These studies were subject to criticisms of sampling bias but nevertheless, opened a new avenue for research. On the whole, these studies presented a prima facie picture of women with extra similar characteristics to men (Watkins and Watkins, 1984 and Goffee and Scase, 1985). A survey of past literature highlights many topics regarding women entrepreneurs, including, but not limited to, studies analyzing national data sets (Curran, 1986). Daly (1991), Meager (1991) and Brooksbank (1997) examined women’s participation in self-employment, while Sexton and Bowman-Upton (1990) analyzed the psychological characteristics of women entrepreneurs. Birley (1989) examined the factors surrounding business choice and motivation of women entrepreneurs. The importance of these readings resulted in the establishment of orthodoxies. Increasing theoretical and sociological research, in particular, has produced a complete profile of women entrepreneurs. A collection edited by Allen and Truman (1993) has highlighted women’s studies that consider race, class and family issues, providing an insight into the participation of women. Many other similar studies emphasize female individualism by identifying female entrepreneurial characteristics (Carter and Cannon, 1991; Cromie and Hayes, 1988; Neider, 1987).

2.2 Entrepreneurship as a Gendered Concept

In the previous three decades of the twentieth century, stress on national governments to end women’s need from the United Nations, by the Stages of Action that have come from worldwide resolutions to communal administrations in place of women in countries worldwide. In run through,
these debates have been disposed to end in various types of income-generating projects for women (with emphasis on those from rural areas).

2.3 Cultural Issues faced by Women in India

We cannot accept that entrepreneurship is equal in not the same nations. For example, in a country like India where there is a difficulty of religion, caste and cultural connections, business values, and professional ethics tend to be tradition-bound and subject more to beliefs read out from the culture itself. Lessons undertaken by various researchers have specified that the beginning of entrepreneurs in a the social order be determined by to a great scope on the trade and industry, social, religious, cultural and mental influences usual in a society (Vinze, 1987) and even a brief evaluation has exposed that attention to socio-cultural dimensions can lead to interesting contributions, such as focus on entrepreneurship, and combined approaches to business development. This code was that of the Indian agrarian society, i.e. from birth, a child was to be paid a classified role in the family system. These roles within the family came with well-established expectations, demands, privileges, and duties.

This pattern of role definition extended the consensus of social factors such as girls are destined for marriage while boys are given more education since they are expected to support their parents (Vinze, 1987). It may be suggested that this concept, however, in some cases has led to discrimination against females at birth, resulting in lack of confidence and a poor self-image that makes them socially isolated. Other cultural issues could also be taken into consideration. Since 80 percent of the Indian population is Hindu, a huge financial obligation is placed on the father of a bride by the dowry system. This often
results in discrimination against females in Indian society and has several manifestations such as female feticide, infanticide, bride burning, poor nutrition and medical care, and illiteracy (Burnette and Hosni, 1993). The major influence on differential growth rates is the factor of higher female mortality due to discrimination (Kumar, 1989). It seems to appear then that women are subjectively perceived as less economically qualified than men due to this gender bias. This perception is not based on objective fact, but upon cultural presumptions about behavior.

It has no basis, in reality, today but persists because of past behavior and/or cultural norms, laws, and other institutions (Walker, 1995; Sowell, 1981). This could be one of the many reasons why women are hesitant to take on entrepreneurial roles. The social barriers that may be both historical and contemporary have a damaging effect on the role of women (Vinze, 1987), especially when these females are devalued as children, denied equal access to education and often devoid of skills. The young female tends to accumulate into her womanhood all the burdens of the past (Burra, 1989).

2.4 Results and Discussion

Table 1
Status of Women Entrepreneurs in India (2015-16)

<table>
<thead>
<tr>
<th>Characteristics</th>
<th>Registered Sector</th>
<th>Unregistered Sector</th>
<th>EC-2005*</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Size of Sector (in Lakh)</td>
<td>15.64</td>
<td>198.74</td>
<td>147.38</td>
<td>361.76</td>
</tr>
<tr>
<td>No. of Women Enterprises (in Lakh)</td>
<td>2.15</td>
<td>18.06</td>
<td>6.4</td>
<td>26.61</td>
</tr>
<tr>
<td>Percentages of Women Enterprises</td>
<td>13.72</td>
<td>9.09</td>
<td>4.34</td>
<td>7.36</td>
</tr>
</tbody>
</table>


The table shows total 361.76 lakh inventiveness, 7.36 percent (26.61 lakh) enterprises are have possession of by women, in which only 13.72 percent recorded enterprises (2.15 lakh) and 9.09 percent unrecorded enterprises (18.06 lakh) are measured and bring about the women.

2.4 Problems and Challenges Faced by Women Entrepreneurs

An study of fully 200 respondents (4 postgraduate, 24 graduates, 48 senior secondary, 48 matrics and 76 below matric) is prepared with the maintenance of crosstab technique of SPSS and dignified, at each trend by using Likert’s five-point scale below the study.
Table 2
Responses of Women Entrepreneurs (Educational Status Wise) about Family Problems

<table>
<thead>
<tr>
<th>Educational Status</th>
<th>Lack of family support</th>
<th>Non-Cooperation of male counterparts</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>S.D</td>
<td>Disagree</td>
<td>Agree</td>
</tr>
<tr>
<td>Post Graduates</td>
<td>4</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Graduates</td>
<td>0.00%</td>
<td>0.00%</td>
<td>0.00%</td>
</tr>
<tr>
<td>Graduates</td>
<td>4</td>
<td>16</td>
<td>4</td>
</tr>
<tr>
<td>Senior Secondary</td>
<td>8.30%</td>
<td>8.30%</td>
<td>28.00%</td>
</tr>
<tr>
<td>Matric</td>
<td>0.00%</td>
<td>16.70%</td>
<td>58.30%</td>
</tr>
<tr>
<td>Below Matric</td>
<td>8.30%</td>
<td>16.70%</td>
<td>58.30%</td>
</tr>
<tr>
<td>Total</td>
<td>16.00%</td>
<td>16.00%</td>
<td>132.00%</td>
</tr>
</tbody>
</table>

Hence, it is recognized over and done with the effects of the study, that common of respondents have in front of problems of absence of family support and non-cooperation of male counterparts; there was a positive association between education level with family support and cooperation of male counterparts.

Table 3
Responses of Women Entrepreneurs (Educational Status Wise) about Self-Domain Problems

<table>
<thead>
<tr>
<th>Educational Status</th>
<th>Weak bargaining position</th>
<th>Psychological barriers (“I can't do this”, “it's too challenging to me”)</th>
<th>Total</th>
</tr>
</thead>
</table>

From the directly above table, it is set up that the women with lesser educational qualification (metric or below) face higher mental barriers that women with advanced educational qualifications. So, the current study bring into being that high education raises the level of confidence and reductions the mental obstacles of women entrepreneurs.

III. CONCLUSION AND SUGGESTIONS

To determine the position of women entrepreneurs in the state of Tamilnadu, the study displayed the 46 % for the sample fitted to the age groups of 18 to 30, 31 to 40 respectively. 48 % women entrepreneurs belonged to a rural area and 52 % to an urban area. Further, 84 percent women are married. The results
more visible that 48% women entrepreneurs belonged to the high-income group and 52% fit in to the low-income collection. The majority (92%) of women entrepreneurs have a small business because they face various complications of starting a business, operating and controlling the business. Most of (66%) of women entrepreneurs are in the business of trading like (cloth, cosmetics, bangles etc.) and 32%. To inspect the difficulties and challenges faced through women entrepreneurs, an examination of overall 200 respondents (4 postgraduate, 24 graduates, 48 senior secondary, 48 matric and 76 below matric) was done using Likert's five-point scale and cross tab technique of SPSS. This study advance displayed that the women entrepreneurs faced many problems like related to “personal, self, societal, financial, trade and industry, permitted, ecological, advertising and flexibility”. Thus families must support girls to educate themselves for a better decision making, self-independence self-esteem, awareness, and happy future. Women entrepreneurs should try to start their businesses with exploring the product and services, examine the new markets, network and refer with specialists to solving this difficulties.

IV. REFERENCES
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