

# Problem and Prospectus of Women Entrepreneurs in Namakkal (DT)

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**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. The entrepreneurs play an important role in the economic and social development of the nation. Identified the major problem faced by women entrepreneurs. The women who start up their businesses have to face some teething problems. This research and attempts to ascertain the problems faced by women entrepreneurs.

**Key Words:** Women entrepreneurs, Economic, Social development, Problem.

## INTRODUCTION

They demand equal respect from their partners. Ability to learn quickly from their abilities, her persuasiveness, open style of problem solving, willingness to take risks and chances, ability to motivate people, knowing how to win and lose gracefully are the strengths of the women who have children experience even more demands on time, energy and resources. The emergence of women entrepreneurs in a society depends, to a great extent, on the economic religious, cultural, social, and psychological and a host of other factors. Women have become aware about their rights and entered in different fields of business. They have established their own successful business empires. They focus of the paper is on women participation in small business ventures in India, since most of the women entrepreneurs are engaged in this sectors. Entrepreneurs new with value, developing the necessary time and effort assuming the risk and reward.



## REVIEW OF LITERATURE

**Prasad Named 2015**, aimed Women and Development explained the importance of women employees at various levels. The book covers all aspects of women employees. It has elaborated that progress of nation depends upon the treatment given to its women. It has stated that if we develop the intellect of our Indian women in all fields then in future our Indian women will be ideal women of the world.

**Jaywalk Rajendra Prasad 2016**, focused Professional Status of Women elaborated the organizational discrimination between men and women employees. He pointed the women face strong prejudice and discrimination at every stage of their professional career. The book covers various aspects of women discrimination and explained how it affects the overall performance of the women employees.

**Reddy Radhunadha 2017**, Changed status of educated working women elaborates the journey of women employees from World War II till today. He also focused on women participation in various occupations at different stages. The book covers various dimension of women employment and includes important reasons due to which women joined at different field. The book also elaborates unique qualities that possess by women employees. This helps to identify their potential and appropriateness at work place.

## STATEMENT OF THE PROBLEM

In olden days, women were married at an early age and their focus was centered on the family. They were uneducated and uninformed of the conditions prevailing in the country.

## OBJECTIVE OF THE STUDY

- To indemnify different problem areas faced by women entrepreneurs.
- To study whether adequate promotional schemes are offered by government for women entrepreneurs.
- To study the problem in starting and running women entrepreneurs.

SCOPE OF THE STUDY

The present study confined to problems faced by women entrepreneurs in Namakkal District and data was analyzed based on information gathered from the women enterprises.

RESEARCH METHODOLOGY

Sample Size

The sample size was fixed to 160 women entrepreneurs in Namakkal District.

Sampling Method

CONVENIENT Sampling method is used for this study.

SOURCES OF DATA

To achieve the aforesaid data is gathered from primary and secondary sources.

Primary data is collected from various respondents such as women entrepreneurs. Secondary data is gathered from various published reports, journals, research articles etc.

Areas of Study

The area of study namakkal district.

Tools for Analysis

The only tool is used to analyze the collected data:

- Simple Percentage analysis

DATA ANALYSIS AND INTREPRETATION

Introduction

Data analysis and interpretation is the process of assigning of assigning meaning to collected information and determining the conclusions, significance and implication of the findings.

AGE GROUP OF RESPONEDNTS

TABLE NO - 1

AGE GROUP OF RESPONEDNTS

S.NO	PARTICULARS	NO.OF RESPONDENTS	PERCENTAGE (%)
1.	20-25 years	35	22%
2.	26-30 years	50	31%
3.	31-35 years	46	29%
4.	above 35 years	29	18%
	<b>Total</b>	<b>160</b>	<b>100</b>

Source: Primary data

From the above, it is found that 22% of the respondents belong to the age group below 25% years and

31% of the respondents are in the age group 26-30 years and 29% of respondents belong to the age group 31-35 years and 18% of the respondents belong to the age group of above 35% years.

It is concluded that majority of the respondents age group is between 26-30 years (31%)

CHART NO - 1  
AGE GROUP OF RESPONEDNTS

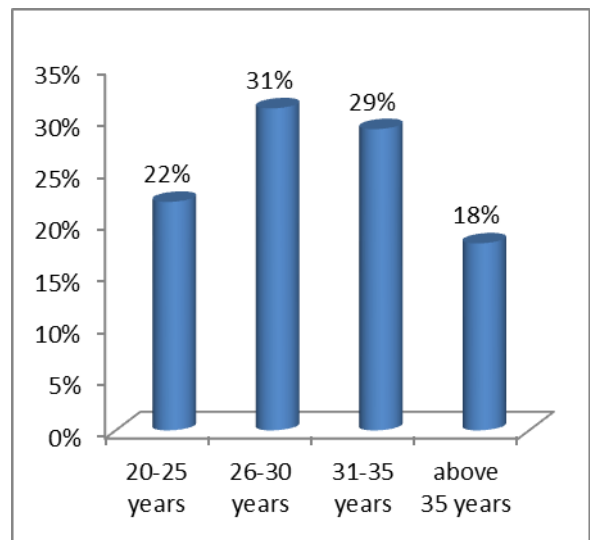


TABLE NO- 2  
PROBLEM FACED BY WOMEN ENTREPRENEURS

S.NO	PARTICULARS	NO.OF RESPONEDNTS	PERCENTAGE (%)
1.	Family ties	65	41 %
2.	Male dominated	39	24%
3.	Lack of education	41	26%
4.	Social barriers	10	6%
5.	Tough competition	5	3%
	<b>Total</b>	<b>160</b>	<b>100</b>

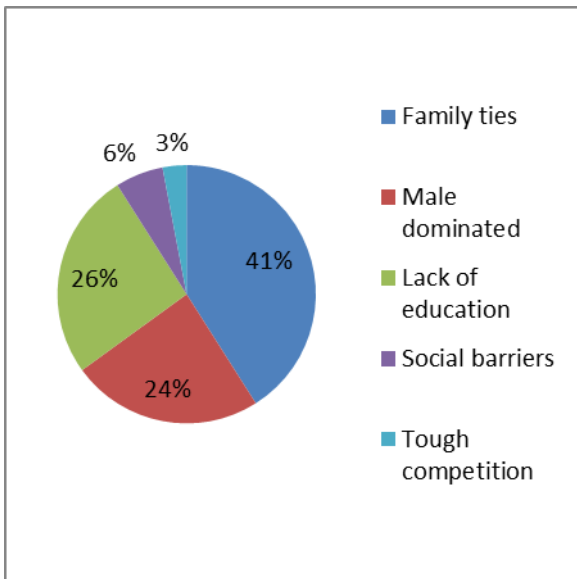
Source: Primary data

From the above table, it is found that 41% of the respondents belong family ties, 24% of the respondents belong male dominated, 26% of the respondents belong social barriers, 6% of the respondents problem faced by, 3% of the respondents tough competition.

It is concluded that most of the respondents belong to family ties (41%)

CHART NO- 2

PROBLEMS FACED BY WOMEN EN  
ENTREPRENEURS



recommendation, last but not least, for women entrepreneurship family support is also plays major role for their business success.

REFERENCE

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FINDINGS, SUGGESTION AND CONCLUSION

FINDINGS

- ❖ Most of the respondents age 26-30 years (31%)
- ❖ Most of the respondents belong to family ties (41%)

SUGGESTIONS

- ❖ Finance is the first major problem for women. Most of the women entrepreneurs are of the opinion that because of lack of training they find difficulty in surviving in the market.
- ❖ This training should be made compulsory for women entrepreneurs. Most of the women have entered into entrepreneurship only after their marriage; unmarried women can be more successful then married women, in entrepreneurship business if they are properly trained.
- ❖ This will motivate more young women to enter into business of their own.
- ❖ Proper training shall be given to the women entrepreneurs through government programmed.
- ❖ Government and financial institutions should provide special assistance and incentives for encouraging women entrepreneurship.

CONCLUSION

It can be concluded that the role of women entrepreneurs in promoting industrial development is also being recognized and steps are being to promote women entrepreneurship. Though women entrepreneurs face many problems and challenges in their path to become successful entrepreneurs the government has taken many initiatives for the growth of women entrepreneurs. Along with the above