

A Study on Analyzing the Problems and Expectations of Women Entrepreneurs In Tirupur District

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ABSTRACT: The source of data is collected from women entrepreneurs. The sample size is 50 and time constraint is the major problem in the study. The tool used for analysis and interpretation is simple percentage analysis. Both open end and close end questions are used in the questionnaire.

From the analysis of the study it is found that most of the women entrepreneurs expecting respect from the society and security, family members help to business operation, financial help.

The study helps to know about the women entrepreneurs problems are lack of finance, local competition, maintaining work life balance. It helps to develop in monetary and Non-Monetary basis for business.

The study helps to know about the women entrepreneurs problem and expectation in Tirupur district. The government have to improve the service in the women entrepreneurs. This study examines the problems faced by women entrepreneurs in Tirupur district at various levels in their entrepreneur, further the study also tries to probe in to the factors motivating these women to become entrepreneur and suggests a framework for the development of women entrepreneurship.

I. INTRODUCTION

Women Entrepreneurship:

Women entrepreneurship has been recognized as an important source of economic growth. Women entrepreneurs create new jobs for themselves and others and also provide society with different solutions to management, organization and business problems. However, they still represent a minority of all entrepreneurs. Women entrepreneurs often face gender-based barriers to starting and growing their businesses, like discriminatory property, matrimonial and inheritance laws and/or cultural practices; lack of access to formal finance mechanisms; limited mobility and access to information and networks, etc.

OBJECTIVES

To examine the demographic profile of women entrepreneurs

To critically examine the problems faced by women entrepreneurs

LIMITATION OF THE STUDY

Some of them did not fill the questionnaire due to lack of time

The confidentiality of the system created some problem in getting information

II. RESEARCH METHODOLOGY

Methodology is route to solve the research problem systematically.

1. AREA OF THE STUDY

For this study a survey was conducted in Tirupur district. Tirupur is an industrial and agriculture area. In this area all kind of people like middle class business men, agricultural people are living. This area provides a wide scope of study.

2. SOURCE OF DATA

The study has used both primary data and secondary data.

1) Primary Data

Primary data were collected from women entrepreneurs and for this purpose a questionnaire is prepared in a detailed manner so as to collect required data. The data collected were analyzed and tabulated systematically.

2) Secondary Data

The secondary data were collected from books, Magazines, journals, websites etc,

3. SAMPLE SIZE

For the purpose of the study 50 respondents are selected and data were collected by using questionnaire.

4.SAMPLING METHODS

In this study convenient sampling method was used.

III. Review Of Literature

The topic “Women Entrepreneurship” is been researched around the globe. The brief summary of some of these researches is given below

A study by Chinonye Okafor, Roy Amalu (2010) reveled that positive relationship exists between motivational factors and women entrepreneurial challenges.

S. Vargheese Antony Jesurajan & Dr. M. Edwin Gnanadhas (2011) in their study revealed that husbands/fathers were the main motivators for taking up entrepreneurship. So motivation of usbands/fathers/family members would certainly prove to be fruitful. Once they get convinced about significance of women entrepreneurship then their attitude will change, their roles and expectations will change and they will provide moral support, necessary guidance and help as needed.

DEMOGRAPHIC FACTORS RESULTS:

The data collected wasanalyzed using SPSS 17.0 software and to the percentage analysis,

| PARTICULARS | CATEGORIES | NO.OF RESPONDENTS | PERCENTAGE |
|---------------------------|--------------------|-------------------|------------|
| AGE | BELOW-20 | 02 | 04 |
| | 21-30 | 21 | 42 |
| | 31-40 | 19 | 38 |
| | Above40 | 08 | 16 |
| EDUCATIONAL QUALIFICATION | PRIMARY | 10 | 20 |
| | SECONDARY | 09 | 18 |
| | GRADUATION | 20 | 40 |
| | POST GRADUATION | | |
| | NOFORMAL EDUCATION | 05 | 10 |
| | OTHERS | 03 | 06 |
| | | 03 | 06 |

CHI-SQURE:

Age of the respondents * Respect from the society of the rrespondent Crosstabulation

| | | Count | | |
|------------------------|----------|---|------|---------|
| | | Respect from the society of the rrespondent | | |
| | | Very high | high | Neutral |
| Age of the respondents | Below20 | 0 | 1 | 0 |
| | 21-30 | 11 | 18 | 0 |
| | 31-40 | 0 | 10 | 9 |
| | Above 40 | 0 | 0 | 1 |
| Total | | 11 | 29 | 10 |

Chi-Square Tests

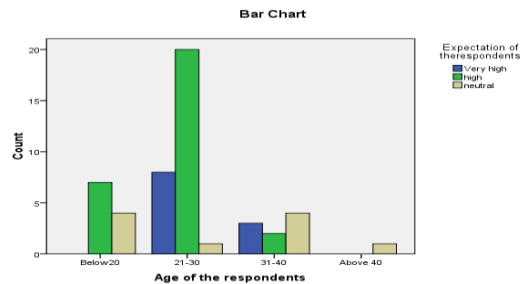
| | Value | df | Asymp. Sig. (2-sided) |
|------------------------------|---------------------|----|-----------------------|
| Pearson Chi-Square | 25.343 ^a | 6 | .000 |
| Likelihood Ratio | 32.311 | 6 | .000 |
| Linear-by-Linear Association | 18.971 | 1 | .000 |
| N of Valid Cases | 50 | | |

a. 8 cells (66.7%) have expected count less than 5. The minimum expected count is .20.

INFERENCE:

Since $25.343 > 12.592$. We accept the null hypothesis there is no relationship between the age and expectation.

CHART:



FINDINGS:

- Majority of respondents are belongs to family members have to help for maintaining Work Life Balance group of high .
- Majority of the respondents belongs to the age group of 20-30 years .

SUGGESION:

In India, women are still considered to be inferior to men. Women entrepreneurs play dual role and hence face role conflicts and difficulty in balancing work life. Reserve attitude of the society needs to be changed. Husband and other family members should share household activities

IV. Conclusion:

The right kind of assistance from family, society and Government can make these Women Entrepreneurs one of the crucial entrepreneurial resource and they can contribute towards the economic and social development of India.

To conclude, in the words of Former President APJ Abdul Kalam "Empowering women is a prerequisite for creating a good nation, when women are empowered, society with stability is assured