



WOMEN ENTREPRENEURS IN THARAMANI, CHENNAI CITY

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Abstract

The increasing rate of women in the business field as entrepreneurs has changed the demographic characteristics of business and economic growth of the country. Women-owned businesses enterprises are playing a more active role in society and the economy, inspiring academics to focus on this interesting phenomenon. This study analysis the demographical variables, Entrepreneurial activities, socio-economic conditions and different problems faced by the women entrepreneurs. This study concludes that woman entrepreneur gaining more support from their families and social circles to achieve their entrepreneurial activities and granting maternity benefits to women entrepreneurs, improving child care and cultivating social acceptance would pave the way for success of their entrepreneurial activities and family responsibilities.

Key Words: Women Entrepreneurs, Socio-economic conditions and Entrepreneurial activities

Introduction

Women Entrepreneurs have a hidden entrepreneurial potential of women has gradually been changing with the growing sensitivity to the contribution of economic status in the society. It means women have the potentials, skill, knowledge and adaptability to run a business successfully. In a way woman run a business time they are facing a lot problem. Majority (83.19 per cent) of the women have a capability of business run without a hired worker. The top five states in women entrepreneurship are Tamil Nadu (13.51 per cent), Kerala (11.35 per cent), Andhra Pradesh (10.56 per cent), West Bengal (10.33 Percent) and Maharashtra (8.25 per cent). When women constitute equal half of the society, they should contribute their mite for the upliftment of self, Welfare of the society as development of the nation. It is better to remember that a bird cannot fly high with one wing. It is time with society too. The efforts of men alone however overdevelop and selfless maybe, would not suffice for the overall development of the country. According to Sheatwork state-wise analysis of the state of women entrepreneurship nearly 80 percentages of women entrepreneurs in India are self-financing their businesses, with little utilisation of the various government schemes that provide financial aid to them. The



presently women face a lot of competition from men. Due to limited mobility they find difficult to compete with men.

So, the present study describes the socio-economic conditions, the problems and solutions of the women entrepreneurs in the study area.

Need for the study

Women, Motherhood women, lack of management experience, and traditional socialization has been reasons for delayed entry into entrepreneurial careers. Many women start a business due to some traumatic event, such as divorce, discrimination due to pregnancy or the corporate glass ceiling, the health of a family member, or economic reasons such as a layoff. Women entrepreneurs were "invisible" as they worked side by side with their husbands, and many only stepped into visible leadership positions when their husbands died. Because, the problems of inadequate infrastructural facilities, shortage of power, high cost of production, social attitude, low need for achievement and socio-economic constraints also hold the women back from entering into business. So the present study made to attempt a socio-economic condition, the problems and solutions of the women entrepreneurs in the study area.

Review of the study

Singh, K (1992) reveals that challenges and strategies implemented by the women entrepreneurs fetching them back into the professional front even it reflects in specific policies and programs of women entrepreneurs development strategies and programs. This study also stressed that to diagnose the entrepreneurial profiles of women entrepreneurs to find the traits and motivational forces that help them to enhance their performance.

Hackler et al. (2008) conduct a study and find the variables that affect the two major categories of women one who is self-employed and another is salary and wage earning.

According to U.S. Department of Labour statistics pointed out that female participation in the workforce was less than 40 percent in 1960 but is predicted to reach 62 percent by the year 2015. As women enter the workforce in ever-greater numbers, they gain professional experience, and managerial skills, both necessary to be successful entrepreneurs. Flexibility is also a factor in many women's decision to start a business. Entrepreneurship is often seen as an ideal way to juggle the competing demands of career and family. Finally, the disparity in the salaries and wages that women earn as compared to men on average has been a factor in motivating some women to decide to establish their own businesses.



Pushpam and Subburaman (2018) has conducted a study on Socio-economic empowerment of women Entrepreneurs: A Micro Study pointed out that women entrepreneurs are facing many problems of their economic activities like marketing problems, financial problems, climate changes, Raw material problems and health related problems. This study found that majority of the women entrepreneurs is facing marketing problems.

Research Gap:

There are so many related studies and articles highlighting problems of women entrepreneurs. The most of the study focused only the theoretical point of view on gender inequality, Women harassment and sexual related. Hence her ambition of standing on her own legs remains still an mirage. It is these factors that motivated these researchers to undertake an in-depth study to various socio-economic conditions which affect the emancipation of women entrepreneurs in the study area.

Objectives of the study

1. To know the socio-economic conditions of the women entrepreneur
2. To identify the problems and solutions of the women entrepreneur

Method of the study

The entire study is based on both primary and secondary data. The primary data were collected from 100 respondents of Tharamani in Chennai city through a well-structured interview scheduled methods. The interview scheduled included the details of all demographical variables, marital status, entrepreneurial activities, problem of women entrepreneurs and others. The Secondary data were collected through the necessary related articles, different related magazines, National / International reputed journals and from government reports, dissertation and thesis.

Data Interpretation

Table 1 Age of respondents

S.No	Particulars	No. of Respondents	Percentages
1.	20-30 years	9	28.12
2.	31-40 years	19	59.38
3.	Above 41 years	4	12.50
	Total	32	100

Source: Primary Data

Among the age group of women entrepreneurs 59.38% of the respondents are belonging to in the age group of 31 to 40 years followed by 28.12% in the age group of 20-30 years and



12.50%, in the age group of above 41years. It clearly shows that majority of women entrepreneurs are from the younger generation having age up to 40 years.

Marital Status of Women Entrepreneurs

As regards the marital status of women entrepreneurs, 87.5 % of women entrepreneurs are married followed by only 12.5% of the respondents are separated and divorced. Thus, it is clear that the majority of respondents are married.

Table 2 Entrepreneurial Activities

S. No	Particulars	No. of Respondents	Percentages
1.	Snacks shop	7	21.88
2.	Tailoring shop	5	15.62
3.	Fancy stores	3	9.38
4.	Idly shops	8	25.00
5.	Flower shops	9	28.12
	Total	32	100

Source: Primary Data

Of the total respondents selected for the study, 28.12 per cent of the women entrepreneurs are run the flower shops followed by idly shops (25.00 per cent), snacks shop (21.88 per cent), Tailoring shop (15.62 per cent) and fancy stores (9.38 per cent).

These kinds of women entrepreneurs are sales the perishable goods and non-perishable goods. Women entrepreneur are using self service and help seeking from their family members. They are not profit mind action and they gained income for routine of their day -to-day life.

Table 3 Problems of Women Entrepreneurs

S. No	Particulars	No. of Respondents	Percentages
1.	Financial problems	11	34.38
2.	Physical problems	7	21.88
3.	Family problems	9	28.12
4.	Work Assistance	5	15.62
	Total	32	100

Source: Primary Data

Of the total respondents selected for the study, As women Entrepreneurs are facing many problems 34.38 per cent of women entrepreneurs says that the facing financial problems,



followed by family problems (28.12 per cent), Physical problems (21.88 per cent) and work Assistance problem(15.62 per cent).

Findings

- The present study reveals that majority of women entrepreneurs are from the younger generation having age up to 40 years.
- The most of women entrepreneurs are married.
- The more number of women entrepreneurs are running flower shops and followed by idly shops.
- The preponderance of the women entrepreneurs are faced by the financial problems.

Suggestions

Women entrepreneurs are increasing their confident level of activity. The respondents are need to be courageous of the decision making exercise. Women entrepreneurs are having the risk bearing capacity and voluntarily to involve and participating the entrepreneurial activities. Women participation is important for the women development and entrepreneurial skills.

Conclusion

Women entrepreneurs in India need better access to finance and networks. Also, they are need to more inclusive, non-discriminatory and safe work environments. As a woman entrepreneur gaining more support from their families and social circles to achieves their entrepreneurial activities. Household and care duties should not be understood as women's role responsibility. In addition, granting maternity benefits to women entrepreneurs, improving child care and cultivating social acceptance would pave the way for success of their entrepreneurial activities and family responsibilities.

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