

A Study The Role Of Women Entrepreneurs In Madurai City.

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ABSTRACT

The economic development of a country is generally equated with its industrial development. It is the entrepreneur who stands at the centre of the industrial activity and assumes various roles of a country's development process. Large, medium and small industrial units play a mutually complementary role in the integrated and harmonious growth of the industrial sector as a whole. However, small enterprises outnumber the larger ones in every country and play a vibrant and vital role in the process of industrialization by contributing significantly to production and exports.

Now entrepreneurship is widely recognized as a valuable foundation in fostering economic growth, and become an important focal point even in the third world countries. The pace of innovation not only accelerates the small sector but also provides new opportunities for entrepreneurs anywhere in the world. But, the strategies aimed at economic development, in any country, would be lopsided without involving the women folk, who constitute half of the world population. Evidence has unequivocally established that entrepreneurial spirit is not a male prerogative. Owing to the inexorable forces of changes, several women have set the ball rolling.

The study covers a both primary and secondary were used in the study. The primary data were collected from a sample of 100 samples of women entrepreneurs. The secondary data were collected from publications of Ministry of Small Scale Industries, Government of India, Departments of Industries and Commerce, reports, books and periodicals. The data were suitably classified and analyzed keeping in the view the objectives of study.

Keywords: Entrepreneur, empowerment, business, development and Women.

Introduction

Entrepreneurship is the dynamic process of creating incremental wealth. The wealth is created by individuals who assume the major risks in term of equity, time, or career commitment or provide value for some product or service. The product or service may or may not be new or unique, but value must somehow be infused by the entrepreneur by receiving and locating the necessary skills and resources. Women's participation in economic development call for arrangement that would lighten their domestic work load and release them for other economic and socially productive work.

Economic empowerment leads to women empowerment. Policies are dynamic; they are not just static lists of goals or laws. Policy blueprints have to be implemented, often with unexpected results. Social policies are what happens on the ground when they are implemented, as well as what happens at the decision making or legislative stage. Policies are dynamic they are not just static lists of goals or laws. Policy blueprints have to be implemented, often with unexpected results. Social policies are what happens on the ground when they are implemented, as well as what happens at the decision making or legislative stage.

Role of Women as an Entrepreneur

Women empowerment has been important role of Governments and there nongovernmental organizations. The women are endowed with innate power that can make them successful entrepreneurs. Women

entrepreneurship is inherent and also a natural process. Entrepreneurship is considered as one of the most important factors contributing to the economic development of the society. Entrepreneurs have been considered instrumental in initiating and sustaining socioeconomic development. There are evidences to believe that countries which have proportionately higher percentage of entrepreneurs in their population have developed much faster as compared to countries, which have lesser percentage of them in the society. They play their role in following way:

Imaginative: It refers to the imaginative approach or original ideas with competitive market. Well-planned approach is needed to examine the existing situation and to identify the entrepreneurial opportunities. It further implies that women entrepreneurs have association with knowledgeable people and contracting the right organization offering support and services.

Attribute to work hard: Enterprising women have further ability to work hard. The imaginative ideas have to come to a fair play. Hard work is needed to build up an enterprise.

Persistence: Women entrepreneurs must have an intention to fulfill their dreams. They have to make a dream transferred into an idea enterprise; Studies show that successful women work hard.

Ability and desire to take risk: the desire refers to the willingness to take risk and ability to the proficiency in planning making forecast estimates and calculations.

Profit earning capacity: she should have a capacity to get maximum return out of invested capital. A Woman entrepreneur has also to perform various including idea generation, and screening, determination of objectives, project preparation, product analysis, determination of forms of business organization, completion of formal activities, raising funds, procuring men machine materials and operations of business.

Status of Women in India

The status of women in India has been subject to many great changes over the past few millennia. From equal status with men in ancient times through the low points of the medieval period, to the promotion of equal rights by many reformers, the history of women in India has been eventful.

Earlier, women in the Indian society did not have equality with the men, although they were awarded the status of the goddess. The roots of this discrimination go back to the ancient times where the women were considered to be confined to domestic chores. According to an ancient Hindu notion, woman be a young child, be a young woman or even be an aged one, nothing can do independently, even in her house. This type of thinking still prevails in the Indian society. Due to this, there is a wide disparity in the literacy level of the males and females. As a result of this gender discrimination women are suppressed and are not allowed to come forward in various sectors.

But now, the status of women is changing, by and by, not only in family but also in business area, in comparison to the past. Now, women are gaining the rights they deserved in both family and business space. Now they are becoming dominant in many cases, as much as, men. They are becoming equal to men, in many areas. When we look at business life, we see a number of profiles of working, producing woman today. They are also gaining dignity in the area of business and industries.

Even though female entrepreneurship and the formation of women business networks are steadily rising, there are a number of challenges and obstacles that female entrepreneurs face. One major challenge that many women entrepreneurs may face is the traditional gender-roles society may still have on women. Entrepreneurship is still considered as a male-dominated field, and it may be difficult to surpass these conventional views. Other than dealing with the dominant stereotype, women entrepreneurs are facing several obstacles related to their businesses.

PROBLEMS OF WOMEN ENTREPRENEURS

Gender Inequality : India is a male dominated traditional society where women are not supposed to be equal to men folk. They are treated as subordinate to husband and men. They are physically weak and lesser confident to take the responsibility as entrepreneur.

Low Risk Bearing Capacity: Women in India are by nature weak, shy and mild. They cannot bear risk which is essential for running the business due to lack of education, training and financial support.

Lack of Financial Support: Women entrepreneurs suffer a lot in raising and meeting financial needs of the business. Bankers, creditors and financial institutions are not coming forward to provide financial assistance to women borrowers on the ground of less creditworthiness and more chances of failure.

Legal Formalities: Fulfilling the legal formalities required for running the enterprise becomes an uphill task on the part of women entrepreneur because of prevalence of corrupt practices in government offices and delay of various licences. In such situations women entrepreneurs find it hardtop concentrate on smooth working of the business.

Limited Managerial Ability: Women entrepreneurs are not efficient in managerial functions like planning, organising, controlling, motivating and coordinating etc. therefore less and limited managerial ability of women has become a problem for them to run the business successfully

Obsolescence of Technology: Women entrepreneurs face technology obsolescence due to slow adoption to changing technology which is a major factor of high cost of production

Insufficient Training Programs: In India women are ignorant of new technologies or unskilled in their use, and often unable to do research and gain the necessary training.

Socio- Cultural Barriers: Women's family and personal obligations are sometimes a great barrier for succeeding in business career. In India only few women are able to manage both home and business efficiently, devoting enough time and energy to perform all their responsibilities successfully.

Women Entrepreneur in Tamil Nadu

Tamil Nadu is one among the leading industrialized states of the country. It has been ranked as the third largest economy in India. But the Government's efforts come only from 1970 onwards for the promotion of self employment among women. The modern Tamil Nadu woman is different from the housewife of the past, to whom selling or running a business carried a stigma which she found difficult to shake off. Women entrepreneurs in Tamil Nadu possess organisational abilities, marketing skills, entrepreneurial skills and efficiency and novel ideas. Many women have vaulted the barriers of conditioning and reaped the rewards of a global economy. According to Lakshmi Venkatesan, Founder Trustee of Bharatiya Yuva Shakthi Trust, Women in Tamil Nadu are the best Entrepreneurs in the country; they have shown that they could make excellent entrepreneurs if they get support by way of finance and guidance. Women are successful when they undertake group activities like Self Help Group, since they get very good awareness from it about the Government Agencies, Financial Institutions, their schemes and opportunity to utilise these facilities.

Women Entrepreneur in Madurai District

Madurai, the headquarters of Madurai District, has been famous for leather and lock industries since independence; Madurai is also famous for various industries like cotton textiles, coir, chemicals, plastic goods, iron and steel, pharmaceuticals, glass wares and various agro-based industries. The present study aims at probing the growth of women entrepreneurs in Madurai over a period of time and women entrepreneurs are selected from the businesses of tailoring, vegetables shop, petty shop, craft shop, beauty parlor, hotels, electrical shop, book binding shop, ready made shop, etc.

Objectives of the Study

- To study the role of women entrepreneurs in India.
- To analysis the challenges and problems faced by women entrepreneurs in India.

Review of Literature

Garima Sheoran and Dr Anita Dagar (2021) discussed about what actually women entrepreneur is and what all issues and challenges are being faced by them when they are entrepreneurs. They have discussed about some of the suggestions that should be made in order to improve entrepreneurial situation in India. They saw that various programs should be conducted for the mindset and attitude of the people so that there is improvement in the economic situation of the country. They said that proper training programs should be conducted they should be able to find out their risk-taking abilities, work knowledge, capabilities, their strength and weakness. It was seen that the step taken by the government brought a change in small stratum of society

Pragalbh Sharma (2020) explored about what is the role of women entrepreneurship in the development of socio-economic growth of the country. They saw that earlier in 1950's women were not allowed to move out of their houses and do job so they did not play any role in economic development of the society. So slowly in 19th century jobs were very limited for women. So, it did not matter whether the women are from upper or middle class so at that time they were dependent on men. So, in 20th century women started gaining social, economic and political power. This paper basically focused on various roles of women in the development of the society and what are the various contributions of women in socio cultural and economic development. He saw that women in cities and villages should be given opportunities so that they can bring positive social changes and provides the growth and development of the country.

Krishnamoorthy and R Balasubramani (2014), identified the important women entrepreneurial motivation factors and its impact on entrepreneurial success. The study identified ambition, skills and knowledge, family support, market opportunities, independence, government subsidy and satisfaction are the important entrepreneurial motivational factors. The study also concluded that ambition, knowledge and skill, independence, dimensions of entrepreneurial motivational has significant impact on entrepreneurial success.

Research Methodology

Designing a suitable methodology and the selection of appropriate and suitable analytical tools were very important for carrying out a meaningful analysis of any chosen research problem. For the present study area, the sampling design, the collection of data, the period of study and tools of analysis.

Data Collection

The present study had been based on primary data as well as secondary data. The personal interview method was adopted for collecting primary data from the sample respondents. The secondary data were collected from the entrepreneurship center, District Industries Centre, various published as well as unpublished reports, handbooks, magazines and websites and so on. The researcher has carefully designed a interview schedule and the same was administered to the sample respondents living in different parts in women entrepreneur in Madurai District. The researcher has selected on the basis of convenience sampling method in the study area.

Analysis and Interpretation of the Study

This research-work has been tapered on the women entrepreneurship in Madurai City. It critically analyzes the women entrepreneurs' situation in India. Reading this chapter one can easily recognize and understand that there is more than just a ray of hope for women-entrepreneurship in India, specially, in its cities like Madurai. It has been tried to reproduce comprehensive analyses of the subject area with supporting data.

Table 1. Age of the Respondents

Age of the respondents is measured as a significant demographic up-and-down in the starting of new business.

Age classification	No of respondents	Percentage(%)
Less than 20 years	15	15.0
21-30 Years	35	35.0
31-40 Years	24	24.0
More than 40 Years	26	26.0

Source: Primary Data computed

The table no.1 shows that the age distribution of the sample is presented in table. The majority of the respondents 26 percent of women are fall in the age category of more than 40 years followed by 24 percent of the respondents in the age category between 31 to 40 year.

Noted that, the results it can therefore be concluded that the majority of the women entrepreneurs are in age category more than 40 years in the study area.

Table 2. Problems faced by Women Entrepreneurs

Problems classification	No of respondents	Percentage(%)
No obstacles	12	12.0
Start up finance	15	15.0
Lack of information/ advice on how to start an enterprise	29	29.0
Finding the right contacts for your business venture	17	17.0
Being a woman/Gender discrimination	27	27.0

Source: Primary Data computed

The table no.2 shows that Above analysis predicted that the 29% of respondent said that they had faced lots of problems for lack of information, 27% respondent said that they had faced the problem being a woman, 17% women had not finding the right contacts for business.15 % women had no problem to start her enterprise and 12 % percent of respondent stated that no obstacles.Thus the basis of collected data it can be concluded that majority of respondents (women entrepreneurs) faced the problem lack of information /advice on how to start an enterprise and being a women they have less opportunities for business.

Findings of the study

Maximum number of the women entrepreneurs started their units at a comparatively middle age, after marriage and also after acquiring many years of experience in their industry.

Most of the women entrepreneurs says that training related to handicraft are necessary for starting their handicraft enterprises without proper training lots of problem faced by women entrepreneurs.

As per the study and analysis, the most of the women entrepreneurs faced the problems as women/ gender discrimination and lacking of right contact of business ventures, Supplier etc.

Most of women entrepreneur's families were non supportive their decision to start a handicraft business. However, some of the families were neutral their decision at the time of starting their business.

Conclusions

This study profiles women entrepreneurs who own and manage manufacturing units in Madurai City. It examined the problems these women faced during the setting up and continued operation of their businesses, and the work family conflicts that these women faced. It also looked at their reasons for starting a business and the self reported reasons for their success. The initial problems faced by these women seem similar to those faced by women in metropolitan cities.

However, woman entrepreneurs faced lower levels of work family conflicts and seem to differ in their reasons for starting and succeeding in business the past few decades have seen an increase in the number of women starting their own companies in many countries.

The overall impression one sets is that, in the countries of the region, the survival and sustainability of the women's micro enterprises depend overwhelmingly on external supports, all the way from generating appropriate production technologies and skills to financial support and access to credit to marketing and enterprise management. In one sense, these factors hold true for all enterprises, whether micro, small, medium, or large. However, the capabilities of the women living in poverty are the crucial factors. Those who are capable and possess the skills and knowledge have fought through the non-conducive environment and have progressed.

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