

Problems encountered by women entrepreneurs of SSI units in Kerala with special reference to Thrissur district

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Abstract: The present study has been conducted to identify the main problems faced by women entrepreneurs in Kerala and the opportunities available to them. The socio economic background of women entrepreneurs was also analysed. Age, Marital status, educational qualification, Annual income, business type, size of business, source of financing and spending of business income were the variables for understanding the socio economic background of the women entrepreneurs. The main problems faced by them include lack of strong leadership, financial deficit, misuse of money, lack of education, non awareness of government scheme, non repayment of loan, lack of proper training, lack of planning and working, health problems and other problems. The financial institutions and government should take steps to facilitate easy availability of credit to give encouragement to women entrepreneurs. The institutional assistances available to them was also studied. The various institutions for promoting women entrepreneurs include Kerala State Women Development corporation, Small Industries Development bank of India, National Small Industrial corporation, khadi and village industries commission etc. Percentage analysis and weighted ranking method was used for analyzing the data.

Keywords: Women Entrepreneurs-SSI-Institutional assistance

INTRODUCTION

Women constitute around half of the total world population, so is in India also. They are, therefore regarded as a better half of society. In traditional society, they were confined to the four walls of house performing household activities. In modern societies, they have come out of the four walls to participate in all sorts of activities. The global evidences buttress that women have been performing exceedingly well in all different spheres of activities like academics, politics, administration, social work and so on. Now they have started plunging into industry also and running their enterprises successfully.

Women entrepreneurs success depends on personal ability in management, self-disciplines, creativity, emotional stability, sincerity, honesty, objective thinking etc.. As most of the women are the one who manage their family effectively playing various roles in the family environment, their ability to handle tough and sensitive situation along with their ability to understand the situations helps them in performing better as a women entrepreneur when entering in to business. This provides the potential and will to establish and manage enterprise of their own. The government is also giving utmost importance to the enhancement of women status in all sectors and implementing effective strategies and policies. Usually women entrepreneurs are engaged in business like tailoring, grocery shop, beauty parlor, rice mill, printing press etc..

STATEMENT OF THE PROBLEM

Entrepreneurship is one of the important factors of industrialization. In the absence of entrepreneurship, industrialization cannot take place. Entrepreneurs are playing an important role in the economic development of underdeveloped country. Women's skill and knowledge, their talents and abilities in business and a compelling desire of wanting to do something positive are some of the reasons for the women entrepreneurs to organize industries. According to World Bank, investing more in business of women rather in men leads to greater development of a nation. Empowering women in entrepreneurship leads to break the inequalities and reduces poverty. Entrepreneurship play an important role in developing society of a fast developing country like India. Now a days it has been realized that enterprising women have cast entrepreneurial talents which could be harnessed so as to convert them from the position of job seekers to job givers. The government has realized the importance of women entrepreneurship. As a result, it offers a variety of programmes for women entrepreneurs. As compared to men, women are less motivated to start business units due to some unwanted fear, lack of motivation and type of activities. Women are engaged in different entrepreneurial activities and many women from different walks of life are successfully running small scale industries.

Thus the study aims at knowing their general awareness, problems faced by them of being an women entrepreneur , the facilities and special supportive schemes allotted by the government and also the factors influencing the women entrepreneurs to start their entrepreneurship career..

Objectives of the Study

- To study the socio economic background of women entrepreneurs.
- To understand the various problems faced by women entrepreneurs
- To know how to overcome the problems faced by the woman entrepreneurs

Significance of the Study

It is imperative to note the participation of women in economic activities as self-employed individuals. Many of the traditional occupations open to women are mainly based on caste, creed and nature of self-employment which is based on the standard of living. At present, women are generating employment for themselves in unorganized sectors and other category of women provides employment for others. The country needs to mobilise and utilize its resources fully including human resources. The participation of women in economic activities is necessary not only from human resource point of view but also is essential even from the objective of raising the status of women in the society.

RESEARCH METHODOLOGY

Research type: Descriptive cum Analytical Research

Data Base: The present study is based on both primary and secondary data. The primary data has been collected from 90 women entrepreneurs of Thrissur district.

Scope of the study

The study focuses on the women entrepreneurs in Thrissur district, Kerala depends on industrial growth. The scope of the study encompasses women entrepreneurs in Thrissur

District and the problems faced by women entrepreneurs who are engaged in starting Small Scale Industry. The study is limited only to the women entrepreneurs of selected groups in the district.

LITERATURE REVIEW

Henry et al., (2005) identified that the entrepreneur behaviour, personality, attitude, capabilities, education and training create the necessary interest among the women entrepreneurs. **Brush et al., (2004)** pointed out that previous management experience, family history, functional skills and relevant business knowledge are the influencing factors in women entrepreneurs. **Orser and Riding (2003)** mentioned that the entrepreneurial performance of women depends on creating awareness, providing motivational factors and building self-confidence in addition to acquiring management skills for lacking problems and calculating risks in running day to-day business operations and development. **Vasumathi A., et al., (2003)** highlight two important matters on stress. First, small entrepreneurs are affected by stress caused by achievement and affiliated need-related stressors. Power–need related stressors were not significant in affecting them. Secondly women entrepreneurs adopt silent, less–expensive, tradition bound stress reduction strategies, in preference to other types of coping styles. **Mythili S., (2003)** concluded that the successful women entrepreneurs become inspiration to others. They can become big industrialists and participate in global economy. They can help run charity trusts and patronize them.

FINDINGS

Socio economic classification of woman entrepreneurs

Table 1 Age wise classification

Age	Number	Percentage
Below 30	20	22.22
30-40	32	35.56
40-50	26	28.89
50 & above	12	13.33
Total	90	100

Source: Primary data

Around 13.33 percent of respondents belong to the age group of 50 years and above and 35.56 percent of respondents belong to the age group of 30-40 years.

Table 2 Marital status

Status	Number	Percentage
Married	79	87.78
Unmarried	11	12.22
Total	90	100

Source: Primary data

87.78 percent of respondents are married and 12.22 percent of respondents are unmarried

Table 3 Educational classification

Qualification	Number	Percentage
Illiterate	5	5.55
Primary	9	10
Secondary	16	17.78
HSS	42	46.67
Graduate	18	20
Total	90	100

Source: Primary data

5.55 percent of respondents were illiterate and around 46.67 percent of respondents were having plus two education

Table 4 Annual Income wise classification

Income	Number	Percentage
Below 10000	15	15.67
10000-20000	32	34.56
20000-30000	21	25.33
30000-40000	14	15.56
40000 & above	8	8.89
Total	90	100

Source: Primary data

Only 8.89 percent of respondents have annual income of Rs 40000 and above and 34.56 percent of respondents have annual income between Rs 10000-Rs 20000

Table 5 Business type classification

Business type	Number	Percentage
Trading	24	26.77
Manufacturing	38	42.22
Service	16	17.78
Combination	10	11.11
Others	2	2.22
Total	90	100

Source: Primary data

Around 42.2 percent of respondents were employed in manufacturing sector and only 2.22 percent of respondents were doing other business.

Table 6 Source of financing

Source	Number	Percentage
Spouse income	32	35.56
Personal savings	27	29.99
Loan from bank	23	25.56
Other Sources	8	8.89
Total	90	100

Source: Primary data

Around 35.56 percent of respondents depend on spouse income and only 8.89 percent of respondents depend on other sources for starting business

Table 7 Spending of business income

Purpose	Number	Percentage
Family expenses	37	41.11
Personal saving	29	32.22
Re investment	24	26.67
Total	90	100

Source: Primary data

41.1 percent of respondents spend their income for meeting family expenses and 26.67 percent respondents reinvested them in outside securities.

Table 8 Problems of women entrepreneurs

Problems	Weight	10	9	8	7	6	5	4	3	2	1	Total	Rank
Lack of strong leadership	F	17	13	15	20								
	FX	170	117	120	140	3	9	5	5	2	1	650	I
Financial deficit	F	16	9	8	13	7	12	10	7	2	6		
	FX	160	81	64	91	42	60	40	21	4	6	569	III
Misuse of money	F	13	10	9	5	11	7	7	11	8	9		
	FX	130	90	72	35	66	35	28	33	16	9	514	V
Lack of education	F	8	11	7	3	5	9	13	12	10	12		
	FX	80	99	56	21	30	45	52	36	20	12	451	IX
Non awareness of govt scheme	F	13	5	9	10								
	FX	130	45	72	70	11	7	7	9	8	11	500	VI
Non repayment of loan	F	4	13	12	5								
	FX	40	117	96	35	12	5	10	15	9	5	493	VII



Lack of proper training	F	17	5	15	20	3	9	13	5	1	2		
	FX	170	45	120	140	18	45	52	15	2	2	609	II
Lack of planning	F	16	9	8	13	7	12	10	7	2	6		
	FX	160	81	64	91	42	60	40	21	4	6	569	III
Health problem	F	7	9	9	20	9	9	9	3	5	10		
	FX	70	81	72	140	54	45	36	9	10	10	527	IV
Other problem	F	12	7	8	4	9	3	12	9	10	10		
	FX	120	63	64	28	54	15	48	27	20	16	455	VIII

The main problem faced by woman entrepreneurs were lack of guidance and the least problem faced by them was lack of education.

SOLUTIONS TO THE PROBLEMS

FINANCE AND SUPPORT:

This is not only the finance problem, but this is also a mindset problem. Society should change their perspective about women as research says enterprise lead by women is more successful than those lead by men. Family and friends should support them.

The government should introduce new policies which will help them financially. Investors have to rely on their capability.

Mind it, women entrepreneurship is the future of further economic growth of any country.

TRAINING AND PROPER EDUCATION:

Government and private organizations should step forward to provide training sessions on business and entrepreneurship. They should train women who are eager to do something big and meaningful.

TECHNOLOGICAL ASSISTANCE:

In today's fast forward world technology is very important for any business organization. As women don't have many educational opportunities, they don't have enough knowledge about technology.

So it's very important to guide them to learn and use technology accordingly to grow their business.

FAMILY SUPPORT:

A family should support and encourage women to do and run a business successfully. This will be the biggest support and motivation for women entrepreneurs.

CHANGE IN MINDSET:

This is the most important thing that needs to be addressed. We all need to change our views about women. We have to accept that the old days are gone. It's a new era where women are as capable as men.

We have to shift our discriminating mindset to equality.

CONCLUSION

The women are ready to face the challenges associated with setting up of business. Society is very much receptive to the concept of women entrepreneur, so is the family. Women enter into business not for survival but to satisfy their inner urge of creativity and to prove their capabilities. Women education is contributing a great extend to social transformation. The future will see more women venturing into areas traditionally dominated by men.



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