

CONSTRAINTS FACED BY WOMEN ENTREPRENEURS

Abstract:

Women, who try to enter the field of industry in either managerial or entrepreneurial role, are generally exposed to various constraints. Though the entrepreneurial process is the same for men and women, there are however, in practice, women have to confront many additional problems of varying dimensions and magnitudes, which prevent them from realizing their full potential as entrepreneurs. Women entrepreneurs experience multidimensional constraints. The governments at the centre and the states have established a number of specialized institutions to cater to the needs of women entrepreneurs but they still face many problems. At this juncture, the constraints faced by women entrepreneurs was studied as one of the objective. This objectives was to ascertain the financial, production and labour constraints faced by women in their enterprise. To achieve the purpose of the study, 40 registered women entrepreneurs in Micro Small and Medium Enterprise (MSME) were identified in Coimbatore District of Tamil Nadu. Series of questions were asked through well structured interview schedule. Evidence in the paper shows that the most serious financial constraint faced by women was, that the entire loan was not given at a time (65.00%). In production and labour, most serious constraints faced by women entrepreneurs were high labour management (92.5%).

Keywords: *Women, Entrepreneurs, Constraints, Financial, Production, Labour*

Introduction

A large number of women are entering into entrepreneurship in some form or the other. The drive to pursue entrepreneurship is due to the immense passion and certain compulsions. Entrepreneurs play an important role in the economic development of a nation. Women's skills, knowledge, talents, abilities and desire to do something for themselves and their children or family are some of the reasons for the women to become entrepreneurs. Many women entrepreneurs are either housewives or illiterates or a fresh graduate with no previous experience of running a business enterprise. As compared with Western nations, Indian women have more inhibitions towards enterprising a business.

These features have made their job more difficult. With changing time in globalized and competitive era, women entrepreneurs are now confronted with many barriers which have often prevented them to develop their enterprises. The problems and constraints experienced by women enterprise have thus resulted in restricting and inhibited the expansion of women entrepreneurship. Keeping this in

mind the constraints faced by women entrepreneurs was studied. Afrin, Islam and Ahmed (2010) stated that the main problem faced by women entrepreneurs was financial planning because of their illiteracy.

Kumbhar, V (2013) discusses the challenges faced by women entrepreneurs in India. Lack of balance between family and career obligations, lack of freedom to take financial decisions, absence of direct ownership of the property, lack of awareness of various operational aspects and capacities, low ability to bear risk, dealing with male workers, being non-familiar with financial institutions, lack of self-confidence, lack of professional education, mobility constraints and lack of interactions with externalities are major problems of women entrepreneurship development in India.

Financial support as well as financial viability, therefore, is the most important consideration of any business proposition. Production in a manufacturing enterprise involves co - ordination of a number of activities while some of these activities are in the control of entrepreneur. Improper coordination or unintended delay in execution of any activity is going to cause production problems. Manpower support is another important determinant affecting entrepreneurial performance. Efficient management of human resources is an important factor in determining the growth and prosperity of a business enterprise .Hence the problems in financial, production and labour was studied as one of the objective.

It has been observed from the secondary source that women entrepreneurs are largely engaged in the entrepreneurial activities like preparation of millet based products juices, arecanut plate making, tailoring, preparation of toiletry products etc. and the constraints faced by the entrepreneurs financially and the various production and labour management constraints were collected analysed and presented in this paper.

Methodology:

According to Kothari (2008), research methodology is a way to systematically solve the research problems. The study was conducted in Coimbatore district of Tamil Nadu during the year 2019. Out of the 35 districts in

Tamil Nadu, Coimbatore district has been selected purposively for the study because it is the second most industrialized district in the state, also known as the “Manchester of South India” for its development in the industry and Coimbatore District is, one among the industrially developed and commercially vibrant districts of Tamil Nadu and it has got a high concentration of Small Scale, Medium and Large-scale industries. The respondents were selected from three types sectors such as Agriculture, service and manufacturing. Registered women entrepreneurs from three units namely, MSME (Micro, Small and Medium Enterprises) Coimbatore, Non-Government Organization named WOBEDA (Women Business Enterprise Development Association, Coimbatore, Non-Government Organization named Ramasamy Chinnammal Trust, Coimbatore were selected for the study. A sample size of 40 respondents was selected for the study. The information to study the objective was collected by using the well structured interview schedule. For this study, the *ex post-facto* research design was used. In this type of research, instead of creating a treatment, the researcher evaluates the effects of a naturally occurring phenomenon after their occurrence. Since women entrepreneurs is an already existing phenomenon in the study area over a period of time, the *ex post - facto* type of research was employed. Random sample method” was adopted to select the respondents from the four Entrepreneurial Hubs.

Constraints were grouped under financial, marketing, production and labour and personal constraints and personal/general constraints. The responses were elicited on a three point continuum, *viz*, more serious, serious, less serious, with a scoring pattern of 3, 2, and 1 respectively. Simple percentage was worked out to find out the level of response. Procedure followed by Anitha (2004) was followed for the study. Percentage analysis was used in descriptive analysis for making simple comparison. For calculating percentages the frequency of particular cell was multiplied by hundred and divided by the total number of respondents pertaining to particular cell. The percentage was corrected to two decimal places.

Patagoakar (2010), in her study on stated that women entrepreneurs face much kind of problems during promotion, expansion, financing and daily operation of the enterprise. Social constraints like dual role, lack of encouragement, prejudice, male dominating also the wall in her way. Bajpai & Kumar (2010),

found out that problems faced by Women Entrepreneurs are lack of confidence, dual role to play, competition, lack of business administration knowledge, lack training programs and non awareness.

Findings and Discussion

The constraints listed in the table - 1 shows the constraints faced by women in their enterprises from two different areas such as financial, production and labour . The most serious one was Labour management and cost. According to Verma (2010), in her study “Challenges faced by women entrepreneurs in a developing economy.” She found that women entrepreneurs faced constraints in aspect of financial, marketing production and work place facility.

In financial, most serious constraints faced by women entrepreneurs were entire loan not given at a time (65.00%) followed by delay in sanction of loan (52.5%) and securing working capital (47.5%) and mean while serious constraints is tight repayment schedule (72.5%) and insufficient financial assistance by financial institutions (70%) followed by delay in sanction of loan (47.5%). Women entrepreneurs start well but somewhere down the line in the day- to- day operations, they miss the route to success the reasons might be due to financial mismanagement.

In production and labour, most serious constraints faced by women entrepreneurs were high labour management (92.5%) followed by high labour cost (85.00%) and non-availability of equipments (67.50%). And the serious constraint was non- availability of raw materials and equipments (70.00 %).The financial, production and labour management is depicted in Figure 1 and 2.

Table1.The financial, production and labour management faced by the women entrepreneurs

S.No	Constraints	More Serious		Serious		Less Serious		Total	
		No.	%	No.	%	No	%	No	%
A.	Financial								
1	Securing working capital	19	47.5	15	37.5	6	15	40	100
2	Insufficient financial assistance by financial institutions	4	10	28	70	8	20	40	100
3	Problems of security and margin money	13	32.5	19	47.5	8	20	40	100
4	Tight repayment schedule	8	20	29	72.5	3	7.5	40	100
5	Inadequate loan	7	17.5	18	45	15	37.5	40	100
6	Delay in sanction of loan	21	52.5	19	47.5	0	0	40	100
7	Entire loan not given at a time	26	65	9	22.5	5	12.5	40	100
8	Subsidy amount is less	15	37.5	14	35	11	27.5	40	100
D.	Production and labour								
1	Non-availability of raw materials	8	20	28	70	4	10	40	100
2	Non-availability of equipments	27	67.5	8	20	5	12.5	40	100
3	Lack of electricity	5	12.5	28	70	7	17.5	40	100
4	High labour cost	34	85	3	7.5	3	7.5	40	100
5	Non- availability of skilled workers	8	20	28	70	4	10	40	100
6	Labour management	37	92.5	1	2.5	2	5	40	100

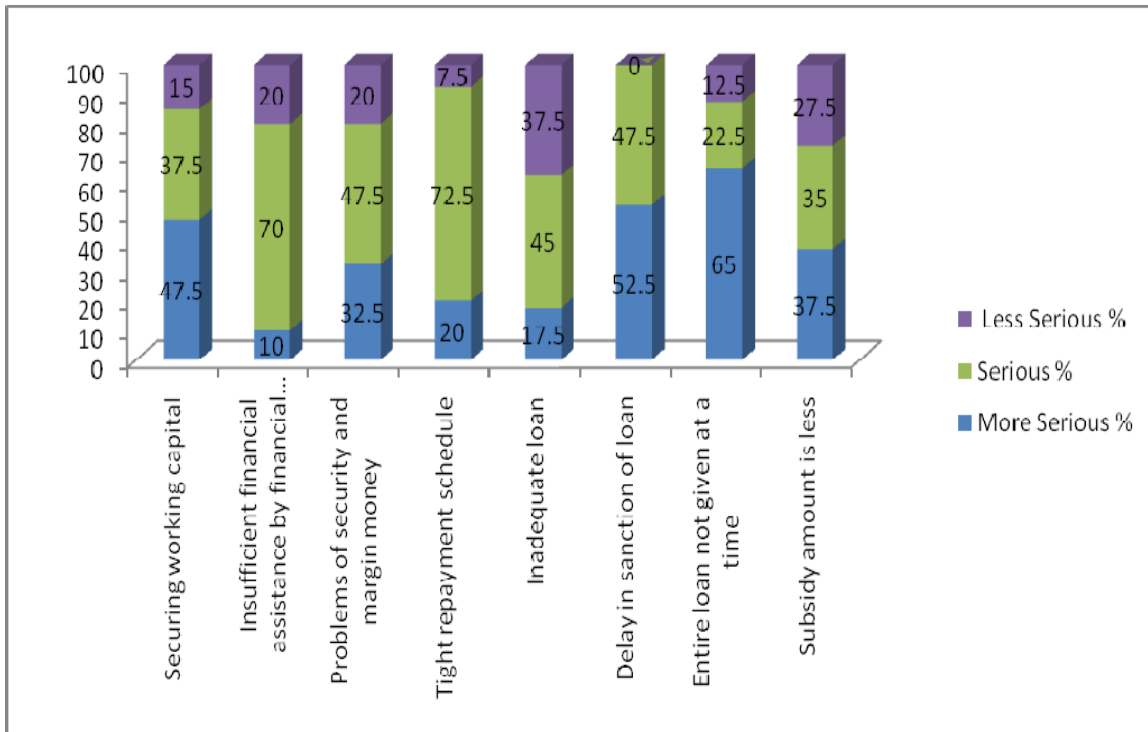


Fig.1. Financial constraints faced by the women entrepreneurs

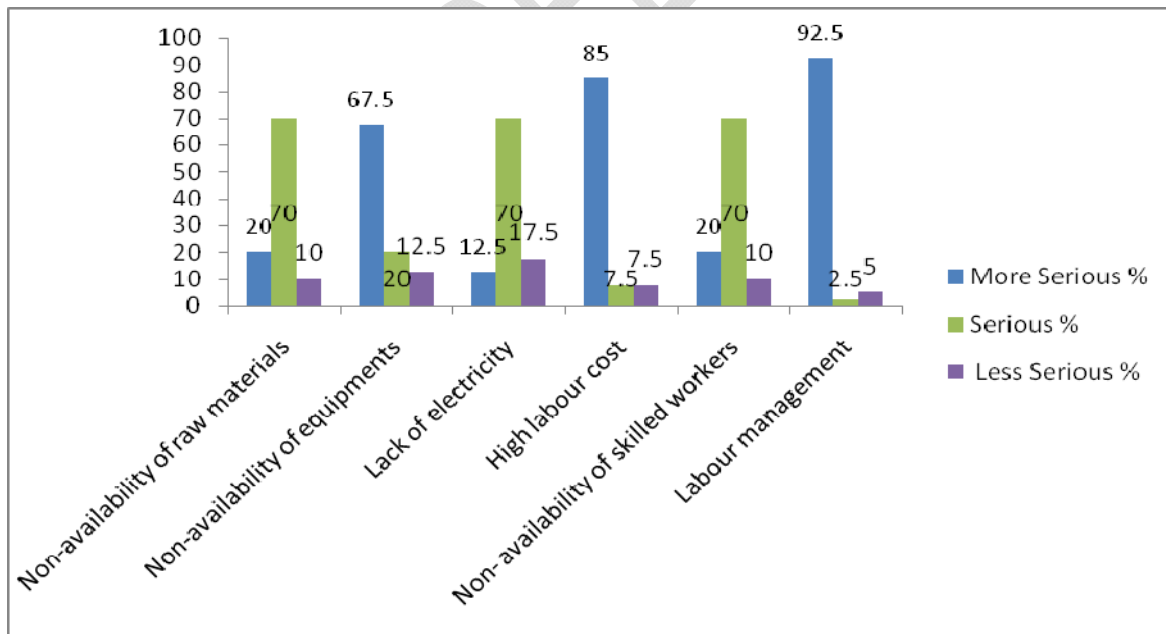


Fig.2. Production and Labour constraints faced by the women

Conclusion

According to World Bank, investing more in women enterprises rather in men reduces the inequalities and poverty and thereafter ensures the economic development of a nation. The government has also offered a variety of programmes for women entrepreneurs in the recent past. But, the challenges and opportunities for women entrepreneurs are growing rapidly. In India, although women constitute the majority of the total population, but the entrepreneurial world still seems a male dominated one, which exposes women entrepreneurs to often face some major constraints in running their enterprise successfully. Patagoakar (2010), in her study women entrepreneurs face much kind of problems during promotion, expansion, financing and daily operation of the enterprise. Social constraints like dual role, lack of encouragement, prejudice, male dominating also the wall in her way.

Government should provide separate financial aid to women entrepreneurs so that they do not face any difficulty in setting up their organization. Special infrastructural facilities should be provided to help women in establishing their enterprise easily and quickly. Training Programmes can be conducted by various Government, Non-Government organization, private institution to enhance their entrepreneurial skills and abilities which help them in day to day functioning of business especially in financial, production and labour management. Women Entrepreneurs' management chamber can be opened in all districts of Tamil Nadu to handle problems related to financial and production, marketing and distribution problems and personal problems.

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