Problems Faced by Women Entrepreneurs in Ernakulam District, Kerala

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Abstract

Women Entrepreneur is a person who accepts challenging role to meet her personal needs and become economically independent. The state of Kerala is the industrially developing area in which some of the entrepreneurs excel in small scale industry. Even though the Government organizes women by various associations, they are not ready to undertake the business. As compared to men, women are less motivated to start business units due to some unwanted fear and lack of motivation. The principal aim of the study is to identify the major problems faced by women entrepreneurs in Ernakulam District, Kerala. For the purpose of study, primary data were collected from 90 women entrepreneurs in Ernakulam district and simple statistical tools were used for data analysis. The study revealed that the major problems faced by women entrepreneurs in the District were financial constraint, Inadequate Institutional support, Problems in Marketing, Social Attitude, Non-availability of good workers/employees etc.

Keywords

Women Entrepreneurs, Social attitude, Problems of Women Entrepreneurs etc.

Introduction

Women have been successful in breaking their freedom within the limits of their homes by entering into varied kinds of professionals and services. Women entrepreneurs have proved to be on par with their men counterparts in business wisdom and are emerging as smart and dynamic entrepreneurs. There are many reasons for women to enter into entrepreneurial ventures in a predominantly society. Entrepreneurship among women is an important avenue through which women can overcome their subordination within the family and the family and the society as a whole. Therefore, development of entrepreneurship among women has received special attention of the policy makers to promote the healthy growth of entrepreneurial activities and enterprises owned by women. In recent years, there has been s heightened global awareness regarding the contribution, which women can make for the process of economic development, although it is still in the growth stage, there is unquestionably a business revolution in the works across the nation and women are major part of it. But the Indian women entrepreneurs are facing some major constraints like lack of confidence in their strength and competence, socio-cultural barriers ,market-oriented risks ,lack of knowledge in Business Administration and awareness about the financial assistance ,unexposed to the training programs etc.

Statement of the Problem

Entrepreneurship is one of the important factors of industrialization; in the absence of entrepreneurship, industrialization cannot take place. Women's skills 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 the poverty. Nowadays it has been realized that enterprising women have cast entrepreneurial talents which could be harnessed so as to convert them from the position of "Jobseekers" to "Job givers". The government has realized the importance of women entrepreneurship. As a result, it offers a variety of programmes for women entrepreneurs. The state of Kerala is the industrially developing area in which some of the entrepreneurs excel in small scale industry. The study aims to analyze the major problems faced by women entrepreneurs in Ernakulam District, Kerala.

Scope of the Study

The study focuses on the problems faced by the women entrepreneurs in Ernakulam district, Kerala and the study is limited only to the women entrepreneurs of selected groups in the District.

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Objective of the Study

To examine the major problems faced by the women entrepreneurs in Ernakulam District, Kerala.

Hypotheses of the Study

H_{01} There is no difference in the demographic factors Viz. age, educational qualification marital status and family Income of the women entrepreneurs of Ernakulam District.

H_{02} There is no difference in the type of business, size of the business, source of finance and amount spend of the women entrepreneurs of Ernakulam District.

Research Methodology

Selection of Sample

Women entrepreneurs have been selected from the data base maintained by the District Industries Centre, Ernakulam. There were in all 3,307 women entrepreneurs in Enrakulam District in 2015. A sample of 90 women entrepreneurs has been selected for the purpose of study through simple random sampling method.

Collection of data

Primary data have been collected from the women entrepreneurs through a well structured questionnaire. The secondary data are also collected from various sources. books, journal and web sites.

Tools of Analysis

Data are analysed with the help of a number of statistical tools ,viz. Percentage Analysis, Average, Weightage Score and Chi-Square Test .

Problems Faced by Women Entrepreneurs in Ernakulam District, Kerala - Analysis

Socio Economic Background

The demographic and business profile of the selected respondents like age, educational status, marital status, family income, type of business, size of the business, financial sources and spending expenses are discussed in this section.

Table 1: Profile of the Respondents

Factors		No. of Respondents	Percentage (%)
Age(inYears)	Below 30	20	22.22
	30-40	32	35.56
	40-50	26	28.89
	50 Above	12	13.33
Marital status	Married	79	88
	Unmarried	11	12
Educational Qualification	Illiterate	5	5.56
	Primary	9	10
	Secondary	16	17.78
	HSS	42	46.67
	Graduate	18	20
Annual Income(Rs.)	Below 10,000	15	16.67
	10,000-20,000	32	35.54
	20,000-30,000	21	25.33
	30,000-40,000	14	15.56
	40,000 Above	8	8.89
Business Type	Trading	24	26.67
	Manufacturing	38	42.22
	Service	16	17.78
	Combination	10	11.11
	Others	2	2.22
Size of Business(Rs.)	Below 1,00,000	42	46.67
	100,000 - 5 ,00,000	22	24.44
	5,00,000 - 10,00,000	17	18.89
	10 ,00,000 Above	9	10
Source of financing	Spouse income	32	35.56
	Personal Savings	27	30
	Loan from banks	23	25.56
	Other Source	8	8.89
Spending of Business income	Family Expenses	37	41.11
	Personal Savings	29	32.22
	Re-Investment in her business	24	26.67

Source: Primary data.

Most of the women entrepreneurs werebelow the age of 50 years. Only 13.33% of them were in the age group of above the 50 years. 20% of the respondents were graduates and 17.78% of the respondents have secondary level of education. However, 5.56% of them were illiterates. 35.54% of the respondents belonged to the income group of Rs. 10,000 to 20,000 25.33% of the respondents were in the income group of Rs. 20,000 to 30,000 and only 8.89% of the respondents had family income of above Rs. 40,000. 42.22% of the respondents were engaged in manufacturing activities. 26.67% of the respondents were engaged in trading activities. Only 17.78 % of the respondents were in the service sector. 11.11% of the respondents combined all type of businesses. 88% of the respondents were married and only 12% of the respondents were unmarried. 46.67% of the respondents invested below Rs.1 Lakhs in their business. 24.44% of the respondents invested Rs.1 lakhs to 5 lakhs. For 35% of the women entrepreneurs, the main financial source was spouse income, 30% of the respondents utilized their personnel savings and 25.56% took loan from banks. 41.11% of the respondents spent their income for family expenses, 32.22% of them utilized their income for personnel savings, and 26.67% of the respondents re-invested in their business.

Table 2: Problems of Women Entrepreneurs in Ernakulam District (Weighted Ranking Method)

Sl No.	Weight Particulars	10 I	9 II	8 III	7 IV	6 V	5 VI	4 VII	3 VIII	2 IX	1 X	Tot-al	Rank
1	Lack Of Strong Leadership	17	13	15	20	3	9	5	5	2	1	**650**	1
		70	117	120	140	18	45	20	15	4	1		
2	Financial Deficit	16	9	8	13	7	12	10	7	2	6	**569**	2
		160	81	64	91	42	60	40	21	4	6		
3	Leaders Misusing the Group's money	13	10	9	5	11	7	7	11	8	9	**465**	6
		100	72	48	49	54	65	20	27	14	16		
4	Lack of Education	8	11	7	3	5	9	13	12	10	12	**451**	7
		80	99	56	21	30	45	52	36	20	12		
5	Unawareness of Govt. Scheme	13	5	9	10	11	7	7	9	8	11	**500**	5
		130	45	72	70	66	35	28	27	16	11		
6	Non- Repayment of Loan	4	13	12	5	12	5	10	15	9	5	**493**	6
		13	5	9	10	11	7	7	9	8	11		
7	Lack of Proper Training	17	5	15	20	3	9	13	5	1	2	**427**	8
		70	117	120	140	18	45	20	15	4	1		
8	Lack Of Planning And Working	16	9	8	13	7	12	10	7	2	6	**561**	3
		130	90	120	49	72	40	24	21	6	9		
9	Health Problems	80	99	56	21	30	45	52	36	20	12	**527**	4
		7	9	9	20	9	9	9	3	5	10		
		120	63	64	28	54	15	48	27	20	16		

Source: Primary data.

Weighted ranking method was applied to analyze the problems faced by women entrepreneurs (Table 2). It is inferred from the above table that the major problem faced by the respondents was 'Lack of strong leadership' which was ranked as first (Mean score=650). Financial deficit (Mean score =569) was ranked as second.

Table 3: The summary of opinion of the women entrepreneurs

Sl.No	Factors	X^2 Value	Degree of Freedom	Table Value	Result
1	Age	17.26	6	16.81	Significant**
2	Educational Qualification	14.97	4	13.28	Significant**
3	Marital Status	12.56	2	5.99	Significant*
4	Family Income	3.65	6	12.59	Not Significant
5	Business Type	11.54	4	9.49	Significant*
6	Size of the Business	7.23	4	9.49	Not Significant
7	Sources of Finance	13.68	6	12.59	Significant*
8	Amount Spend	7.26	4	13.28	Not Significant

Source: Primary data. Note: * - Significant at 5% Level, **- Significant at 1% Level

The chi-square analysis revealed that there is a significant difference among the women entrepreneurs in the factors, viz. age, education, Marital status, business type and sources of finance since the p values were less than 0.05. **Therefore, both the hypotheses H_{01} and H_{02} arerejected.**

Conclusion

It is evident from the study that 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. The major problems faced by the respondents were 'Lack of strong leadership' and financial deficit.

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