



IMPACT OF PROBLEMS ON THE SUCCESS OF WOMEN ENTREPRENEUR

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ABSTRACT

In recent years, the study and research of women entrepreneurship and their problems and challenges has increased noticeably. Women Entrepreneurship is considered to be an effective instrument for the economic empowerment of the women. Women in India remained economically undeveloped for many decades. Despite number of measures and incentives taken by the government of India the women entrepreneurs are not increasing at a greater rate. This is due to some practical problems in the process of entrepreneurship by women. This paper presents a systematic analysis on how the problems faced by women entrepreneur has an impact on their success

Key words: business risk, women entrepreneurs and social problems

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1. INTRODUCTION

Educated women in India now a days don't like to limit their lives within the four walls of the house. They are however dependent on their parents before marriage and on husband after marriage. Financial independence is looked as a major criteria is developing the self-esteem of a woman. Hence, women prefer to take care of her family chores and also earn simultaneously. Entrepreneurship is a determining factor of economic development(Thurik,2009;Hessels and van Stel 2011) Indian women have to go a long way to achieve this as she has to overcome the hurdles imposed on her by her family and society. In the case of entrepreneurship , India is now brimming with the success stories of women. Women use their problems as stepping stone to

success. Their commitment and hard work motivates them to succeed as entrepreneurs. The Government of India has been encouraging women to take up industrial establishments. Several financial corporations are funding for establishment of industries. Hence, women started establishing industries and collaborating self and economic development and coming out with flying colours. Many of the problems faced by women entrepreneurs are finance, marketing, production, distribution and infrastructure . Overcoming these obstacles and establishing a successful business enterprise take years. In the words of president APJ Abdul Kalam "empowering women is a prerequisite for creating a good nation, when women are empowered, society with stability is assured

2. STATEMENT OF THE PROBLEM

Now a day, the women entrepreneurs are facing many problems in this business environment. According to the previous studied the women entrepreneur are facing some problem such as Financial problems, risks in business, social problems, raw material problems, marketing problems, labour related problems, managerial problems, infrastructural problems, technological problems and governmental support problems. Hence this study focuses on Impact of problem of women entrepreneur and success of women entrepreneur.

3. OBJECTIVE OF THE STUDY

- To examine the problem of women entrepreneur
- To test the Prospect for helping the success of women entrepreneur
- To analyze e the Relationship between problem of women entrepreneur and success of women entrepreneur
- To test the impact of problem of women entrepreneur and success of women entrepreneur

4. HYPOTHESIS OF THE STUDY

Ho: there is Relationship between problem of women entrepreneur and success of women entrepreneur

Ho: there is no impact of problem of women entrepreneur and success of women entrepreneur

5. RESEARCH METHODOLOGY

Descriptive research has been undertaken. Research Methodology has adopted primary research tools for fulfillment of objectives of Research. The population under study was comprised of employees working in women entrepreneur at Tirchy. The method chosen for sampling was stratified random sampling in which subjects were selected based on the proposed regions in Tirchy. In this study, a sample of 200 women entrepreneur, using the based on formula, had participated. The method of data collection is based on the different questionnaires and one demographic questionnaire, which encompasses the survey used in this study. Data have been collected from individuals through personnel survey. Further, descriptive statistic, correlation and regression were applied.

Table 1 Problems of women entrepreneur

	mean	standards deviation
Financial Problems	2.41	1.60
Risks in business	2.34	0.79
Social Problems	2.39	0.98
Raw Material Problems	2.68	1.25
Marketing Problems	3.34	1.18
Labour related Problems	3.35	1.22
Managerial Problems	2.74	1.41
Infrastructural Problems	2.40	1.10
Technological Problems	2.31	1.07
Governmental Support Problems	2.37	1.08

Table 1 explains the problem of women entrepreneur. Mean and standards deviation is computed. The computed value are Financial Problems (2.41), Risks in business (2.34), Social Problems (2.39), Raw Material Problems (2.68), Marketing Problems (3.34), Labour related Problems (3.35), Managerial Problems (2.74), Infrastructural Problems (2.40), Technological Problems (2.31) and Governmental Support Problems (2.37). it is found that Marketing Problems, Labour related Problems and Raw Material Problems are high level challenges faced by the of women entrepreneur

Table 2 Prospect for helping the success of women entrepreneur

Increasing spread of education among women	2.63	1.27
Increasing social recognition to women	2.37	0.91
Increasing awareness of women about economic independence	2.54	1.21
Increasing number of successful women in the society	3.57	1.24
Increasing automation of household work of women	2.38	1.12
Increasing equality status of women	3.32	1.13

Table 2 explains the Prospect for helping the success of women entrepreneur. Mean and standards deviation is computed. The computed value are Increasing spread of education among women (2.63), Increasing social recognition to women (2.37), Increasing awareness of women about economic independence (2.54), Increasing number of successful women in the society (3.57), Increasing automation of household work of women (2.38), and Increasing equality status of women (3.32). Increasing number of successful women education among women, social recognition to women and equality status of women are are high level Prospect influenced by the of women entrepreneur.

Table 3 Relationship between problem of women entrepreneur and success of women entrepreneur

problem of women entrepreneur	success of women entrepreneur	
Financial Problems	0.903*	0.001
Risks in business	0.882*	0.001
Social Problems	0.818*	0.001
Raw Material Problems	0.832*	0.001
Marketing Problems	0.843*	0.001
Labour related Problems	0.851*	0.001
Managerial Problems	0.856*	0.001
Infrastructural Problems	0.807*	0.001
Technological Problems	0.753*	0.001
Governmental Support Problems	0.760*	0.001

Ho: there is Relationship between problem of women entrepreneur and success of women entrepreneur

Table 3 discusses the Relationship between problem of women entrepreneur and success of women entrepreneur. Correlation is applied. The correlation value such as Financial Problems (0.903), Risks in business (0.882), Social Problems (0.818), Raw Material Problems (0.832), Marketing Problems (0.843), Labour related Problems (0.851), Managerial Problems (0.856), Infrastructural Problems (0.807), Technological Problems (0.753) and Governmental Support Problems (0.760). Hypothesis is rejected.

It is found that the financial problems, risks in business, social problems, raw material problems, marketing problems, labour related problems, managerial problems, infrastructural problems, technological problems and governmental support problems are related with success of women entrepreneur

Table 4 Impact of problem of women entrepreneur and success of women entrepreneur

R	R Square	Adjusted R Square	F	Sig.
0.945	0.893	0.858	25.609	0.001*

Predictors	B	Std. error	beta	t-value	p-value
(Constant)	-0.123	0.219		-0.561	0.578
Financial Problems	0.080	0.034	0.165	2.388	0.022**
Risks in business	1.291	0.252	0.516	5.117	0.001*
Social Problems	0.292	0.158	0.236	1.843	0.073(NS)
Raw Material Problems	-1.132	1.307	-0.131	-0.866	0.392(NS)
Marketing Problems	-0.023	0.013	-0.130	-1.817	0.077(NS)
Labour related Problems	0.932	0.252	-0.345	0.980	0.008*
Managerial Problems	0.001	0.001	-0.0791	-1.174	0.248(NS)
Infrastructural Problems	-0.500	0.080	-0.973	-6.259	0.001*
Technological Problems	0.001	0.001	-0.040	-0.559	0.580(NS)
Governmental Support Problems	-0.192	0.119	-0.210	-1.612	0.116(NS)

Ho: there is no impact of problem of women entrepreneur and success of women entrepreneur

Table 4 give details the impact of problem of women entrepreneur and success of women entrepreneur. The Adjusted R Square value is 0.858. hence, it is inferred that Financial problems, risks in business, social problems, raw material problems, marketing problems, labour related problems, managerial problems, infrastructural problems, technological problems and governmental support problems are influence the success of women entrepreneur at 85.8%. Hypothesis is rejected. Further, Financial Problems, Risks in business, Labour related Problems, Infrastructural Problems are significantly influence the success of women entrepreneur.

6. FINDING OF THE STUDY

- It is found that Marketing Problems, Labour related Problems and Raw Material Problems are high level challenges faced by the of women entrepreneur

- Increasing number of successful women education among women, social recognition to women and equality status of women are high level Prospect influenced by the of women entrepreneur
- It is found that the financial problems, risks in business, social problems, raw material problems, marketing problems, labour related problems, managerial problems, infrastructural problems, technological problems and governmental support problems are related with success of women entrepreneur
- Financial Problems, Risks in business, Labour related Problems, Infrastructural Problems are significantly influence the success of women entrepreneur.

7. CONCLUSION

India has 50% population of women in her country. Women are considered as weaker sex in this male dominated society. Women entrepreneurs face many problems like financial problems, marketing, labor, infrastructural, managerial, technological and government support problems. Women entrepreneurs have to overcome these different facets of problems to become a successful entrepreneur. The support of family, friends, society and Government also play an important role in overcoming these problems. If the problems of women entrepreneurs are addressed properly, they can emerge as very successful entrepreneurs far better than men entrepreneurs.

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