



ROLE AND PROBLEMS FACED BY RURAL WOMEN ENTREPRENEURS

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ABSTRACT

In the present scenario the women-owned businesses is one of the fast growing business in India. The major population of our country among the women entrepreneurs is constituted by rural women. In this context the research was done to find out the demographic factors and problems and challenges faced by rural women entrepreneurs. A sample of 74 women entrepreneurs were selected randomly for the study. The objective of the paper is to find out the demographic factors and problems faced by rural women entrepreneurs in Madurai. The findings revealed that due to Economic compulsion, they move in for doing the business. Women entrepreneurship plays a vital role in our country for the growth of various economic factors.

Key Words: Entrepreneur, Performance, Investment

INTRODUCTION

Rural women entrepreneurship has a great hit on a media point. 37% of women owned enterprises have represented globally. The Recent global entrepreneurship monitor found that 126 million rural women are running a business, and 98 million established firms are over more than three and half years. The Indian women have made a predominant place by

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themselves in the male dominated society, where women were treated to be within four walls of house doing only household work. Women have reached the corporate world by not only by job seeker but also as job giver. Women entrepreneurship has given a huge momentum in the last three decades. This has given involvement to the economic growth in the country.

REVIEW OF LITERATURE

Sujata Kumari(2017), Problems faced by Rural Women Entrepreneurs of Rajasthan, the study was undertaken in the rural areas of Rajasthan. The total population used for the study is 60 rural women entrepreneurs. The study conducted to find out the problems faced by them. The result of the study was financial and marketing were the major problem factor for the rural women entrepreneurs.

Dr. Vijayshree(2011), A Study on problems and prospects of women entrepreneur in informal market in Chennai. The findings of the study revealed that finance and cultural factors was the major constraints for the growth of women. The study highlighted the problems faced by rural women entrepreneurs in informal market. The researcher has used non-probability convenience sampling technique.

Aishwarya Mishra (2018), Entrepreneurial Behaviour of Rural Women in Cuttack District of Odisha, The study was conducted to assess the entrepreneurial behaviour of the selected women entrepreneurs. The study examines the socio-economic and political condition and constraints of women entrepreneurs. The study was conducted with 100 women entrepreneurs. The findings revealed that participation in training and extension programmes helps them to update their skills based on the present situation.

Amutha (2014), Analytical study of Rural Women Entrepreneurship to Enhance Income-Reference to Tuticorin District, The study discusses about the socio-economic background of selected women.

Priyanja Sharma (2013), Development of women entrepreneurship. The study focused on the development ways for women entrepreneurs. The findings revealed that by providing better educational facilities, by adequate training program the women entrepreneurs may find it easy to compete in the present scenario.

OBJECTIVES OF THE STUY

- To study the demographic profile of rural women entrepreneurs.
- To discuss the factors influencing the rural women entrepreneur to start up a business.

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- To discuss the major problems faced by women entrepreneurs.

METHODOLOGY

The primary data was collected from women entrepreneurs using structured questionnaire. The collected data has been tabulated and analyzed using simple percentage test.

Sample: 74 rural women entrepreneurs were selected from the district to study and evaluate their problems faced by them, and factors influencing for rural women entrepreneurs to start by a business.

As per the Census period 2011-2019 the population of Madurai is 60.78 percent lives in urban regions of district. In total 1,846,801 people lives in urban areas of which males are 925,228 and females are 921,573. As per the census 39.22 % population of Madurai districts lives in rural areas of villages. The total Madurai district population living in rural areas is 1,191,451 of which males and females are 601,247 and 590,204 respectively. In rural areas of Madurai district, sex ratio is 982 females per 1000 males. Literacy rate in rural areas of Madurai district is 74.14 % as per census data 2011. Gender wise, male and female literacy stood at 83.59 and 64.59 percent respectively. In total, 788,090 people were literate of which males and females were 446,459 and 341,631 respectively.

ANALYSIS AND DISCUSSION

TABLE 1: DEMOGRAPHIC PROFILE OF RURAL WOMEN ENTREPRENEUR

AGE		
VARIABLES	FREQUENCY	PERCENTAGE
20-29 years	19	25.66
30 - 39 years	34	45.95
Above 40 years	21	28.39
Total	74	100
LEVEL OF EDUCATION		
Illiterate	10	13.51
Primary	13	17.57
Secondary	24	32.43
Higher Secondary	13	17.57
Under Graduate	14	18.92
Total	74	100
MARITAL STATUS		
Widow	27	36.49

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Married	29	39.19
Un married	18	24.32
Total	74	100
NATURE OF FAMILY		
Nuclear	57	77.03
Joint	17	22.97
Total	74	100
FAMILY SIZE		
Less than 3	8	10.81
3 to 5	57	77.03
Above 5	9	12.16
Total	74	100

Source: Primary Data

The demographic profile of the respondents are major respondents are from the age group of 30-39 years, 32.43% of the women are secondary level education, 39.19% are Married, the rural women entrepreneurs major constraint is financial distress because of the 77.03% are living as nuclear family with the family size of 3 to 5.

TABLE: 2 FACTORS INFLUENCING THE RURAL WOMEN ENTREPRENEUR TO START UP A BUSINESS

FACTORS	MEAN VALUE	RANK
Support for the family	4.67	II
Seeking Independence	8.02	VII
To achieve in the present scenario	7.66	VI
Self actualization	7.14	V
Economic Compulsion	4.57	I
To earn additional income	5.74	III
Government Policies	8.74	VIII
Not finding a job	6.67	IV

Source: Primary data

From the result of Table 2, the women plays a major role in the family, the factors which influence the rural women entrepreneurs to start up a business is because of Economic compulsion to support their family.

TABLE: 3 PROBLEMS OF RURAL WOMEN ENTREPRENEURS

FACTORS	MEAN VALUE	RANK
Lack of financial assistance	4.33	I
Imbalance between family & business	6.13	V
Lack of awareness about government programmes	4.75	II
Failure of training of skill	7.92	IX
Lack of market knowledge	7.54	VIII
Lack of self-confidence	5.15	III
Male-Female competition	5.57	IV
Lack of knowledge on technology	6.38	VI
Inadequate of Information	6.57	VII

Source: Primary data

From the result of Table 3, the major problems faced by the women entrepreneurs as per the mean value is the lack of financial assistance is the one of the most major problems faced by the women entrepreneurs with the mean value of 4.33.

SUMMARY AND CONCLUSION

From the study conducted in Madurai, the major points reflected from the study is, because of economic compulsion of women entrepreneurs to start up a business and the major problem faced by the women entrepreneur is lack of financial assistance. Rural women entrepreneurs are not aware of the schemes introduced by the government. A woman plays a predominant role in all the families. A woman who accepts the challenges is to meet her personal needs. The suggestion given by the rural women entrepreneur was educational venture can take initiative to increase the knowledge of women in rural area. The entrepreneurial women should have a strong desire to do the positive works. The desire is an inbuilt quality of a woman. They are involved in all level of activities. Women are the backbone of our country. The Government should take some initiative to move the rural women entrepreneurs to medium scale business.



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