

Issues And Challenges Of Home Based Women Entrepreneurs In Salem, Tamilnadu

Dr.K.Jayapriya,

Abstract: Entrepreneurs play a significant role in economic growth of a nation and also improve the living standards of the people at a larger context. Individuals with self-confidence work hard to build a strong economy for their improvement and generate employment for others too. They also become independent by doing entrepreneurial work in various forms and levels. Indian government has taken many initiatives such as make in India, Start-up India, etc. to add wings to entrepreneurs to promote their business activities. Entrepreneurial activities are of various types like business related, trade related, agricultural activities, corporate entrepreneurs, technical entrepreneurs, home-based entrepreneurs, etc. From small start-ups to big corporate, the activities carried by them and their personality traits remain the same. But the challenges faced by them differ. Home-based entrepreneurs are also called as homepreneurs. The business carried out by homepreneurs can be anything from baking some eatables at home, fashion designing or catering, etc. They stay at home and make themselves as entrepreneurs, self-dependent and generate employment opportunities also for others. In home-based business owner's home becomes the primary office for all the business related activities.

Index Terms: Issues, Challenges, Home-based, Women Entrepreneurs, Constraints, Small business, Awareness

1 INTRODUCTION

Women get empowered and independent by becoming an entrepreneur. In the process of women entrepreneurship, women folks take initiatives to start a business, generate funds, and manage the resources, risk and challenges and finally become independent to manage a complete business. One third of the entrepreneurs on the planet is women. But in India, still there is a long way to go. Tamil Nadu has more number of women entrepreneurs in India when compared to any other states. Kerala and West Bengal stood next to Tamilnadu respectively second and third by having more number of women entrepreneurs (sify.com). The small business owners running their possible business enterprises from their home is referred as home-based entrepreneurs. Home-based entrepreneurs are present in the business in our country for many centuries. But, they are not following a strategic approach to conduct their business activities pertaining to marketing, generating funds & investments etc. The present generation entrepreneurs get awareness through various sources are now felt the importance of strategic approach to conduct the business in a more formal way. Stitching, embroidery, handicrafts, wet grinding, binding, making agarbathis, papads, catering services, running restaurants, snack bars, pickle manufacturing are the general business activities taken by women. This study focuses to understand the challenges, constraints and problems faced by the women entrepreneurs having home-based enterprises in Salem district of Tamilnadu.

2 OBJECTIVES

To analyze the issues and challenges faced by home-based women entrepreneurs.

3 REVIEW OF LITERATURE

Sunanda & Hiremani Naik (2017) discussed the vital factors that motivate women to become successful entrepreneurs. People who can face challenges are into the ball game of entrepreneurship. Personal and financial elements drive women to be independent through entrepreneurship. To become financially independent and rich, to implement their business ideas, desire to become the owner of a firm, desire to work for themselves instead of for others and attraction towards the recent start-up culture are some of the factors that drive women entrepreneurs. Even in the start-up era, the following challenges are felt by women in their entrepreneurial career. Lack of finance, training, education, network and marketing, support, credibility and human resources, difficulties in acquiring raw materials and competition. (Sunanda V M & Hiremani, 2017) Hemalatha (2012) conducted a study in Kerala to understand the skill development of rural women with the support of Self Help Groups operating in different parts of the state. The author opined that creation of groups and the subsequent establishment of microenterprises by them is an indication that SHGs will bring in a positive influence in the society. Strengthening the expertise, creating opportunities for them will ensure their growth and contribution to the society. Participation in SHG has increased the confidence of rural women to face difficulties, adversative situations and bring a change in their lifestyle. The researcher further suggested that government should take necessary action to provide financial support, motivational training and marketing support, the effective monitoring system to further boost their confidence and to contribute to the development of the nation. (Hemalatha, 2012) Soni Kumari (2012) specified that fifty percent of the world women population owns only one percent of the world's property. Their involvement in economic development is not well considered and measured. Many researchers have opined that women entrepreneurship was neglected. Less encouragement has led to less contribution to business, leadership and trade. They are paid 25 percent fewer wages than men in spite of laws and regulations according to United Nations. Present conditions are favourable to women entrepreneurs to prove their entrepreneurial talent and productivity. Political advancements have a considerable role in the changing environment in encouraging women

-
- Ms.K.Jayapriya , Assistant Professor, Department of MBA Gnanamani College of Technology, Namakkal, PH-8870121670., E-mail:priyakrishnasamy90@gmail.com

entrepreneurship. Women's role is vital for the economic growth of the nation, social progress and overall development. The explicit role of women in the economic growth has not been set but the need for their participation is felt by themselves. Increase in female literacy rate, awareness and interest to be economically independent is a good sign for women entrepreneurial development. (Soni, 2012) Kumar et al. (2013) in their work 'The Role of Women Entrepreneurship in Modern World' recommends that womenfolk are most likely to select entrepreneurship in retail trade, restaurants, hotels, education, cultural, cosmetics, health insurance and manufacturing in the study area. Effective women entrepreneurs perform the influential role in encouraging women to pick entrepreneurship as their career. Career choice, the aspiration to improve quality of life for their kids, takes part in financial responsibility, managing work with personal responsibilities on the family front or sudden demise of the spouse are other motivational factor specified in this research study. (Kumar, Mohan, Vijaya, & Lokewshwari, 2013) Das (2000) conducted a research study on women entrepreneurs of small and medium Scale enterprises in two states of India, viz. Tamil Nadu and Kerala and mentioned the challenges faced by women entrepreneurs. The primary difficulties faced by women entrepreneurs are pretty similar to the faced by women entrepreneurs in western countries. However, women entrepreneurs in India faced lesser work-family conflict compared to westerners and also they differ from them in starting firms and succeeding in their business. But the trends are similar to Indian context in Asian countries such as Indonesia and Singapore. But when it comes to productivity, results and profitability women entrepreneurs of western countries are far ahead than Indian women entrepreneurs. (Das, 2000)

4 METHODS AND MATERIALS

This research is based on the primary data collected in Salem, Tamilnadu. The Primary objective of the research is to analyse the issues and challenges faced by home-based women entrepreneurs. The Respondents for the research is selected based on convenience sampling and the research carried out the sample of 260 respondents in Tamilnadu. The data has been collected through questionnaire. Descriptive and Weighted average analysis is used for the data analysis.

5 RESULTS AND DISCUSSION

1. Descriptive Analysis

Particulars	Demographic Variables	No. of Respondents	Percentage
Age	less than 20 years	22	8
	20 to 30 years	86	33
	30 to 40 years	68	26
	40 to 50 years	66	25
	Above 50 years	18	7
Educational Qualification	No formal education	73	28
	SSLC	63	24

	Higher secondary	51	20
	Graduation	39	15
	Post-graduation	34	13
Marital Status	Married	117	45
	Unmarried	143	55
Family Background	Joint family	88	34
	Nuclear family	172	66
Place of Birth	Rural	126	48
	Urban	134	52
Occupation of husband	Business	14	5
	Private employee	88	34
	Government employee	32	12
	Agriculture	83	32
	Entrepreneur	43	17
Size of the family	2 members	37	14
	3-5 members	142	55
	Above 5 members	81	31
Income (per month)	Rs.5000-10000	94	36
	Rs.10001-20000	101	39
	Rs.20001-30000	43	17
	Above Rs. 30000	22	8

Source: Primary Data

2. Weighted Average

Factors that influenced Home based women entrepreneurs to involve in the business

S.N	Factors	SA	A	N	DA	SDA	Total
1	Personal Ambition and Dream	92	62	51	36	19	260
2	Financial Conditions & Compulsion	29	15	56	71	89	260
3	Livelihood	83	64	46	37	30	260
4	To be independent (Autonomy)	86	69	57	34	14	260
5	As Hobby	16	19	41	87	97	260
6	Influence of Family Members	14	21	56	81	88	260
7	Role models	86	77	65	14	18	260
8	To keep away from monotonous Job	91	64	41	38	26	260
9	Financial Advancement (To earn more)	81	76	58	26	19	260

Source: Primary Data

S. N	Factors	SA	A	N	DA	SDA	Total
1	Personal Ambition and Dream	460	248	153	72	19	952
2	Financial Conditions & Compulsion	145	60	168	142	89	604
3	Livelihood	415	256	138	74	30	913

4	To be independent (Autonomy)	430	276	171	68	14	959
5	As Hobby	80	76	123	174	97	550
6	Influence of Family Members	70	84	168	162	88	572
7	Role models	430	308	195	28	18	979
8	To keep away from monotonous Job	455	256	123	76	26	936
9	Financial Advancement (To earn more)	405	304	174	52	19	954

Source: Primary Data

S.N	Factors	Total	Weighted Average Score	Weighted Rank
1	Personal Ambition and Dream	952	3.66	4
2	Financial Conditions & Compulsion	604	2.32	7
3	Livelihood	913	3.51	6
4	To be independent (Autonomy)	959	3.69	2
5	As Hobby	550	2.12	9
6	Influence of Family Members	572	2.20	8
7	Role models	979	3.77	1
8	To keep away from monotonous Job	936	3.60	5
9	Financial Advancement (To earn more)	954	3.67	3

Source: Primary Data

6 CONCLUSION

A research on issues and challenges faced by home based women entrepreneurs was conducted in Salem district. The results of this descriptive study are indicative to home based women entrepreneurs. Women now constitute as a pivotal force in contributing to the economy of the country by involving themselves in entrepreneurial activities. They can perform better if the constraints faced by them are reduced or eliminated. Entrepreneurship is a dynamic process; therefore studies on entrepreneurship should be conducted to track the changes and requirements based on changes. It is justified through the need for the study is significant by understanding the problems faced by home based women entrepreneurs. They are facing problems at all the levels viz. business, family, finance, product development, marketing the product, human

resources in supporting them and also form the society.

7 ACKNOWLEDGMENT

I express my sincere thanks to all my friends, family and faculty members for their help and continuous support and made the research a valuable experience.

8 REFERENCES

- [1] A.B. Siddiqui (2012), "Problems Encountered by Women Entrepreneurs in India", International Journal of Applied Research & Studies, Vol. 19(2), pp- 1-11.
- [2] Afrin, Sharmina, Nazrul Islami & Shahid Uddin Ahmed (2008), "A Multivariate Model of Micro Credit and Rural Women Entrepreneurship Development in Bangladesh", International Journal of Business and Management, Vol.3(8), pp. 169-185.
- [3] Bhagwandas. (2012, February 12). Policy for Home Based Workers Sought, The Newspaper accessed on February 12,2012.
- [4] Das, D. (2000). Problems Faced by Women Entrepreneurs. New Delhi: Vikas Publishing House.
- [5] DionD.Shaw (2010), Homepreneurs, <http://www.sba.gov/smallbusinessplanner>
- [6] Fielden, S. L. and Davidson, M. (2006) International Handbook of Women and Small Business Entrepreneurship (Part 4). London: Edward Elgar Publishing.
- [7] French, M (2009), "From Eve to Dawn: A History of Women", Feminist Press, New York
- [8] Ghosh, P., & Cheruvalath, R. (2007), "Indian Female Entrepreneurs as Catalysts for Economic Growth and Development", The International Journal of Entrepreneurship and Innovation, Vol. 8(2), pp. 139-148.
- [9] Higgins Benjamin (1961), Economic Development, Central Book Depot, Allahabad, p.88.
- [10] Hemalatha, A. (2012). Skill Development of Women Micro Entrepreneurs- A Study among self help Group members in Kerala. Asia Pacific Journal of Marketing and Management Review, 1(3), 113-120.
- [11] Jamali, D. (2009). Constraints and Opportunities facing women entrepreneurs in developing countries - A Relational Perspective. Gender in Management: An International Journal, 24(4), 232-251.
- [12] Kanmony, J. C. (2010) Self Help Groups and Economic Empowerment. In Dalits and Tribes of India, 159-174. New Delhi: Mittal Publications.
- [13] Kumar, S., Mohan, H., Vijaya, C., & Lokeshwari, N. (2013). The Role of Women Entrepreneurship in Modern World. International Journal of Current Engineering and Technology, 1.
- [14] Mahajan S. (2013), "Women Entrepreneurship in India", Global Journal of Management and Business Studies. Vol.3(10), pp-1143-1148
- [15] Manisha Mani1 & Alka Vasan (2000), "SWOT Analysis of Innovative Rural Indian Women Dairypreneurs", International Journal of Innovation and Scientific Research ISSN 2351-8014 Vol. 10 (2), pp. 552-555
- [16] Mohammed, Z. A., M, & Mohammed, M. H. (2013). Woman Entrepreneurs of Small and Medium Enterprises in Rajshahi Are: Opportunities and Challenges. International Journal of Scientific and Research, 3(8), 1-13.
- [17] Orhan, M., Scott, D. (2001), "Why Women Enter into

- Entrepreneurship: An Explanatory Model”, *Women in Management Review*, Vol. 16 (5), pp. 232-243.
- [18] Priyanka, T., & Tripathy, P. (2017). Assessment of factors affecting the performance of women entrepreneurs in MSE in Polosara District of Ganjam Odisha. *British Journal of Economics, Management & Trade*, 17(3), 1-11.
- [19] Rajani, N. (2008), “Management Training Needs of Women Entrepreneurs”, *Anthropologist*. Vol. 10(4), pp. 277-281.
- [20] Sathish, K. A., & Rajesh, M. (2017). Opportunities and Challenges of Women Entrepreneurship: An Overview. *IOSR Journal of Business Management*, 19(3), 99-104.
- [21] Sharma, Y. (2013). “Women Entrepreneur in India”, *IOSR Journal of Business and Management*, Vol. 15 (3), pp- 9-14
- Soni, K. (2012). Challenges and Opportunities for Women Entrepreneurship in India under Globalization. *Journal of Business and Management*, 5(2), 29-35.
- [22] Soni Kumara (2012), “Challenges and Opportunities for Women Entrepreneurship in India under Globalisation, *Journal of Business and Management*, Vol. 5(2), pp-29-35
- [23] Sudarshan, Ratna M & Shalini Sinha (2011), “Making Home-Based Work Visible: A Review of Evidence from South Asia”, Working paper by International Labour Organization of Women in Informal Employment Globalizing and Organising, Vol. 19, pp. 1-22.
- [24] Sunanda V M, & Hiremani, N. R. (2017). A Conceptual Framework on Role of Women entrepreneurs in development of Indian economy. *IOSR Journal of Business and Management*, 19(8), 42-45.
- [25] Swierczek, F., Ha, T. T. (2003), “Motivation, Entrepreneurship, and Performance of SMEs in Vietnam”, *Journal of Enterprise Culture*, Vol. 11(1), pp. 47-68.
- [26] T. Vijayakumar & B. Naresh (2013), “Women Entrepreneurship in India – Role of Women in Small and Medium Enterprises”, *Trans Asian Journal of Marketing & Management Research*, Vol. 2(7), pp- 13-24.
- [27] Tamilarasi R. (2013), “Constraints of Women Entrepreneurs in Salem District”, *Asia Pacific Journal of Marketing & Management*, Vol.2 (8), pp. 69-76.
- [28] Uma Devi R. (2014), “Challenges and Constraints faced by Women Entrepreneurs in India: an Analysis”, *International Journal of Marketing, Financial Services & Management Research* Vol.3 (2), pp. 39-56
- [29] Veena, M. (2014), “Managerial Performance of Women Entrepreneurs in Mysore District”, PhD Thesis. University of Mysore.
- [30] Waghmare, A.B. (2012), “Women Entrepreneurship”.1st Edition, Himalaya Publishing House, Delhi, India.