

**MOTIVATIONAL FACTORS TO START THE BUSINESS BY RURAL WOMEN
ENTREPRENEURS**

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ABSTRACT

The economic development of any country depends on the physical resources it is having and also the development and utilization of its human resources. It includes both men and women. In India, women constitute around 50 per cent of the total population and they are playing vital role in boosting the economic development. Entrepreneurs are usually opting for entrepreneurship due to the dual benefits of an income coupled with flexibility at work. Women entrepreneurs have to devote her time to family and work. Efficient planning ensures success in business and the family because she has to balance family and the work properly. Rural women entrepreneurs accounts for 30.31 percent of women entrepreneurship in India. Women entrepreneurs are having common activities such as tailoring, cloth shop, provision store, pickle and papad, sweets and savouries, bakery and tea stall and the like. Women entrepreneurs are growing in the rural area of Pollachi Taluk. The present study analyse the socio-economic profile of the rural women entrepreneurs in Pollachi Taluk and to examine the business profile of women entrepreneurs. Also, it will identify the motivational factors which encourage the women entrepreneurs to start the business. Both questionnaire and interview schedule method has been adopted according to the convenience of the respondents. The women entrepreneurs are selected by using convenience sampling method. The sample size was 250 in number covering villages of Pollachi Taluk. The data have been analysed through simple percentage analysis and Friedman rank analysis. The results indicate that desire to do business is ranked as the first factor followed by economic independence, social status, self-identification, family background, supplement family income and the like. Women have capacity and capability to contribute to economic development of the country. The women entrepreneurs are having own initiation to start the business and most of them are first generation entrepreneurs indicates the women are come forward to start the business. So policies and programs have to be framed and implemented by the government accordingly to encourage the women to start the business and further to support them to stand in the business which creates a good environment among the women entrepreneurs in rural areas and contribute more to the family and uplift the nation.

Keywords:

Women Entrepreneurs, Economic Development, Business, Rural area, Government Policies

Introduction

The economic development of any country depends on the physical resources it is having and also the development and utilization of its human resources. It includes both men and women. In India, women constitute around 50 per cent of the total population and they are playing vital role in boosting the economic development. Business involves more risk. Families play an integral role in every woman entrepreneur's journey – right from choosing the career path to till providing with resources and support. Entrepreneurs are usually opting for entrepreneurship due to the dual benefits of an income coupled with flexibility at work. Women entrepreneurs have to devote her time to family and work. Efficient planning ensures success in business and the family because she has to balance family and the work properly. It will help in leading a more fruitful family life. In order to encourage them and bring out their potential out it is necessary to formulate policies and also strengthen the existing policies and it includes stimulating, supporting and sustaining their efforts. Stimulating activities include entrepreneurial education and training through this they may be motivated and the supporting activities

include by giving assistance to the entrepreneurial activities. Sustaining activities include helping the enterprise for smooth running and thereby prevent its closure.

Father of our nation Mahatma Gandhi had a conviction by saying that "If village perishes, India will perish too" and that 'the progress of the country lies in the development of majority of its rural villages, the rural economy, industry and rural skills'. Rural women entrepreneurs accounts for 30.31 percent of women entrepreneurship in India. Women entrepreneurs are having common activities such as tailoring, cloth shop, provision store, pickle and papad, sweets and savouries, bakery and tea stall and the like. Women entrepreneurs are growing in the rural area of Pollachi Taluk .

Review of Literature

Geetha and Rajani (2017) studied the factors motivating women to become entrepreneurs in Chittoor district. They discovered seven factors which motivated women strongly to become entrepreneurs were generation of income, economic independence, interest, self-dependent, family encouragement, social status and self prestige out of sixteen attributes.

Bhavani (2018) attempted to study the influence of motivational factors on women entrepreneurs at Mysore district, India. It was identified that influencing factor to start their business in Mysore district by women were self accomplishment followed by hygiene factors, knowledge and skills, time and profit, independence, family and government support and enjoy more responsibility in family business. Most of the women entrepreneurs belong to first generation and the second generation entrepreneurs who have continued the business because of their family either by their parents and by the family they got married.

Shyamala and Benjamin Chirstopher (2018) studied the factors influencing the women to enter in to the business. They found that majority of the women entrepreneurs have entered into business to earn more income, to gain self identity and to supplement additional income for their family.

Parvin Banu (2020) made a study on the motivational factors towards women entrepreneurship with reference to Coimbatore city. The results implied that most of the women entrepreneurs were in production sector preferring term loan. Most of them were willing to start business and majority of them having an interest in starting their own business, connection with people and contact other entrepreneurs for business purposes. Most of the women entrepreneurs were running their business successfully and increasing the salary of workers and hard working as compared to men. Economic independence, infrastructure facilities, making their own decision towards stating their own business are the factors motivating women entrepreneurship.

Tri Siwi Agustina and Nan Hlaing Hlaing Myint and Windijarto (2020) conducted a study on "Entrepreneurship Motivation of Woman Entrepreneurs in Small and Medium-Sized Enterprises in Mandalay, Myanmar". They observed that the influence of push factors like unemployment, underemployment, supporting family income, the need to accommodate work and home roles, and no reliable man in family and pull factors like the desire of achievement, the desire of being own boss and independence as motivation for women entrepreneurs in Mandalay undergo entrepreneurship. On comparing, the women entrepreneurs were motivated by more on pull factors such as different family background, education, ability, environment and conception than push factors.

Ylvije Boriçi Kraja and Alba Berberi (2023) attempted to investigate and analyze the impact of motivational factors on female entrepreneurship. The results indicated that independent, working on scarce jobs, and working from home were the main motivational factors in Albania. There existed a positive correlation between motivational factors and the female business performance.

Statement of the Problem

According to a survey by Bain & Company, more than 45 per cent of Indian women in rural areas were driven to start a business to gain recognition and Women-led start-ups provide 35 per cent higher Return on Investment as compared to those led by men and they run very efficiently because

businesses led by women require less investment but generate higher net revenue, women are great multi-taskers, women entrepreneurs are known to take more risks and women have a dynamic ability to adapt. There are many factors which may drive women to step into entrepreneurship.

There are many factors which may drive women to step into entrepreneurship. Apart from earning money the other factors, such as desire to do business, to exhibiting their skills, social status, self identification also motivates women to enter into business. Generating employment is the new vision of women entrepreneurs now a days which bring upliftment to the society in turn the economy. Employment generation is the perspective of women to start the business now a day. By taking all these perspectives a study has been conducted to identify the motivational factors which encourage women to start business in Polachi Taluk.

Objectives of the Study

Based on the statement of the problem the following objectives are framed.

- ✓ To analyze the socio-economic profile of the Rural Women Entrepreneurs in Pollachi Taluk
- ✓ To examine the business profile of Women Entrepreneurs
- ✓ To identify the motivational factors which encourage Women Entrepreneurs to start the business.

RESEARCH METHODOLOGY

Data related to the present were collected from both primary and secondary sources. The structured questionnaires yielded primary data whereas websites and printed sources supplied the secondary data. Both questionnaire and interview schedule method has been adopted according to the convenience of the respondents. The respondents are selected based on convenient sampling method. The questionnaire is focused on socio economic profile, business profile of the women entrepreneurs, factors that driven towards entrepreneurship and their success factors and problems faced by them while running the business. The sample size was 250 in number covering villages of Pollachi Taluk. The data have been analysed through Simple Percentage Analysis, Fried Man Rank Analysis, Chi-square Test, ANOVA and Correlation.

ANALYSIS OF DATA

Table 1 : Socio-economic Profile of Women Entrepreneurs

Factor	Components	No. of Respondents	% Percentage
Age	Age Up to 30 years	72	28.8
	31 years – 35 years	81	32.4
	36 years – 40 years	52	20.8
	41 years – 45 years	26	10.4
	Above 45 years	19	7.6
Educational Qualification	Illiterate	23	9.2
	Up to Primary	53	21.2
	Up to High School	68	27.2
	Up to Secondary	39	15.6
	Diploma	20	8.0
	Graduation	44	17.6
	Post Graduation	3	1.2
Personal Income (Per Month)	Up to Rs.5,000	28	11.2
	Rs.5,001 – Rs.10,000	112	44.8
	Rs.10,001- Rs.15,000	65	26.0
	Rs,15,001- Rs.20,000	30	12.0

	Above Rs. 20,000	15	6.0
Family Income (Per Month)	Up to Rs.20,000	64	25.6
	Rs.20,001 – Rs.40,000	107	42.8
	Rs.40,001 – Rs.60,000	41	16.4
	Rs. 60,001 – Rs. 80,000	22	8.8
	Above Rs. 80000	16	6.4
Marital Status	Married	218	87.2
	Unmarried	32	12.8
Type of Family	Joint	112	44.8
	Nuclear	138	55.2
Total Members in the Family	Up to 2	25	10.0
	3 – 4	168	67.2
	5 – 6	49	19.6
	Above 6	8	3.2
Earning Members in the Family	Up to 2	164	65.6
	3 – 4	72	28.8
	5 – 6	12	4.8
	Above 6	2	0.8

Source: Primary Data

Table-1 depicts that the socio-economic profile of the women entrepreneurs hailing in Pollachi Taluk. 32.4% of the respondents are belonging to the age group of 31 years to 35 years. 27.2% of the women entrepreneurs are completed high school education. The personal monthly income of the respondents is ranges between Rs.5,001 and Rs.10,000 accounts to 44.8% and their family income per month range between Rs.20,001 and Rs.40,000 shows 42.8%. Majority 87.2% of the women entrepreneurs are married and 55.2% of them living in nuclear family and 67.2% of the women entrepreneurs are having 3 to 4 earning members in their family. Most of the women entrepreneurs are having up to 2 earning member in their family.

Table 2 : Business Profile of Women Entrepreneurs

Factor	Components	No. of Respondents	% Percentage
Type of Business	Fancy	32	12.8
	Flower shop	19	7.6
	Tailoring	46	18.4
	Restaurant	11	4.4
	Cloths shop	22	8.8
	Provision store	31	12.4
	Handicraft	3	1.2
	Pickle and puppet	7	2.8
	Sweet	8	3.2
	Bakery and tea	26	10.4
	Vegetable vending	25	10.0
	Milk and diary	8	3.2
	Mutton	8	3.2
Others	4	1.6	
Source of Motivation to Start the Business	Self	161	64.4
	Spouse	34	13.6
	Parents	38	15.2
	Friends and Relatives	17	6.8

Type of Business Enterprise	Proprietorship	168	67.2
	Partnership	82	32.8
First Generation of Entrepreneurship	Yes	163	65.2
	No	87	34.8
Previous Experience	Yes	109	43.6
	No	141	56.4
Years of Experience	Less than 1 year	55	22.0
	1 – 5 years	112	44.8
	6 years - 10 years	52	20.8
	More than 10 years	31	12.4
Time Spent for Business (in Hours)	Up to 4	31	12.4
	5 - 8	110	44.0
	Above 8	109	43.6
Source of Fund	Own Fund	54	21.6
	Borrowed Fund	44	17.6
	Both	152	60.8
Capital Invested (Rs.)	Below Rs.25,000	71	28.4
	Rs.25,001 – Rs.50,000	104	41.6
	Rs.50,001 – Rs.75,000	41	16.4
	Rs.75,001 – 1,00,000	22	8.8
	Above Rs.1,00,00	12	4.8
Sources of Borrowings	Spouse	25.2	25.2
	Relatives and Friends	37.6	37.6
	Commercial Banks	16	16
	Co-operative Banks	7.2	7.2
	Financial Institutions	11.2	11.2
	Money Lenders	25.2	25.2
Sales Turnover (Per Year)	Up to Rs.50,000	36	14.4
	Rs.50,001 - Rs.1,00,000	47	18.8
	Rs.1,00,000 – Rs.1,50,000	28	11.2
	Rs.1,50,001 – Rs. 2,00,000	37	14.8
	Above Rs. 2,00,000	102	40.8
Mode of Sales	Cash	95	38.0
	Credit	5	2.0
	Both	150	60.0
Annual Profit (Per Year)	Up to Rs. 25,000	16	6.4
	Rs.25,001 – Rs.50,000	36	14.4
	Rs.50,001 – Rs.75,000	81	32.4
	Rs.75001 – Rs. 1,00,000	34	13.6
	Above Rs.1,00,000	83	33.2
Family Members' Support	Yes	225	90.0
	No	25	10.0
Form of Support	Manual	75	30.0
	Mental	26	10.4
	Both	146	58.4
Distribution of Business Income	Family Expenses	166	66.4
	Personal Savings	119	47.6

	Re-Investment in business	78	31.2
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Table 2 shows that most of the women entrepreneurs are engaged in tailoring business and they motivated to start the business by themselves. 67.2% of the women entrepreneurs are running the business under sole proprietorship. 65.2% of them are first generation entrepreneurs which support the findings of Bhavani (2018) and 56.4% of them are not having any previous experience in business in contrast to the finding of Vargheese Antony Jesurajan (2011). 44.8% of the women entrepreneurs are having an experience between 1 and 5 years in their business and they spent time from 5 hours to above 8 hours slightly contrast with Vargheese Antony Jesurajan (2011). 60.8% of the women entrepreneurs are depending both own fund and borrowings for their investment in business are in line with similar findings of Vargheese Antony Jesurajan (2011), Isaree Karnreungsiri and Nattaya Praditsuwan (2017) and 41.6% of them invested Rs.25,001 to Rs.50,000 in business. Most of the women entrepreneurs are borrowing amount from relatives and friends as compared to other means.

The sales turnover of the 40.8% of the women entrepreneurs shows that above Rs.2,00,000 and 60% of them doing both cash and credit sales in line with the findings of Vargheese Antony Jesurajan (2011). 33.2% of the women entrepreneurs are recorded above Rs.1,00,000 as their profits annually. 90% of the women get help from their family members which supports the findings of Vargheese Antony Jesurajan (2011), and out of which 58.4% receive both physical and mental help. Most of the women entrepreneurs are distributing their business income to family expenses followed by personal savings and re-investment in business.

Table 3 : Motivational Factors

S.No	Motivational Factors	Mean Value	Rank
1.	Desire to do Business	4.98	1
2.	Economic Independence	5.44	2
3.	Supplement family income	6.12	5
4.	Exhibiting my Skills	6.20	6
5.	Self-identification	5.47	3
6.	Social Status	5.44	2
7.	Family Background	5.82	4
8.	Employment Generation	7.63	9
9.	Continue Family Business	7.93	10
10.	Unemployment	7.15	7
11.	Leisure Time Activity	7.58	8
12.	Success of Friends and Relatives	8.24	11

Table 3 depicts the Friedman Rank Test for women entrepreneurs towards motivational factors to start the business were the level of significance is at 0.000 which shows that there is a relationship between the ranks given. It is known from the table, desire to do business is ranked as the first factor, economic independence and social status both are ranked as the second factor by women entrepreneurs, self-identification is the third factor, family background is the fourth factor, supplement family income is the fifth factor, exhibiting my skills is ranked as the sixth factor by women entrepreneurs, unemployment is ranked as the seventh factor, leisure time activity is ranked as the eighth factor, employment generation is ranked as the ninth factor, continue family business is ranked as the tenth factor, success of friends and relatives is ranked as the eleventh factor. Similar finding is available in the study conducted by Bhavani (2018) in which she found that the influencing factor to start the business by women entrepreneurs were knowledge and skills, time, independence. Geetha and Rajani (2017) discovered seven factors which motivated women strongly to become entrepreneurs were economic independence, self-dependent, family encouragement, social status and self prestige out of sixteen attributes. Parvin Banu (2020) found economic independence was the main factor for the women to start the business. Santika Timungpi and Ibemcha Chanu (2018) in which they found

that the women entrepreneurs were motivated by the factor to earn additional income, to support family, economic necessity, unemployment, independence, and to get social recognition.

Findings

The socio-economic profile of the women entrepreneurs shows that 32.4% of the respondents are belonging to the age group of 31 years to 35 years. 27.2% of the women entrepreneurs are completed high school education. The personal monthly income of the respondents is ranges between Rs.5,001 and Rs.10,000 accounts to 44.8% and their family income per month range between Rs.20,001 and Rs.40,000 shows 42.8%. Majority 87.2% of the women entrepreneurs are married and 55.2% of them living in nuclear family and 67.2% of them family is having 3 to 4 earning members in their family. Most of the women entrepreneurs are having up to 2 earning member in their family.

Most of the women entrepreneurs are engaged in tailoring business and they motivated to start the business by themselves. 67.2% of the women entrepreneurs are running the business under sole proprietorship. 65.2% of them are first generation entrepreneurs and 56.4% of them are not having any previous experience in business. 44.8% of the women entrepreneurs are having an experience between 1 and 5 years in their business and they spent time from 5 hours to above 8 hours. 60.8% of the women entrepreneurs are depending both own fund and borrowings for their investment in business and 41.6% of them invested Rs.25,001 to Rs.50,000 in their business. Most of the women entrepreneurs are borrowing amount from relatives and friends as compared to other means. The sales turnover of the 40.8% of the women entrepreneurs shows that above Rs.2,00,000 and 60% of them registered both cash and credit sales. 33.2% of the women entrepreneurs are recorded above Rs.1,00,000 as their profits annually. 90% of the women get help from their family members and out of which 58.4% they receive both physical and mental help. Most of the women entrepreneurs are distributing their business income to family expenses followed by personal savings and re-investment in business.

Motivational factors which influence the women entrepreneurs to start the business are desire to do business is ranked as the first factor, economic independence and social status both are ranked as the second factor by women entrepreneurs, self-identification is the third factor, family background is the fourth factor, supplement family income is the fifth factor, exhibiting my skills is ranked as the sixth factor by women entrepreneurs, unemployment is ranked as the seventh factor, leisure time activity is ranked as the eighth factor, employment generation is ranked as the ninth factor, continue family business is ranked as the tenth factor, success of friends and relatives is ranked as the eleventh factor.

Suggestions

The women entrepreneurs of Pollachi Taluk are having an own idea to start business which shows a good sign to the Indian economy. Most of them running the business on their own which showed they have many ideas to implement their own business without any hindrance. Most of them are not having previous business experience for them the government may open a new institution in rural areas which may exclusively provide training and new ideas to start a business and the bank may open a new department related encourage budding entrepreneurs of rural area. Most of them depend both own and borrowed fund for their business and the government may provide loans for subsidy to rural entrepreneurs. The government may be liberal in providing loans to rural women entrepreneurs which encourage them to increase their investment and do credit sales without much hindrance.

Conclusion

Women have both capacity and capability to contribute to economic development of the country. The women entrepreneurs are having own initiation to start the business and most of them are first generation entrepreneurs indicates the women are come forward to start the business. Being the first entrepreneurs, they need more support to start and run the business successfully. So, policies and

programs have to be framed and implemented by the government accordingly to encourage the women to start the business and further to support them to stand in the business which creates a good environment among the women entrepreneurs in rural areas and contribute more to the family and uplift the nation.

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CHALLENGES AND PROSPECTUS FACED BY RURAL WOMEN ENTREPRENEURS IN POLLACHI TALUK

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ABSTRACT

Women entrepreneurs have to face and overcome many obstacles. The main difficulties faced by women entrepreneurs are managing both business and family. They are neglected in Indian society. Women do very less business as compared to male entrepreneurship and managing less variety of industries. In rural area, scarcity of resources and lack of agricultural activities and employment opportunities may lead more women to start the business. The aim of the study is to examine the problems and challenges faced by rural women entrepreneurs in Pollachi Taluk. The sample rural women entrepreneurs are selected based on convenient sampling method. The sample size is 250 in number covering villages of Pollachi Taluk. The data have been analysed through Simple Percentage Analysis, Fried Man Rank Analysis, Chi-square Test. The rural women entrepreneurs faced lack of finance is the main problems followed by lack of education, stiff competition, low risk bearing capacity, lack of entrepreneurial skills, electricity shortage, heavy interest rates and the like. So, the government may give entrepreneurship training and give priority to loans extended to women entrepreneurs and concessions in interest rates too. This will enable rural entrepreneurs to take their business to next the level which is a welcome sign for the development of the Indian economy.

Key Words : Women Entrepreneurs, Entrepreneurship, Indian Society

INTRODUCTION

Women entrepreneurs have to face and overcome many obstacles. The main difficulties faced by women entrepreneurs are managing both business and family. They are neglected in Indian society. Women do very less business as compared to male entrepreneurship and managing less variety of industries. In rural area, scarcity of resources and lack of agricultural activities and employment opportunities may lead more women to start the business. Rural and urban women entrepreneurs face lot of problems in the initial period. On efficiently managing of these issues they turn to be successful in entrepreneurship. The success of any business depends on the risk taken by the entrepreneur. If the risk is more the success is high and vice-versa. Similarly, if they are willing to take more risk the satisfaction will also be more.

REVIEW OF LITERATURE

Fungai Ngoma Mauch *et al.* (2014) revealed that majority of the women entrepreneurs faced financial difficulties, competition, work – family balance conflicts and networking problems. Other challenges faced by them were education and skills, risk taking, traditional roles, technology and access to markets.

Sweta Saurabh (2015) observed that women entrepreneurs have average production skills and average entrepreneurial skills. Administration skills found to be low and integration skills are found to be good, that is personnel skills, communication skills, negotiation skills, co-ordination skills and the like. Most of the women entrepreneurs are having poor location of unit, tough competition from larger and established units, lack of transport facility, lack of rest and sleep, competitions from male counterparts and non-availability of raw material were the significant problems faced by entrepreneurs and they are aware of the support systems from banks but more of them are not aware of the support systems helping women entrepreneurs. Poonam Sinha (2016) examined the problems and prospects of women entrepreneurship in Uttarakhand. Majority of female entrepreneurs reported that the fear of failure was the main problem at the time of starting their enterprise followed by lack of confidence,

dependence on others, lack of risk bearing capacity, overburden by household responsibilities, lack of in-depth knowledge of business, role conflicts under estimation of self and lack of decision making.

Bhavani (2018) revealed that women entrepreneurs are having problem of finance, business challenges and competition, lack of management skills, family and education issues, problem of mobility, enterprise problems and personal problems. Anju Elizabeth Paul Chakkachamparabil (2018) expressed that low risk-bearing capacity was the major problem faced by women entrepreneurs followed by problem of finance, gender inequality, obsolescence of technology and resulting increase in cost of production and lack of education. Nyein Htet Aye (2019) found that challenges faced by women entrepreneurs were competition with large industries followed by lack of technology and lack of research and development and the least important were related to lack of government subsidies, inadequate government policy and lack of friendly. Danam Tressa (2020) disclosed that the gender discrimination factor is affecting the women to start and operate their business followed by lack of access to finance, lack of training and upgrading skills, lack of support or assistance and lack of access to information technology.

Nadiah Hanim Ismail *et al.* (2021) identified the push factors play a significant role as compared to the pull factors in motivating women entrepreneurship. The push factors are family factor, opportunity to change family lifestyle and family background and the pull factor is self-independence. Rani Therasa and Rajandran (2022) disclosed in their study that the major problems identified with the women entrepreneurs were difficult to get a loan from the bank, supply related issues, lack of self-confidence, lack balance in family as well as their business. Jeevaratnam Jane *et al.*, (2023) disclosed that there was no significant difference between age groups with regards to the gender inequality, start-up problems, lack of financial support, socio cultural barriers, personal attributes, psychological attributes, obsolescence of technology and risk preferences. It showed that social and cultural, financial and skill-related challenges were the most difficult for women entrepreneurs to overcome. Culture and society are held back by the way people view/women and their role in it. In addition to the other issue, it was observed that financial problems have a significantly negative effect on rural women entrepreneurs.

STATEMENT OF THE PROBLEM

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 women are converting their position from job seekers to job giver. The government has realized the importance of women entrepreneurship and it offers variety of programmes for the benefit of women entrepreneurs. Women entrepreneurs have not been able to achieve their full potential in a male dominated business society due to the various constraints they face in their endeavour to set up viable business ventures. Moreover, rural women entrepreneurs face several problems as compared to urban entrepreneurs. They have fewer facilities in the rural area as compared to urban area, in addition to this, they face other problems such as lack of education, low risk bearing capacity, lack of finance, stiff competition, difficult to balance work and life, lack of communication skill and the like. This study aims to find out the problems faced by rural women entrepreneurs.

OBJECTIVES OF THE STUDY

Based on the statement of the problem the following objective is framed.

- The aim of the study is to examine the problems and challenges faced by rural women entrepreneurs in Pollachi Taluk.

RESEARCH METHODOLOGY

Data related to the present were collected from both primary and secondary sources. The structured questionnaires yielded primary data whereas websites, newspapers and printed sources

supplied the secondary data. Both questionnaire and interview schedule method has been adapted to collect data from the respondents. The sample rural women entrepreneurs are selected based on convenient sampling method. The questionnaire is focused on socio economic profile, business profile of the women entrepreneurs, factors that driven towards entrepreneurship, their success factors and problems faced by them while running the business. The sample size is 250 in number covering villages of Pollachi Taluk. The data have been analysed through Simple Percentage Analysis, Fried Man Rank Analysis, Chi-square Test.

ANALYSIS OF DATA

PROBLEMS FACED BY WOMEN ENTREPRENEURS

Rural women entrepreneurs face many problems such as lack of education, low risk bearing capacity, lack of finance, stiff competition, difficult to balance work and life, lack of communication skill, lack of entrepreneurial skills, heavy interest rates, shortage of electricity, infrastructural problem and lack of awareness about government scheme. The Fried Man Rank Test is adopted to find out the problems faced by Rural Women Entrepreneurs of Pollachi Taluk.

TABLE 1 - PROBLEMS FACED BY WOMEN ENTREPRENEURS

Factors	Mean Value	Rank
Lack of Education	4.57	II
Low Risk Bearing Capacity	5.16	IV
Lack of Finance	4.19	I
Stiff Competition	4.99	III
Difficult to Balance Work and Life	6.96	VIII
Lack of Communication Skill	7.45	X
Lack of Entrepreneurial Skills	5.37	V
Heavy Interest Rates	6.26	VII
Electricity Shortage	6.19	VI
Infrastructural Problem	6.97	IX
Lack of Awareness about Government Scheme	7.88	XI

Table 1 depicts the Friedman Rank Test for women entrepreneurs towards motivational factors to start the business were the level of significance is at 0.000 which shows that there is a relationship between the ranks given. It is evident from the Table 1, lack of finance ranked as the first factor, lack of education is the second factor, stiff competition is ranked as the third factor, low risk bearing capacity is secured as the fourth rank, lack of entrepreneurial skills is ranked as the fifth factor, electricity shortage is ranked as sixth factor, heavy interest rates is ranked as the seventh factor, difficult to balance work and life is ranked as the eighth factor, infrastructural problem secured as the ninth factor, lack of communication skill is ranked as the tenth factor, and lack of awareness about government scheme is ranked as the eleventh factor. It is said that women entrepreneurs are giving importance to finance because it is the life blood of the business.

The findings are in line with the result of Fungai Ngoma Mauch *et al.* (2014) that women entrepreneurs faced financial difficulties, competition, work – family balance conflicts and other challenges were education and risk taking. Similar finding is available in the study conducted by Sweta Saurabh (2015) which states that most of the women entrepreneurs were faced competitions from male counterparts and more are not aware of the support systems helping women entrepreneurs. Poonam Sinha (2016) found in her study female entrepreneurs reported that lack of risk bearing capacity was the main problem faced by them.

This is so, as per the results of Bhavani (2017) which proves that women entrepreneurs are having problem of finance, competition, lack of management skills, family and education issues. Similarly, Hema Baliwada and Premavathi (2017) were identified financial assistance was one of the major problem faced by women entrepreneurs. Anandalakshmy and Ashokkumar (2018) expressed

that the women entrepreneurs were facing the problem of financial, lack of family support and competition. The study is supported by the findings of Anju Elizabeth Paul Chakkachamparabil (2018) which expressed that low risk-bearing capacity was the major problem faced by women entrepreneurs followed by problem of finance and lack of education. Her study has also revealed that most of the respondents faced financial problem of non availability of long term finance and tough competition.

Nisha Zala¹ and Rupal Patel (2020) found that shortage of finance, work life balance, lack of education, low ability to bear risk, lack of entrepreneurial skills, lack of management skills were the problems faced by women entrepreneurs. Further, it revealed that the government introduced various schemes to uplift the women entrepreneurs but most of rural women entrepreneurs are not aware of those schemes which are specially introduced for them. Mamandeep Kaur and Jainendra Kumar Verma (2021) found financial problems to be the most important issue for women entrepreneurs and other problems like dual role in home and business, infrastructural problem, managerial problem, lack of communication, intense competition and non-cooperative attitude of family. The findings of the present study are in conformity with the findings of Rani Therasa and Rajandran (2022). The problems identified with the women entrepreneurs were managing family and the business. Uma Raikhola and Vinay Chandra (2023) have found that getting funds for their business, dual responsibility in family and business, stiff competition, lack of support from family members, lack of information and lack of infrastructure are the main problems.

SUGGESTIONS

Government may provide various types of loan to encourage women entrepreneurs and also create awareness when new schemes are launched focusing the rural women entrepreneurs. Government may take initiative in extending the credit limit of loans. The Government may provide subsidy for the interest amount on loans sanctioned to women entrepreneurs especially to the first generation ones. The first generation entrepreneurs are more in rural area so the government may take initiative to arrange entrepreneurship training. The study has revealed that most of the women entrepreneurs are depending on the borrowed funds. Therefore, the banks may think of simplifying the loan sanctioning procedures.

CONCLUSION

In this globalized era, economic growth of a country depends on the participation of women in the rural development. Rural entrepreneurship has been a recent concept in India. Woman Entrepreneurs become economically independent when they engaged in business. There are around eight million women entrepreneurs in India and Tamil Nadu is having the highest share. The women entrepreneurs balance their family and work because they are the two eyes for them. According to the present study, they expressed the lack of finance and lack of education are the main problems faced by rural women entrepreneurs. So, the government may give entrepreneurship training and give priority to loans extended to women entrepreneurs and concessions in interest rates too. This will enable rural entrepreneurs to take their business to next the level which is a welcome sign for the development of the Indian economy.

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