

Study on Challenges and Issues of Women Entrepreneurs in Tamilnadu with Reference to Chennai District by Likert Scaling Technique

A. Fathima^{1, a*}, C.B. Senthilkumar^{2, b}, S. Nallusamy^{3, c}, E. Kandeepan^{2, b}

¹Research Scholar, Department of Commerce, Dr. M.G.R. Educational and Research Institute, Chennai, Tamilnadu-600095, India

²Professor, Department of Commerce, Dr. M.G.R. Educational and Research Institute, Chennai, Tamilnadu-600095, India

³Professor & Dean, Department of Mechanical Engineering, Dr. M.G.R. Educational and Research Institute, Chennai, Tamilnadu-600095, India

⁴ Assistant Professor, Department of Economics, Periyar University College of Arts and Science, Edappadi, Salem, Tamilnadu, India

^a fathima.safiullah@gmail.com, ^b cbsenthilkumaar@gmail.com, ^a ksnallu@gmail.com, ^b kandeepan11@gmail.com

Abstract-Women have been productive in breaking their detainment inside the requirements of their homes by going into contrasted kinds of specialists and organizations lady business people visionaries have a wind up being equivalent to their men accomplices in business sharpness and are creating as adroit and dynamic finance managers. Women asserted associations are especially extending in the economies of for all intents and purposes all countries. The concealed creative prospects of ladies have a little by little been changing with the creating affectability to the work and monetary status in the overall population. Capacity, data and flexibility in business are the major purposes behind women to ascend into endeavors. Women entrepreneurs' visionary is a person who recognizes moving position to address her own issues, and become fiscally independent. The province of Tamil Nadu is the modernly creating zone in which a portion of the business people dominates in limited scope industry. Regardless of the way that the lawmaking body figures out women by various affiliations, they are not set up to endeavor the business. When appeared differently in relation to men, women are less stirred to start claim to fame units due to some unwanted fear, nonattendance of motivation and kind of activities. Along these lines, the examination targets undertaking the imaginative headway among women includes their motivational forces and association between financial foundation of women business people visionaries, powerful components and their present venturesome characteristics. The future will see more ladies meandering into zones generally instructed by men. The socio establishment including components, type and strategy for business, planning programs are the significant issues and challenges of women entrepreneurs visionaries in Chennai Region in Tamil Nadu.

Keywords: Women Entrepreneurs, Challenges and Issues, Tamilnadu, Likert Scaling Technique, ANOVA Test

I. INTRODUCTION

Women comprise half of any nation's human blessing. Women are it might be said the social still, small voice of a nation. In any case, in opposite, on the off chance that we glance around in our general public, clearly women are encased and raised in the way of life of quietness, their life beginning, proceeding and winding up in this haziness of quietness. They have power over neither asset around them whether it is physical assets; HR; scholarly assets; monetary assets and nor over belief system. Subsequently, engaging of women assumes an intense, dynamic and vote based change in the impression of and desire from people in our general public. To assist women with attaining monetary autonomy is the main goal for such a change. At the point when a lady achieves financial autonomy she normally turns into the creator of her own choices and nobody can utilize her for their pleasure and advantage. All round turn of events and amicable development of a country would be conceivable just when women are considered as equivalent accomplices in progress with men.

Women comprise around half of the world all out population. So is in India as well. They are, thusly, seen as the better half of the overall population. In standard social orders, they were kept to the four dividers of houses performing nuclear family works out. In present day social orders they have emerged from the four dividers to check out a wide scope of activities. The overall evidence supported that ladies perform extremely well in different circles of activities like scholastics, legislative issues, association etc. As of now, started jumping into industry furthermore and running their ventures viably. Likewise, while discussing on creative new development, if shows up in the wellbeing on the setting to find out regarding women entrepreneurs headway in India.

Women had associations are outstandingly growing in the economies of essentially all countries. The hid spearheading potential outcomes of women have step by step been changing with the creating affectability to the work and financial status in the overall population. Inclination, data and adaptability in business are the essential clarifications behind women to ascend into endeavours. Women entrepreneur is a person who recognizes inciting position to address her own issues and become financially free. An incredible inclination to achieve something positive is an inbuilt nature of inventive women, who is prepared for contributing characteristics in both family and public movement. With the presence of media, women think about their own qualities, rights and besides the work conditions. The troubles and openings provided for the women of automated period are growing rapidly that the movement searchers are changing into work producers. They are succeeding as organizers, inside decorators, exporters, distributors, piece of clothing producers and at this point researching new streets of financial participation. In India, notwithstanding the way that women include the majority of the total populace, the spearheading scene is at this point a male managed one. Women in bleeding edge nations are seen and are progressively prominent in the business world. Regardless, the Indian women financial specialists are defying some critical objectives like Absence of trust in their quality and capacity, socio-social checks, market-masterminded perils, persuasive factors, information in business organization, mindfulness about the budgetary assistance, presented to the planning activities and distinguishing the available resources.

A. Entrepreneur

Entrepreneur is a business person is a monetary man who attempts to expand his benefits by advancement, include critical thinking and gets fulfilment from utilizing his abilities on tackling issues. Also describes that, entrepreneur as a character who consolidates ingenuity, status to face challenge, detecting openings, distinguishing and activating possible assets, worries for greatness and who is persevering in accomplishing objective.

B. Women Entrepreneurs

A ladies business person is a ladies or gathering of ladies who start, figure out and work business undertaking for singular increment. Ladies business person is a person who recognizes inciting position to address her own issues and become monetarily free. An amazing desire to achieve something positive is a trademark nature of spearheading ladies, who is prepared for contributing characteristics in both public and family activity. With the presence of media, ladies think about their own qualities, rights and besides the work conditions. Earlier activities of the ladies were obliged remarkably to the private work anyway nowadays we find women in different fields. Today we find ladies in papad, pickles and powder associations yet furthermore in gathering, trading and organization zone. Apparently the speed is low, yet ladies are going into the spearheading field and most likely they are making their impact.

C. Features of Women Entrepreneurship

Awareness of certain expectations: Ladies business visionary feel a profound feeling of individual obligations regarding the results of adventures they start.

Creative Mind: Ladies business visionary have affair of creative mind, dream and imagination. They generally stay imaginative and thinking for the new.

Constancy: Ladies business person want to change over their fantasy into the real world. They like to accomplish self-decide objective.

Undeniable Degree of Hopefulness: Ladies business person by and large prevail in their endeavour because of their trust in their capacity and a significant degree of idealism.

Trait to buckle Down: Ambitious ladies have further capacity to buckle down. The innovative thoughts need to go to a reasonable play. Difficult work is expected to develop an endeavour.

Putting together Limit: Ladies are acceptable directors. That is the reason ladies business visionaries realize how to put the ideal individuals and assets together to achieve an assignment or to accomplish an objective.

II. REVIEW OF LITERATURE

The innovative advancement of ladies, especially from provincial foundation was discussed. They featured the way that ladies are turning out to be socially and monetarily autonomous and enabled through running up their own endeavours. Ladies business venture is getting more significance these days for the monetary development of the country. The paper zeroed in on the components which could be utilized to upgrade enterprising expertise of ladies dwelling in rustic zones [1-4]. A study article made an endeavour to research the issues looked by ladies business people in Mysore Region. To accomplish the previously mentioned target information was assembled from essential sources for example organized poll and auxiliary information was gathered from research papers, diaries and so forth Information was gathered from 240 ladies business people in Mysore region and basic factual instruments are utilized for the information examination. From the current examination it is distinguished the serious issues looked by ladies business people in Mysore locale. Monetary requirement, lacking institutional help, issues in advertising, social mentality, non-accessibility of good

specialists/representatives are the five significant issues/limitations looked by ladies business people in Mysore region to complete their enterprising action in proficient and powerful way. To beat the previously mentioned constraints it is proposed that, the monetary foundations should find ways to encourage simple accessibility of credit to energize the ladies business visionaries and Government ought to likewise consider to take care of the issues looked by ladies business visionaries [5-7].

Ladies business was acquiring ubiquity in India and business venture among ladies had been a new concerns what begun solely after the 1970's with the presentation of ladies in India. Ladies business venture was a significant piece of social and monetary improvement of country. Ladies strengthening was must for a cutting edge created economy through ladies business. This investigation zeroed in on ladies business-different issues experienced by ladies while setting up another endeavour, To Study the variables which roused the ladies to begin their own endeavour, To Study the job of Government in the development of ladies business venture. This investigation additionally recommended some steady measures for the advancement of ladies while pressing together their business [8-10]. The rise of lady business visionaries and their commitment the public economy was very obvious in India was revealed. The quantity of lady business visionaries had developed throughout some stretch of time, particularly during the 1990s. The primary motivation behind this examination was to discover the situation with ladies business visionaries in India. Furthermore, the ones who fired up their organizations needed to confront some early stage struggles. This was because of some viable issues during the time spent business by ladies. This examination endeavoured to dissect and featured different issues and prospects of ladies business in India [11-13].

The job of ladies business visionaries in advancing mechanical advancement is additionally being natural and steps are being taken to expand ladies business were presumed. Causing them to understand their qualities and significant situation in the general public and the best commitment they can make for the assembling, exchanging and administration businesses just as the whole economy. To propel ladies business people ought to be made at all potential levels causing them to understand their qualities and significant situation in Tamil Nadu. Ladies business people are confronted parcel of issues than male business visionaries. So the public authority should make essential moves and steps to create ladies business people in Tamil Nadu. Compelling advances should be taken to have enterprising mindfulness and ability improvement to ladies [14-16]. Centres around the deterrents looked by ladies business visionaries and the activities taken for their development and advancement. The analyst uncovers in his investigation that legitimate preparing and mindfulness programs should be coordinated for ladies business visionaries. This would make ladies more cognizant about their qualities like their particular character, regard and their job in the improvement of the economy. To more readily get ready ladies business people, the writer proposes concocting more business-pertinent courses and founding more comprehensive approaches. Such measures can help ladies arrive at their maximum capacity as female business people [17, 18]. The business venture among ladies, almost certainly improves the pay of themselves, family pay raises, by and large a city way of life improves which brings about abundance increment of the country. The above conversation uncovers that however ladies business visionaries are acquiring acknowledgment as of late, still there is far they need to go. The progress from homemaker to ladies business person isn't so natural and similarly it is likewise hard for a lady to succeed and support in her business. Ladies business should be coordinated appropriately with innovative hindrances and abilities to synchronize with the adjustments in most recent patterns, challenges worldwide business sectors and furthermore is sufficiently skilled to support and take a stab at greatness in the enterprising field. This would upgrade their financial status of the country [19- 21].

III.STATEMENT OF THE PROBLEM

Industrialization is the most significant variables of entrepreneurship; without business enterprise, industrialization can't occur. Business people are assuming a significant job in the financial advancement of immature nation. Women' aptitudes and information, their gifts and capacities in business and a convincing want of needing to accomplish something positive are a portion are a portion of the purposes behind the women business to compose enterprises. Women contributed more in business than men indicated by World Bank, prompts more noteworthy advancement of a country. Engaging ladies in business enterprise prompts break the imbalances and diminishes the neediness. Business enterprise assumes a significant job in creating society of a quick creating nation like India. Presently a-days it has been understood that venturesome women have thrown enterprising gifts which could be bridled in order to change over them from the situation of jobseekers to job suppliers. The administration has understood the significance of woman business enterprise. Subsequently, it offers an assortment of projects for ladies business visionaries.

The state of Tamilnadu is the mechanically creating zone wherein a portion of the business people exceeds expectations in little scope industry. Despite the fact that the Government of India and Tamil Nadu Government offer extraordinary help for advancing women in business they are not prepared to attempt any endeavour. When contrasted with men, women are less spurred to begin specialty units because of some undesirable dread, absence of inspiration and kind of exercises.

IV.OBJECTIVES AND HYPOTHESES OF THE STUDY

With a view to develop guidelines based on issues are facing by them and socio-economic background of women entrepreneurs, this study has been done with followings specific objectives.

- To evaluate the status of socio-economic for rural women entrepreneurs.
 - To study about the problem faced by women entrepreneurs
 - To suggest suitable solutions according to the results of the research and find out the conclusion.
- All the respondents are having equal level problems in their business,

V. RESEARCH METHODOLOGY

Primary Data : Primary data were collected by questionnaire.
Secondary Data :Data were obtained by different sources journals,magazine, report and books
Type of Research : Descriptive Research
Sampling Design : Convenience Sampling Method
Sample Area : Chennai District
Trial Volume : 100 respondents
Statistical Tools :Percentage analysing, Likert Scaling Technique, and ANOVA Test

VI.SCOPE OF THE STUDY

Their investigation centres on their rustic ladies business peoples at Chennai locale of Tamilnadu. The locale with its great infrastructural office, offers sound possibilities for mechanical turns of events. The extent of the examination envelops women business visionaries in Chennai region and the issues looked by country women business visionaries who are occupied with expressing another undertaking. The examination is restricted uniquely to the rustic ladies business visionaries of Chennai area of Tamilnadu.

VII.LIMITATIONS OF THE STUDY

- This examination depends on essential information and along these lines it conveys all the constraints of not being thought about and confirmed.
- The research has confined to the chosen units of country women business visionaries in Chennai regions of Tamilnadu. In this way, the outcomes might possibly influence different units of business visionaries in other than Chennai areas and other geological area in India.
- This examination expects that the data and information gave by women business visionaries as valid.

VIII. ISSUESOF WOMEN ENTREPRENEURS

- **Family Ties:**In our country women are really associated with their families. They should go to all the nearby work, to deal with the young people and various people from the family. They are overweight with family obligations like extra thought in regards to life partner, adolescents and guardians in law which eliminates stores of their time and imperativeness.
- **Male Overwhelmed Society:** Women are not offered identical men.
- **Non-Appearance of Guidance:**About60% of complete women are incompetent. The people who are told are given either less or insufficient preparing than their male accomplice to some degree in light of early marriage, midway due to kid's high level training and deficiently as a result of dejection. In view of nonappearance of fitting preparing, women money managers stay in dull about the headway of new advancement, new systems for creation, publicizing and other administrative assistance.
- **Social Obstructions:** Customs won social orders towards ladies every so often stay as a hindrance earlier to create and flourish.
- **Inadequacy of Rough Materials:** Women business individuals are facing a limit missionfor obtaining the important rough objects and other basic commitments for undertakings during high expenses.
- **Issue of Fund:** Visionaries are stiffer an incredible arrangement to collect and to meet the cash related necessities of the sale, brokers, leasers and budgetary foundations.
- **Serious Contentions:** Ordinarily women business visionaries use below development during the time spent creation. The male accomplice with huge service and capable to get pattern setting advancement in supervising endeavours.
- **Significant Cost of Creation:** A few segments including inefficient organization add to the huge cost of creation which stays as an obstruction before women business visionaries. Ladies money managers face advancement obsolete nature because of non-choice or moderate apportionment to changing development which is a main issue of huge cost of creation.

- **For the Most Part Safe Bearing Breaking Point:** Women in India were basically weak, reserved and delicate. They can't persevere through the entirety danger which is basic for running an endeavour. Nonappearance of guidance, planning and cash related assistance from outside moreover reduce their ability to hold up under the peril drew in with an undertakings.
- **Compelled Flexibility:** Women versatility in India is extraordinarily confined and has become an issue as a result of standard characteristics.
- **Absence of Venturesome Wellness:** Absence of spearheading tendency includes stress for women money managers. They have no ambitious contorted of mind. Significantly in the wake of going to various planning programs on business visionary boat women business visionaries disregard to hold over the threats and burdens that may come up in a progressive working.
- **Restricted Regulatory Limit:** The management has become a particular movement which simply capable chiefs perform. Women business visionaries are not beneficial in regulatory limits like orchestrating, figuring out, controlling, arranging, staffing, organizing, rousing, etc of an undertaking.
- **Lawful Shows:** Satisfying the authentic traditions needed for running an undertaking transforms into a change task regarding a women business visionary due to the ordinariness of ruffian rehearses with work environments.
- **Misuse by Centre Men:** Women can't go around for advancing, dispersal and money arrangement; they need to depend upon focus male to work out. Focus men will overall experience them in the affectation of having an effect. They incorporate their own general income which achieves less arrangements and lesser advantage.
- **Nonappearance of Confidence:** Women money managers considering their trademark nature, non-attendance of courage in effect a stirring component to run an undertaking adequately. They need to try hard to track down some sort of congruity between managing a family and managing an endeavour. Every so often she needs to relinquish her spearheading want in order to track down some sort of congruity between the two.

IX. PSYCHOLOGICAL PROBLEMS

- **Budgetary Stress:** Entrepreneurship is straightforwardly connected with the money or capital. It offers life to the business. It additionally empowers them to make intense strides and bear dangers. Female business people all through the world are confronting budgetary issues. Their level may fluctuate from state to state and society to society. In the event that anybody against the desire of the male individuals from her family gets share from the property then she needs to endure the expense as social seclusion. Money related weight on one side influences their business while on the other it harms their wellbeing and the soundness of their youngsters.
- **Social Isolation:** It alludes to a total or close to finish absence of contact with individuals and society. As we realize that man is a social creature, he/she can't live alone, to accomplish high situation in a general public, he needs to interface with other individual creatures. The sorts and natures of communications matter a ton to investigate oneself. In the western world the association is participatory and females can feature their interests. While in the creating and customary social orders the circumstance is mortifying and difficult. As a matter of first importance since their introduction to the world the older folks of the families need to bind them to the dividers of the house. Thus, the social communication for them implies cooperation with the family association. Numerous female associations are restricted to relatives since they are not being sent to the school for study. For the situation on the off chance that they are sent to the school on this condition they are not permitted to connect with any kid. Along these lines, external association is likewise bound to a similar sex. In this circumstance, females are prepared in a social segregation.
- **Badgering:** Woman provocation is a typical factor in all the social orders, however in certain states it is more predominant than others. A few states have enacted rules for badgering while others are as yet advancing to receive such measure to check provocation. Badgering has gotten mind boggling in present day society. It has been delegated, physical provocation, lewd behavior, mental badgering, monetary provocation and sociological provocation. A great deal of writing has been delivered on sexual and physical badgering however next to no has been composed on mental provocation.
- **Despondency:** Depression might be depicted as feeling dismal, troubled, and hopeless. It is extremely basic in the female business people in India. Some of them have this issue by birth from the guardians yet lion's share of them are experiencing this because of unpleasant life, disregard, demise of close relative and separation or division. Every one of these issues all in all reason mental issues in the female business visionaries. The upsetting life influences, yet additionally motivations intolerable misfortune to their business
- **Poor Infrastructure:** India is acclaimed on the planet because of nonappearance of gas, power and water. All the individuals in India are going through the horrible period of their life. In such undesirable life all the individuals are experiencing some mental anxiety. Females being the supervisors of the family unit issues are under serious pressure.

- **Social Discrimination:** Females being females are separated since their introduction to the world. In the vast majority of the families it has been seen that on the call of a medical caretaker that God has favored you with a child young female, guardians and different family members become miserable. At that point for the duration of their lives they need to confront this segregation from the guardians and other relatives. The general public adds fuel to fire and makes their lives hopeless. It has gotten hard for them to move in the public arena till their marriage.

X. ANALYSIS AND INTERPRETATION

The examination was focuses on issues and difficulties of women entrepreneur's people in Chennai regions. Hence the assessment coordinated for 100 peoples. An undertaking made around there to separate the assembled data activities related to the ladies business people a point by point examination are given underneath. The Table1 shows that the respondents 36.00% go under the age group of 31-35years and 25.00% of the respondents have a spot in the age lies between 36-40 years. 20.00 % of the respondents are more than 40 years. And 16.00% of the respondents are between 26-30 years and only 3% of the respondents are less than 25 years. The grasped from the table given over that larger piece of 36.00% of the ladies business visionaries were in the middle age. An endeavour has been made in this area to break down the gathered information concerning exercises of the women entrepreneurs a point by point investigation are given below.

Table 1: Age of the Respondents

Age	Sample Size	%
Below 25 Years	3	3.00
26- 30 Years	16	16.00
31-35 Years	36	36.00
36-40 Years	25	25.00
41 and Above	20	20.00
Total	100	100.00

The Table 2 shows that 44.00% of the respondents are having a place with higher auxiliary degree of the entrepreneurs.20.00% of the respondents have had training up graduates, 18.00% of the respondents are optional degree of instruction. The 11.00% of the respondents are essential level and staying 7.00% of the respondents are not having illiterate.

Table 2: Respondents Qualification

Qualification	Sample Size	%
Uneducated	7	7.00
Primary Education	11	11.00
Secondary Education	18	18.00
Higher Secondary	44	44.00
Graduate	20	20.00
Total	100	100.00

Table 3 express that, 31.00% of the respondents are unmarried and 69.00 % of the respondents are married. Single alludes to unmarried respondents, those living with their folks. This shows ladies are getting more opportunity to go into open life because of financial necessities than the old maids.

Table 3: Marital Status of the Respondents

Marital Status	Sample Size	%
Married	69	69.00
Unmarried	31	31.00
Total	100	100.00

Family-wise data outfitted in the Table 4 emphasizes that 60.00% of the respondents were living in the joint family and the staying 40.00% of the respondents were in the family unit framework. Joint Family framework which is gradually breaking down in numerous pieces of our general public because of instruction and work chiefly, discovered flawless to a degree in our examination universe.

Table 4: Family Position

Family Status	Sample Size	%
Nuclear	40	40.00
Joint Family	60	60.00
Total	100	100.00

It is seen from Table 5 that 23.00% of the respondents were having a place with 10,001 to 20,000 wages family income group. 34.00% of the respondents were Rs.20,001-30,000 pay gathering, 17.00% of the respondents family month to month salary earned up to Rs10000, 16.00% of the respondents family month to month pay earned Rs30001-40000 and just 10% of the respondents are their family pay of over 40,001.

Table 5: Family Revenue per Month

Revenue	Sample Size	%
Up to Rs.10000	17	17.00
10001-20000	23	23.00
20001-30000	34	34.00
30001-40000	16	16.00
Above 40001	10	10.00
Total	100	100.00

An endeavour has been made to know the idea of the firm of the respondents. With the end goal of this investigation, it has been arranged into four classes' viz., fabricating, exchanging, administration and mix. It was found that about 28.00% of people are running assembling industry, 35% of the respondents are performing exchanging business 23.00% of the respondents are doing support business and 14.00% of the respondents are doing joined all sort of business. It is found from the examination that the lion's shares 35.00% of the respondents are performing exchanging business.

Table 6: Nature of the Firm

Nature of the Firm	Sample Size	%
Manufacturing	28	28.00
Trading	35	35.00
Service	23	23.00
Combination	14	14.00
Total	100	100.00

Table 7 shows that greater part of the respondents 70.00% ran their undertaking under the type of sole proprietorship. A sole ownership organization is a type of the association oversaw and possessed by a solitary individual and 30.00% of the respondents are running the firm with association. It is found from the examination that the greater parts 70.00% of the respondents are running the firm as sole ownership.

Table 7: Firm Ownership

Firm Ownership	Sample Size	%
Sole proprietorship	70	70.00
Partnership	30	30.00
Total	100	100.00

Table 8 emphasizes the innovative statuses of our respondents as whether has a place with original business person or second era. The information introduced in the table shows that exceptionally lion's share of the respondents 74.00% were of original and truth be told, extremely pitiful rate 26.00% of the respondents hails from the subsequent age.

Table 8: Distribution of Respondents by Generation

Generation	Sample Size	%
First Generation	74	74.00
Not First Generation	26	26.00

Total	100	100.00
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Table 9 shows that, 13.00% of the respondents are making account sources from life partner individual investment funds, 28.00% of the respondents are getting financed from credit from banks, 24.00% of the respondents are acquiring through companion and family members, 15.00% of the respondents are getting money by advances from non-financiers and 20.00% respondents are getting account by government.

Table 9: Source of Finance

Generation	Sample Size	%
Personal Savings	13	13.00
Loan from banks	28	28.00
Friend & Relatives	24	24.00
Loans from non-bankers	15	15.00
Government	20	20.00
Total	100	100.00

The Table 10 emphasizes the 9.00% of the respondents are excellence parlour, 8.00% of the respondents are managing about cooking and providing food, 6.00 of the respondents are managing home grown items, 12.00% of the respondents are managing fixed, 9.00% of the respondents are taking educational cost community, 7.00% of the respondents are managing Xerox/PC focus, 22.00% of the respondents having fitting, 13.00% of the respondents are managing about leafy foods, 6.00% of the respondents are managing material texture/handlooms/articles of clothing and 8.00% of the respondents are managing about food items. It is found from the examination that the greater part 22.00% of the respondents are managing about fitting,

Table 10: Nature of Business Activities

Kind of Business	Sample Size	%
Beauty Parlour	9	9.00
Cooking and catering	8	8.00
Herbal products	6	6.00
Stationary	12	12.00
Tuition centre	9	9.00
Xerox/computer centre	7	7.00
Tailoring	22	22.00
Fruits and vegetables	13	13.00
Textile fabric/ Handlooms / Garments	6	6.00
Food products	8	8.00
Total	100	100.00

A. Technique of Likert Scaling

To investigate factors affecting their fulfilment level, five point scale of likert method was utilized. Likert scaling strategy is one of the strategies used to discover which one of the perspectives has the best standpoint. For this investigation, the scientist has arranged 10 elements in proclamations on a five direct scale and asked the individuals toward offer their input. In this investigation, he has utilized absolutely 100 articulations. The weight age is given for every section going from 5 to 1 point to discover the absolute scores and mean scores. The scientist has relegated load to the sample assessment as Highly Satisfied (HS) = 5 focuses; Satisfied (S) = 4 focuses; Neutral (N) = 3 focuses; Dissatisfied (DS) = 2 focuses; Highly Dissatisfied (HDS) = 1 focuses. The obtained results after the evaluation are given in Table 11 and the graphical representations of the assessment of respondents are shown in Figure 1.

Table 11: Problems Faced by Women Entrepreneurs

Problems	HS	S	N	DS	HDS	Total
Lack of Strong Leadership	30	58	13	0	0	100
Health related problems (Covid 19)	38	30	26	4	2	100
Lack of education	11	40	22	6	21	100
Lack of awareness of Government schemes	20	51	15	14	0	100
Non- repayment of loan by the members	19	57	24	0	0	100
Lack of information available	37	25	21	16	0	100
Inadequate management experience	18	27	21	16	18	100
Problem with financing	27	66	7	0	0	100
Unable to handle situations during crisis	31	55	10	4	0	100
Leaders misusing the group's money	15	25	39	14	7	100

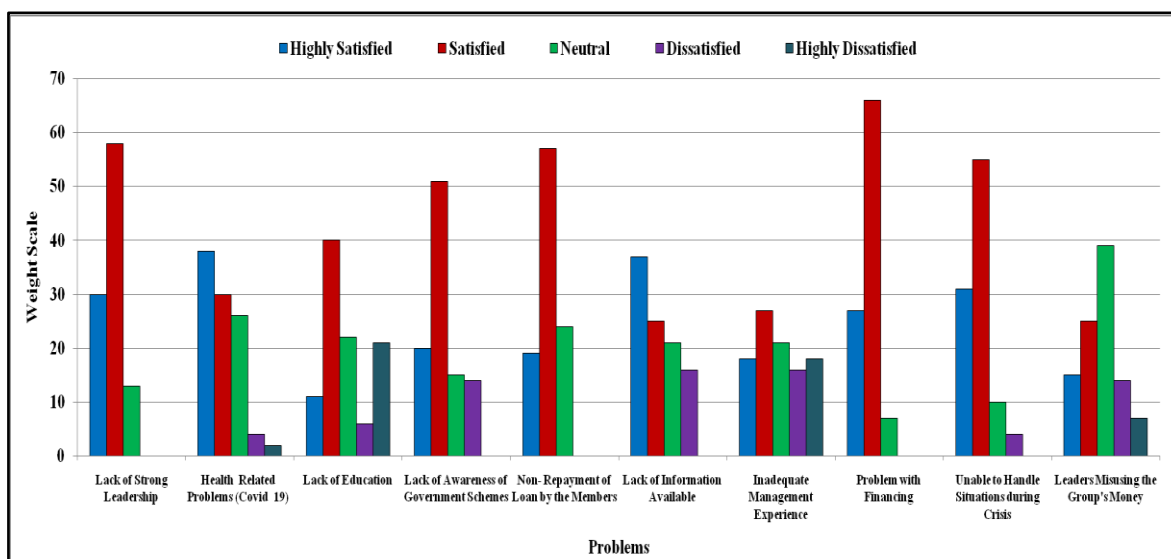


Figure 1: Problems Faced by Women Entrepreneurs

Table: 12 Calculation of Likert Scaling Techniques

Problems	HSX5	SX4	NX3	DSX2	HDSX1	Total /100	Mean Scores
Lack of Strong Leadership	30*5=150	58*4=232	13*3=39	0*2=0	0*1=0	421	4.21
Health related problems (Covid 19)	38*5=190	30*4=120	26*3=78	4*2=8	2*1=1	397	3.97
Lack of education	11*5=55	40*4=160	22*3=66	6*2=12	21*1=21	314	3.10
Lack of awareness of Government schemes	20*5=100	51*4=204	15*3=45	14*2=8	0*1=0	357	3.57
Non- repayment of loan by the members	19*5=95	57*4=228	24*3=72	0*2=0	0*1=0	305	3.05
Lack of information available	37*5=185	25*4=100	21*3=63	16*2=32	0*1=0	280	2.80
Inadequate management experience	18*5=90	27*4=108	21*3=63	16*2=32	18*1=18	311	3.11
Problem with financing	27*5=135	66*4=264	7*3=21	0*2=0	0*1=0	420	4.20
Unable to handle situations during crisis	31*5=155	55*4=220	10*3=30	4*2=8	0*1=0	413	4.13
Leaders misusing the group's money	15*5=75	25*4=100	39*3=117	14*2=28	7*1=7	327	3.27

Source: Computed Value

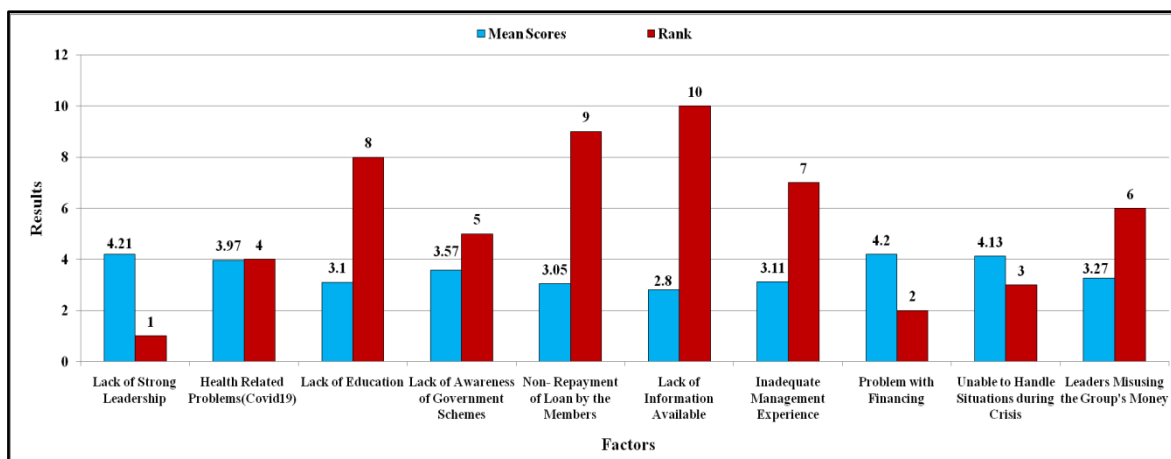


Figure 2 Factors Influencing their Problems

Table 12 represents the results obtained through likert scaling technique and Figure 2 shows the problems faced by women entrepreneurs' evaluated by the same technique. It surmised that the most number of the respondents have given. It is evident that "Lack of strong leadership" ranked as number 1 with mean score 4.21, 'Problem with financing' is ranked as number 2 with a mean score 4.20, 'Unable to handle situations during crisis' is ranked as number 3 with a mean score 4.13, 'health related problems (Covid 19)' is ranked as number 4 with a mean score is 3.97, 'Lack of awareness of Government schemes' ranked as number 5 with mean score is 3.57, 'Leaders misusing the group's money' ranked as number 6 with a mean value is 3.27, 'inadequate management experience' is ranked as number 7 with mean score is 3.11, 'lack of education' is ranked as number 8 with a mean score is 3.10, 'Non- repayment of loan' is ranked as number 9 with mean score is 3.05, 'Lack of information available' is ranked as number 10 with a mean score is 2.80.

B. ANOVA Test

To discover the association among age of samples and their issues in business, a hypothesis was outlined and examined with the assistance of ANOVA Test.

Table 14: First Generation Entrepreneur and Problems in Business

Generation Entrepreneur	Mean Score	SD	'F' Value	'P' Value
Yes	3.42	0.30	9.447	0.000
No	3.40	.032		

Note: *Significant at 1% level

It is construed from the above table that among the chose respondents, original business person are confronting most extreme issues in their business. It is expressed from the F test investigation that the invalid theory is dismissed. Henceforth, it is discovered that all the chose respondents are not having equivalent level issues in their business.

XI.SUGGESTIONS

- Government should offer assistance to business visionaries, both in cash related and non budgetary zones.
- Women business visionaries should be offered planning to work and keep a business viably. Getting ready should be given to women who were at this point reluctant to take up the spearheading task.
- Women need support with assurance of mechanical assembly and advancement. Assist must with being given to them in particular zone with the objective that the claim to fame unit gets successful.
- Finance is one of the significant issues looked by women business visionaries. Both government and family affiliations should be liberal in giving budgetary assistance to them.
- Due to confined transportability, women can't exhibit their items.
- Assistance should be given to help them with showcasing their product adequately in the monetary condition.
- Family should reinforce women financial specialists and urge them to set up and run business successfully

XII.CONCLUSION

From the study and analysis it was found that, ladies were limited to four dividers earlier as they have been unrecognized and underestimated. Subsequently they have been put in the sub-par position of the general public and considered as second sex. Be that as it may, the evolving financial states of ladies out of westernization,

industrialization and urbanization modified the inauspicious situation radically and opened new vista in social, basic issues of ladies. Especially, it opened the route for financial freedom of ladies. This has made them to enjoy each line of business effectively in the general public in spite of the obstacles they face in the male overwhelmed society. Women business visionaries routinely face sex based obstacles at various phases beginning from their fundamental inception of large business to in running their endeavour. Our respondents were additionally not a special case for the sexual orientation based issues .according to the disclosures of the respondents; cash is the most significant issue they face as a business visionary .Whether it is for seed cash or for working capital, our investigation subjects having issue in assembling it. Particularly they were been dependent upon undue segregation in the financial area.

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