



PROBLEMS FACED BY WOMEN ENTREPRENEURS IN STATING A NEW ENTERPRISE WITH A SPECIAL REFERNCE TO COIBATORE CITY

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ABSTRACT:

The role of women entrepreneurs in India's economic development has grown substantially, yet numerous barriers continue to hinder their full participation. This study, titled "A Study on Problems Faced by Women Entrepreneurs with Special Reference to Coimbatore City," explores the socio-economic conditions, motivational factors, challenges, and prospects of women entrepreneurs in Coimbatore. Utilizing a structured questionnaire and surveying 100 women entrepreneurs through a combination of primary and secondary data, the study applies percentage analysis to interpret the findings. The results reveal that women aged 25–35 years, with degree-level education, primarily from urban areas and nuclear families, are most active in entrepreneurial ventures. Despite increasing participation, women entrepreneurs face challenges such as financial constraints, limited access to industrial knowledge, heavy workloads, and societal attitudes rooted in gender bias. Health issues like mental stress and heavy schedules further compound their difficulties. Nonetheless, a majority of the respondents expressed satisfaction with their entrepreneurial journey and displayed resilience against adversity. The study highlights the need for enhanced government support, targeted training programs, financial assistance, and societal change to empower women entrepreneurs. It concludes that women possess significant entrepreneurial potential that, if properly nurtured, can contribute meaningfully to India's economic growth.

Keywords: Women entrepreneurs, socio-economic factors, challenges, Coimbatore, entrepreneurship development

Introduction:

Entrepreneurs play a key role in any economy. These are the people who have the skills and necessary initiatives to take some new ideas to market or provide a service and make the right decisions to make their ideas profitable. The educated Indian women have to go a long way to achieve equal rights and position because traditions are deeply rooted in Indian society where the sociological and psychological factors set up have been a male dominated one. Indian culture made them only subordinates and executors of the decisions made by other male members, in the basic family structure. In recent years women have come in different walks of life and are competing successfully with men despite the social, psychological and economic barriers. . They are leading consultant's eminence scientists, managers and administrators and business entrepreneurs. They have disproved the old theories and assumptions about the women. Government of India has described women entrepreneurs as an enterprise/venture owned and controlled by women having at least financial interest of 51% of the capital and giving at least 51% of employment generated in the organization to women. In India it is only during the last 6 to 12 years women have started become entrepreneur and started industries and business and they are yet to go a long way to be on par with men. Women are visage with specific obstacles (such as family responsibilities) that have to be overcome in order to give them access to the same opportunities as men. Also, in some countries, women might experience obstacles with respect to holding property and entering contracts. Increased participation of women in the have force is a prerequisite for improving the position of women in society and self-employed women. The role of Women entrepreneur needs to be considered in the economic development of the nation for various.

Objectives of the Study:

- To study the socio economic status of the women entrepreneurs.
- To know the major factors affecting the development of women entrepreneurs.
- To identify the problems faced by women entrepreneur.
- To give suggestions based on result of the study

Literature Review:

The role of women in entrepreneurship is gaining prominence in India, driven by factors such as increased education and evolving societal norms. Women entrepreneurs are defined as those owning and controlling an enterprise with at least 51% financial interest and providing at least 51% employment to women. This surge in women entrepreneurship contributes significantly to India's economic growth and development.

Studies have explored the motivations and challenges faced by women entrepreneurs. Shastri and Pareek (2021) analysed motivational drivers and challenges using data from 347 women entrepreneurs in Rajasthan. Sanjeev S Ingalagi, Nishad Nawaz (2021) identified factors influencing women's entrepreneurial orientation and firm performance. Gopinath R. (2020) highlighted the growing importance of women in the nation's economy.

Researchers have also examined the specific challenges encountered by women. Sehgal and Khandelwal (2020) explored the work-family interface among urban Indian women entrepreneurs. Ramija B (2019) focused on the challenges faced by rural women entrepreneurs, emphasizing their contribution to the economy despite facing obstacles like health issues and lack of education. Sonu (2019) further investigated the challenges for rural women entrepreneurs and stressed the need for support and schemes to improve their situation.

Several studies have identified recurring challenges, including balancing family and career, socio-cultural barriers, financial constraints, and lack of access to resources. These challenges can hinder the growth and success of women-led enterprises.

Government initiatives and policies play a crucial role in promoting women entrepreneurship. The Government of India has defined women entrepreneurs as an enterprise owned and controlled by women having a minimum financial interest of 51 per cent of the capital and giving at interest rate for the women to start at least 51 per cent of the employment generated in the enterprise to women.

Research Methodology:

Research Design:

The study employed a descriptive research design using survey methodology.

Data Collection:

- Primary data was collected using structured questionnaires (via Google Forms).
- Secondary data was gathered from journals, books, and online resources.

Sampling:

A convenience sampling method was used to select 100 women entrepreneurs in Coimbatore.

Tolls for Analysis:

Percentage analysis was used to interpret the data.

Period and Area of Study:

The study was conducted over three months (August to November 2025) in Coimbatore city.

Simple Percentage:

Simple percentage refer to a special kind of ratio. These were used to describe Relationship. It reduce everything into a common base and there by allow comparisons.

Formula:

$$\text{Simple Percentage} = \frac{\text{No of Respondents}}{\text{Total of Respondents}} \times 100\%$$

Results and Discussions:

Demographic Profile:

- Most respondents (41%) were aged between 25-35 years.
- A significant portion (44%) had a degree-level education.
- 69% were married and 62% came from nuclear families.
- 41% lived in urban areas, with 33% reporting more than 4 family members.

Nature of Enterprise:

- Common enterprises included tailoring (16%), computer services (16%), and food production (15%).
- 64% attended entrepreneurial development programs, though 41% still lacked institutional training.

Challenges Faced:

- Health-related: Heavy schedules (30%) and back pain (27%) were common.
- Societal Barriers: Poor funding prospects (25%) and safety issues (24%) ranked high.
- Business Constraints: High production costs, lack of credit access, and limited mobility persisted.

- Despite challenges, 79% maintained consistent cash flow and profitability, and 81% expressed satisfaction with their business.

Findings:

- Women are increasingly motivated by both push (economic necessity) and pull (autonomy, passion) factors.
- Financial constraints, limited mobility, and social attitudes remain major barriers.
- The majority of women (64%) had some training, yet large gaps remain in practical support and funding.
- Entrepreneurship is providing economic independence, yet work-life balance and health issues need attention.

Suggestions:

- Enhance financial inclusion through easy loan schemes tailored for women.
- Expand training programs focusing on business management and digital marketing.
- Improve infrastructure and safety in public and business spaces.
- Promote community support networks and mentorship programs
- Government and NGOs should target awareness campaigns to encourage more participation.
- Issue like family obligation require special consideration.
- Desire for Financial Independence.
- Pursuing their passion.
- Influence of role models.
- Patriarchal societies should be transformed to achieve gender equality.

Conclusions:

This study affirms the evolving role of women entrepreneurs in Coimbatore's economic landscape. While opportunities are growing, entrenched social norms and operational barriers continue to limit full participation. Comprehensive policy measures and grassroots efforts are required to create an ecosystem that empowers women to thrive as entrepreneurs. Bridging the gap between potential and practice will drive inclusive growth and sustainable development in the region.

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