Abstract

Start up India in collaboration with select organizations across India is providing free space for start-ups led by women entrepreneurs. These start-ups will be able to work in a collaborative and flexible environment based on mutual trust between the organization and entrepreneurs. Women entrepreneurs are defined as those who operate and control an enterprise and their holding of the enterprise is at least 51%. After review national and international reviews the research gap has been identified. Indian government has given opportunities for women entrepreneurs for start up companies. The main objective of this research is to know the problems and opportunities faced by women entrepreneurs in Kanniyakumari district. There is Lack of finance and family restriction is the major problems of women entrepreneurs in Kanniyakumari district. The present research is based on descriptive and analytical method. Non parametric test is used for analyze the data. In India, although women make up approximately 50% of the total population, entrepreneurial world is still a male-dominated one. It is observed from 64.6% of the respondents contribute in the established group of home maker. In the initial stages women entrepreneurs may face problems but they must persevere, believe in themselves and not give up mid-way. The society has to take steps to remove the disparity of gender bias to develop women entrepreneurship. The future will see more women venturing into areas usually dominated by men.

Key words: Challenges and Opportunities, Women Empowerment, Entrepreneurship
Introduction

Women have owned and operated businesses for decades, but they were not for all time encourage or given praise for their efforts often women entrepreneurs were “invisible” as they worked side by side with their husbands, and some only stepped into able to be seen leadership positions when their husbands died. But a diversity of factors has combined in recent years to give to the visibility and number of women who start their own businesses. They represent a group of women who have broken away from compressed track and are explore new ventures of economic contribution “Women Entrepreneurship” means an act of business ownership and business formation that empowers women economically increases their economic strength as well as position in the society. Women–Entrepreneurs have been making a considerable impact in all most all segments of the economy. Women have become equal participants in a lot of good wishes at all levels of society. This will lead to profits generation and better intelligence of fulfilment among women. Women have moved away from their traditional roles of home makers and child rearing to social and business solutions.

In the early 1900s, women entrepreneurs such as Madam C.J. Walker, Coco Chanel, Olive Ann Beech, and Ma Perkins get their begin. These influential women recognized their own brands and fought tooth and nail for success in the face of discrimination, unfair wages, and stigmas plaguing women business owners. To this day, these brands survive to inform the legacy of some of America’s earliest women entrepreneurs.

Problems faced by women entrepreneurs

1. Family restriction

Women are expected to spend a lot of time with their family members. They do not support to travel at long for exploiting business opportunities.

2. Lack of finance

Sometimes family members do not support women entrepreneurs. They hesitate to spend money in the business venture initiated by women entrepreneurs. Bank and other Financial Institutions are hesitating to give chance to Middle Class Women Entrepreneurs.

3. Lack of Education

Women are usually denied their higher education, especially in rural areas in under developed countries. Women are not certified to improve their technical knowledge in Indian society.

4. Unfavourable Environment
The society is dominated by males. Many business men are not involved to have business relationship with women entrepreneurs. Male usually hesitate support women entrepreneurs.

**Qualities of women entrepreneurs**

1. **Make a decision what kind of leader wants to be**
   
   Being determines what are going to do and what you are going to have. Beingness will give the internal fuel to carry out the external task.

2. **Clarify your intention**
   
   Most businesses are unsuccessful because they not have clarity. You need to know what you want, and why you desire it.

3. **Be a servant leader**
   
   Be a head who serves others. We live in a cycle of ambulance. We may not know from where the contributions will come, but this may not be essential if we wait open to surprise.

4. **Communicate effectively**
   
   Learn how to effectively communicate your thought to a variety of audiences. People do not want be uninterested, they want to be inspired, moved and touched.

5. **Be tenacious**
   
   Work hard and going the extra mile, particularly in the early year.

6. **Have thorough knowledge**
   
   Know your product, know your market and find the matches. Be honest with yourself and confess your mistakes. If for no reason pays to sell an unfinished or flawed product. In today’s competitive market, clients will switch suppliers in a heartbeat.

7. **Be enthusiastic**
   
   People react to excitement and positively. You will attract what and whom you need when your viewpoint is rooted in authenticity and enthusiasm.

**Review of literature**

H. Aramoon (2009) in their thesis that the “Analysis of women’s entrepreneurship” found the factors that power women’s entrepreneurship and concluded that the level of entrepreneur education, the level of education in close members of families, role patterns, and entrepreneur personality factor are in the middle of effective factors. Despite the role of individual attributes in exploiting entrepreneurial opportunity for new business or business diversification by women entrepreneurs, however, new studies have shown that business
environment factors such as economic, financial and socio-cultural, plays a greater role in the use of entrepreneurial opportunities by women entrepreneurs.

**Avanika Sinha (2009)** about affecting women entrepreneurship in India, it was found that women over 39 were turned too entrepreneurship, a lot of whom were eager to do service activities than product activities. In this study, it was obvious that social factors had greatest influence on women entrepreneurship in India.

**Kamala Singh (2006)** in his research it is found that a women entrepreneur is a confident, innovative and creative woman capable of achieving economic independence on your own or in collaboration generate employment opportunities for others through starting and running an enterprise by keeping pace with her personal, family and social life.

**Mathew and Panchanathan (2009)** in their article found that the women workforce in India was mostly employed in non-managerial, subordinate or low-profile positions. Now, they occupy almost all categories of positions in the place of work. These changes in work culture have added to women’s duties and responsibilities to their family as well as to culture. In spite of this new establish work culture, and even though more and more women are joining the workforce, women in entrepreneurial roles are limited. The possible reasons for this phenomenon are the conflicts between competing work stress and personal and family needs.

**Meanwhile and Dilipkumar (2006)** they are elaborated on some of the problems faced by women entrepreneurs, such as a lack of finances, male dominance, limited mobility, a lack of education, needed motherly duties and a lack of achievement motivation.

**Research Gap**

After detailed study of review of literature it is found that the strong support and encouragement of Tamil Nadu government, every woman in Kanniayakumari District has started establishing business on their own capital but 80 percent of the business recently started. Unsuccessful due to lack of technical education, support and training and need of sufficient loan facilities. As a result, their ambition of starting new or continuing existing business cannot be fulfilled. Hence, there is a need to focus on the problems faced by women entrepreneur in the study area.

**Statement of the problem**

Although women’s contribution to business is one of the main sources of global economic growth, too frequently women do not have right of entry to basic business education, for profit praise and marketing opportunities. After initiation the global Women’s Year, a lot of women have turned to self employment ant entrepreneurship as a means of
employment, economic independence, social status and better standard of living. Economically, women have been making development but still men enjoy a larger share of the cake. In India, although women make up approximately 50% of the total population, entrepreneurial world is still a male-dominant done.

As the researcher belongs to Kanyakumari district an industrially backward area when compared with other districts, it is felt that this district is ideally suited for the study on women entrepreneurship.

**Objectives of the study**

1. To analyze the various opportunities available for women entrepreneurs in Kanyakumari district.
2. To study the support given by the government and other agencies to women entrepreneurs.
3. To identify the factor influencing encourage women to become entrepreneurs.
4. To explain the problems and opportunities faced by women entrepreneurs.

**Scope of the study**

The present study is conducted based on problem faced by women entrepreneurs in Kanyakumari district and data were analyzed based on information gathered from the women enterprises. It also covers the entrepreneurial performance and problems faced by the women entrepreneurs in Kanyakumari district. The study would be help to identify the problem and opportunities for women entrepreneurs.

**Research methodology**

The study is conducted both logical and expressive type of method. The study first and leading depends on primary and secondary data.

**Area of the study**

Survey is conducted in Kanyakumari district, which is the smallest district in Tamil Nadu. Although it is the smallest number of in terms of area (1672/Sq.Km), the density of population is the highest 1119/Sq.Km in Tamil Nadu. In literacy it stands first. It is the only place in the whole world where one can observer both the rising and setting of the sun.

The District lies at the southernmost tip of the Indian neck of land, where Indian Ocean, Arabian Sea and Bay of Bengal confluence.

**Sampling Size and Design**

The primary data has been collected through survey method using questionnaire. Survey is conducted by a well prepared questionnaire. Stratified random Sampling is
practical for produce data. Questionnaires were circulated to the 130 respondents across all zones. 130 questionnaires only used for the study.

**Data analysis and interpretation**

**Age of the respondent**

Age is an important factor for the women entrepreneurs to desire their performance of decision making process and criteria. Many studies have proved that age has the significant influence over the women entrepreneurs in the present research. The researcher categorized four important age group classifications 20-30 years, 31-40 years, 41-50 years, and 51-60 years.

<table>
<thead>
<tr>
<th>S.No</th>
<th>Age</th>
<th>Frequency</th>
<th>Percentage</th>
<th>Cumulative Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>20 to 30 years</td>
<td>2</td>
<td>1.5</td>
<td>1.5</td>
</tr>
<tr>
<td>2</td>
<td>31 to 40 years</td>
<td>70</td>
<td>53.8</td>
<td>55.4</td>
</tr>
<tr>
<td>3</td>
<td>41 to 50 years</td>
<td>51</td>
<td>39.2</td>
<td>94.6</td>
</tr>
<tr>
<td>4</td>
<td>51 to 60 years</td>
<td>7</td>
<td>5.4</td>
<td>100</td>
</tr>
<tr>
<td></td>
<td><strong>Total</strong></td>
<td>130</td>
<td><strong>100</strong></td>
<td></td>
</tr>
</tbody>
</table>

Source: Primary data

**Interpretation:**

From the above table it is found that the sample unit comprises 53.8% of women entrepreneurs are in the age group of 31-40 years, followed by 39.2% of the women entrepreneurs in the age group of 41-50 years, 5.4% in the group of 51-60 years and 1.5% of the women entrepreneurs are in the group of 20-30 years.

**Status before establishment of enterprise**

Status of establishment is the major factor that influences the type of women entrepreneurship enterprise status before and working unit is classified as service, home maker, and salary employed.
<table>
<thead>
<tr>
<th>S.NO</th>
<th>Status before</th>
<th>Frequency</th>
<th>Percentage</th>
<th>Cumulative Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Home maker</td>
<td>84</td>
<td>64.6</td>
<td>64.6</td>
</tr>
<tr>
<td>2</td>
<td>Service</td>
<td>4</td>
<td>3.1</td>
<td>67.7</td>
</tr>
<tr>
<td>3</td>
<td>Salary employed</td>
<td>42</td>
<td>32.3</td>
<td>100</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>130</td>
<td>100</td>
<td></td>
</tr>
</tbody>
</table>

Source: primary data

**Interpretation:**

It is observed from the above table that 64.6% of the respondents contribute in the established group of home maker, it constitutes 32.3% of women entrepreneurs belong to salary employed and 3.1% of women entrepreneurs are status before establishment unit is service.

**Cross tab test for the marital status and source of finance**

The researcher ascertains the opinion of marital status and source of finance. The research of the cross tab is given below.

<table>
<thead>
<tr>
<th>S. No</th>
<th>Marital status</th>
<th>Source of finance</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Saving of E.P</td>
<td>Family members</td>
</tr>
<tr>
<td>1</td>
<td>Married</td>
<td>21 (0.17%)</td>
<td>44 (0.35%)</td>
</tr>
<tr>
<td>2</td>
<td>Unmarried</td>
<td>1 (0.5%)</td>
<td>0</td>
</tr>
<tr>
<td>3</td>
<td>Widow</td>
<td>0</td>
<td>2 (0.4%)</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>22 (0.17%)</td>
<td>46 (0.35%)</td>
</tr>
</tbody>
</table>

Source: primary data
**Interpretation:**

From the above table, crosstab analysis, it is found that the marital status and the source of finance about the women entrepreneurs. The married women entrepreneurs are saving of E.P are 0.17% and family members are 0.35% and loan are 0.46% and supposed by friends are 0.02%. The unmarried women entrepreneurs are saving of E.P are 0.5% and others are 0.5%. The widows of women entrepreneurs are family members are 0.4% and loan are 0.6%.

**Crosstab for the education of the respondents and time to spend with family**

<p>| Education * Do have enough time to spend with your family Cross tabulation |
|-------------------------------------------------|-----------------|-----------------|-----------------|-----------------|-----------------|</p>
<table>
<thead>
<tr>
<th>S. NO</th>
<th>Education</th>
<th>Strongly agree</th>
<th>Agree</th>
<th>Neutral</th>
<th>Disagree</th>
<th>Strongly disagree</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Primary</td>
<td>0</td>
<td>3 (0.5%)</td>
<td>2 (0.33%)</td>
<td>1 (0.16%)</td>
<td>0</td>
<td>6</td>
</tr>
<tr>
<td>2</td>
<td>Secondary</td>
<td>12 (0.24%)</td>
<td>18 (0.36%)</td>
<td>7 (0.14%)</td>
<td>13 (0.26%)</td>
<td>0</td>
<td>50</td>
</tr>
<tr>
<td>3</td>
<td>Graduate</td>
<td>21 (0.29%)</td>
<td>30 (0.41%)</td>
<td>13 (0.18%)</td>
<td>7 (0.9%)</td>
<td>2 (0.27%)</td>
<td>73</td>
</tr>
<tr>
<td>4</td>
<td>Others</td>
<td>0</td>
<td>1 (1%)</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>1</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>33</td>
<td>52</td>
<td>22</td>
<td>21</td>
<td>2</td>
<td>130</td>
</tr>
</tbody>
</table>

Source: primary data

**Interpretation:**

From the above table, crosstab analysis, it is found that the education of the respondents and spending time with their family. The primary educated entrepreneurs have spending time with their family in agree are 0.5% and the neutral are 0.33% and disagree is 0.16%. The secondary educated entrepreneurs have spending time with their family in strongly agree are 0.24% and agree are 0.36% and neutral are 0.14% and disagree are 0.26%. The graduate educated entrepreneurs are spending with their family in strongly agree are
0.29% and agree are 0.41% and neutral are 0.18% and disagree are 0.9% and strongly disagree are 0.27%. Others educated entrepreneurs have spending time with their family in agree is 1%.

**Chi-square test for capital investment and profit margin**

**H0-Null hypothesis**

There is no significance difference between capital investment and profit margin

**H1-Alternative hypothesis**

There is significance difference between capital investment and profit margin

**Crosstab for the capital invested in business and profit margin**

<table>
<thead>
<tr>
<th>Capital invested in business</th>
<th>Profit margin</th>
<th>Up to 10%</th>
<th>11 to 20%</th>
<th>21 to 30%</th>
<th>31 to 40%</th>
<th>above 40%</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>S. No</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1</td>
<td>less than 50000</td>
<td>2 (0.15%)</td>
<td>6 (0.46%)</td>
<td>5 (0.38%)</td>
<td>0</td>
<td>0</td>
<td>13</td>
</tr>
<tr>
<td>2</td>
<td>50000 to 100000</td>
<td>1 (0.04%)</td>
<td>9 (0.41%)</td>
<td>12 (0.54%)</td>
<td>0</td>
<td>0</td>
<td>22</td>
</tr>
<tr>
<td>3</td>
<td>100000 to 500000</td>
<td>3 (0.53%)</td>
<td>22 (0.39%)</td>
<td>30 (0.54%)</td>
<td>1 (0.02%)</td>
<td>0</td>
<td>56</td>
</tr>
<tr>
<td>4</td>
<td>above 500000</td>
<td>6 (0.15%)</td>
<td>13 (0.33%)</td>
<td>10 (0.26%)</td>
<td>6 (0.15%)</td>
<td>4 (0.1%)</td>
<td>39</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>12</td>
<td>50</td>
<td>57</td>
<td>7</td>
<td>4</td>
<td>130</td>
</tr>
</tbody>
</table>

From the above table, crosstab analysis, it is found that the capital invested in business and profit margin. The capital investment less than 50000 have profit margin up to 10% are 0.15% and 11 to 20% are 0.46% and 21 to 30% are 0.38%. The capital investment that 50000 to 100000 have profit margin is up to 0.044% are 1 and 11 to 20% are 0.41% and 21 to 30% are 0.54%. The capital investment that 100000 to 500000 have profit margin upto 10% are 0.053% and 11 to 20% are 0.39% and 21 to 30% are 0.54% and 31 to 40% are 0.02%. And the capital investment that above 500000 have profit margin upto 10% are 0.15%
and 11 to 20% are 0.33% and 21 to 30% are 0.26% and 31 to 40% are 0.15% and above 40% are 0.1%.

<table>
<thead>
<tr>
<th></th>
<th>Value</th>
<th>Df</th>
<th>Asymp. Sig.(2-sided)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pearson Chi-Square</td>
<td>28.702*</td>
<td>12</td>
<td>.004</td>
</tr>
<tr>
<td>Likelihood Ratio</td>
<td>29.244</td>
<td>12</td>
<td>.004</td>
</tr>
<tr>
<td>Linear-by-Linear Association</td>
<td>3.086</td>
<td>1</td>
<td>.079</td>
</tr>
<tr>
<td>N of Valid Cases</td>
<td>130</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Source: primary data

**Interpretation:**

From the above chi-square analysis the table value of 5% is 3.94 and calculated value of chi-square analysis is 0.004, so the Null hypothesis is accepted. Therefore there is no significance difference between capital investment and the profit margin.

**Findings**

There were a total of 130 responses received. Regarding the problems faced by respondents in women entrepreneurs. Age is an important factor for the women entrepreneurs to desire their preference decision making process and criteria. Many studies have proved that age has the significant influence over the women entrepreneur in the present research. The researcher categorized four important age group classifications 20-30 years, 31-40 years, 41-50 years and 51-60 years.

From the cross tab analysis is found in the marital status and source of finance about the women entrepreneurs. The married entrepreneurs are saving of E.P are 21 and family members are 44 and loan are 56 and supposed by friends are 2. The un married women entrepreneurs are saving E.P is 1 and others is 1.

From the chi-square analysis the table value of 5% is 3.94 and calculated value of chi-square analysis is .004, so the Null hypothesis is accepted. Therefore there is no significance difference between capital investment and the profit margin.

**Suggestions of the study**

On the basis of the above mentioned problems faced by women entrepreneurs and various other problems too, there is a provision of a number of a solution measures to overcome the problems. Some solutions or remedies can be well understood as under. In the initial stages women entrepreneurs may face problems but they must persevere, believe in
themselves and not give up mid-way. For rural women entrepreneurs need proper training institutions.

The society has to take steps to remove the disparity of gender bias to develop women entrepreneurship. It has to remove the cultural barriers which are considered to be the slavery chains of women entrepreneurs.

Women entrepreneurs must have a desire to empower themselves by using the available opportunities. They have to come forward to utilise the facilities offered by banks, government and development programmes.

Conclusion

Women constitute about half of the total population in India but they are not enjoying their freedoms, equalities, human rights, on par with their counterparts. It can be said that today we are in a better place wherein women participation in the field of women entrepreneurship is rising at a considerable rate. Efforts are being engaged at the economy as a brought assure of equality of chance in all spheres to the Indian women and laws guaranteed equal rights of participation in political process and equal opportunities and human rights in education and employment were enacted. It is obvious from the study that rural and urban women are ready to face the challenges associated with setting up of business. Women are not into business for survival but to satisfy their internal urge of creativity and to prove their capabilities. Women education is contributing to a great level to the social transformation. The future will see more women venturing into areas usually dominated by men. Lack of finance and family restriction are the important problems of women entrepreneurs in Kanniyakumari district.

Bibliography

4. Ayadurai, Selvakumar (2005), An Insight into the “Constraints faced by women Entrepreneurs in A War-Torn Area.


15. Tambunan, Tulus, 92009), Women entrepreneurship in Asian developing countries: Their development and main constraints, Journal of Development and Agricultural Economics.