

“THE PERFORMANCE OF WOMEN ENTREPRENEURS WITH REFERENCE TO THE NILIGIRI DISTRICT - A STUDY”

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Abstract

Women entrepreneurship is the process in which women initiate a business, gather all resources, undertake risks, face challenges, provides employment to others, and manages the business independently. The role of women in small districts is substantial and crucial. They constitute about half the total population, but in the Nilgiris, women are more important than the social groups, because they work harder and the family economy and management depend on them. This study aimed to investigate the role of the performance and factors influencing the women entrepreneurs of the Nilgiris district in entrepreneurship. Women entrepreneurship becomes part of the inclusive economic growth strategy in India. It has been observed that easy access to credit and training enhanced women's entrepreneurial skills and wealth creation in Nilgiris. Women participants in general achieved more economic and social decision making and resource allocation capacity which in turn improved the entrepreneurial attitude and skills among rural women beneficiaries. The present research study will shed light on knowing the challenges of financial sources for women entrepreneurs, the satisfaction level of the entrepreneurs, and the support given by their families and society. The study will also identify various issues and challenges faced by the women entrepreneurs in the Nilgiris District.

Keywords: Entrepreneurship, Financial sources, Women entrepreneur

1. INTRODUCTION OF FACTORS INFLUENCING

Social expectations: In a society where women are stereotyped as the ones who are meant to stay at home and put all their attention on their family, it is often looked down upon for them to venture out and establish a career for themselves. Not just that, even after establishing their business they often take more time than their male counterparts to gain trust and recognition from the public.

Lack of capital: It is often said that “Money is to a business what food is to the human body and is vital for any business, big or small.” Unfortunately, in this day and age even after women have proved themselves time and again that they are more than capable, people find it hard to believe and hesitate to invest in a business venture which is established by women entrepreneurs. It is also disappointing to see that banks do not consider women as credit-worthy as they believe that they can give up their business at any time. Therefore, women entrepreneurs do not have any alternative other than to rely on their savings, or maybe take the financial help of their families.

Personal and professional life balance: There is this unsaid rule that women worldwide are expected to take care of their homes and manage a successful business. Finding the right balance between them is essential but unfortunate importance to her family rather than her career.

Lack of confidence: A lot of women struggle with confidence and they need help with understanding their skills, and the value of what they bring to businesses and organizations. Very often, women tend to underestimate their capabilities and so they need a lot of support to gain that confidence and understand the value that they possess.

Lack of support: Lack of mentors and advisors is another major setback for women entrepreneurs. According to a survey, 48% of female entrepreneurs said that the lack of mentors and advisors restrains their professional growth. In a world where high-level business is dominated by men, it becomes difficult for women to excel in their profession without someone showing them the right way.

Building market access: This is the challenge of every entrepreneur, more so women entrepreneurs as their networks are usually smaller and therefore, they do not have much access to the market when they start.

2. OBJECTIVE OF THE STUDY

- To study the responses received for the questionnaire made to understand the factors and difficulties faced by a Women Entrepreneur during their Entrepreneurial Career.
- To study the Entrepreneur's perception towards their Firm.
- To study the Satisfaction level of the entrepreneurs.
- To study how the society and families esteem the Women Entrepreneurs.

3. METHODOLOGY OF THE STUDY

- Type of Research: Analytical
- Location: Coimbatore
- Type of sampling method: Convenient sampling method
- Sample size: 105
- Type of Data: Primary and Secondary data
- Research period: March – April 2022
- Tools used: Percentage Analysis, Descriptive statistics, Chi square test, and Garret ranking test

4. LIMITATIONS OF THE STUDY

- Respondents weren't engaged properly because of their busy schedules.
- The study was restricted to a particular District, Which Turned out to be a huge challenge to collect data from women.
- Entrepreneurs in the particular district.
- Language was a barrier as the localite Entrepreneurs weren't well-versed with English and I had to make them understand each question individually.

5. REVIEW OF LITERATURE

Das, Malika. (2000)¹, Women entrepreneurs from India: problems, motivations and success factors. Journal of small business & entrepreneurship based on their reasons for starting a business, the women are classified into three categories 'chance', 'forced', and 'created or pulled' entrepreneurs. The paper argues that while there are similarities between these three groups in terms of certain demographic variables, they do differ in terms of critical business variables such as sales volume, expected growth, and success factors.

¹ Das, Malika. (2000). *Women Entrepreneurs from India: Problems, Motivations and Success Factors*. *Journal of Small Business & Entrepreneurship*. 15. 67-81. 10.1080/08276331.2000.10593294.

Jain, Netlish. (2011)², Barriers in Growth & Performance of Women Entrepreneurship in India was been studied economic development of any country is not possible without the involvement of Women. Women entrepreneurs face a series of problems right from the beginning till the enterprise functions. Being a woman, itself possesses various problems for a woman entrepreneur. The problem of Indian women pertains to their responsibilities towards family, society, and lion work. They face tough resistance from men. They are considered helpers. The attitude of society towards her and the constraints in which she has to live and work is not very conducive. This paper is an effort to highlight the major barrier & challenges faced by women entrepreneurs & opportunities available to them.

Narendran, Roshni. (2012)³, Are the Female Entrepreneurs of Beauty Salons in India, Victims of Bad Publicity? International Journal of Diversity in Organizations, Communities, and Nations. This paper studied a preliminary study exploring the obstacles faced by female entrepreneurs running beauty salons in India. Newspapers and other media highlight the illegal activities that occur in the beauty industry, such as solicitation and the use of unhygienic products in salons, whereas they fail to report on the legitimate owners of beauty salons who are striving to run successful businesses. This research is part of a larger study of 151 female entrepreneurs, of which four beauty salon owners expressed their concerns about bad publicity. This paper also discusses the various allegations in media, as well as the concerns of female entrepreneurs in the beauty industry.

Sheikh Ali, Ali. (2012)⁴, Factors Influencing Performance of Women Entrepreneurs in Establishing and Expanding their SMEs in Somalia studied the entrepreneurial potentials of women have gradually been changing with the growing sensitivity to the role and economic status in the society.

Islam, Dr. Nazrul. (2014). Factors Influencing the Development of Women Entrepreneurship in Bangladesh, Studied the specific objective of this study is to identify the factors that help in the development of women entrepreneurs, especially in the SME sector of Bangladesh. Thorough literature has been reviewed to identify the factors and based on it a model for the development of women's entrepreneurship has been constructed. Descriptive statistics were used to describe the situation and inferential statistics were used to identify the relationships among the factors. Factor analysis was conducted to separate the factors related to the development of women's entrepreneurship while multiple regression analysis has been used to identify the significant factors related to it. The results show that there were eleven factors concerned with the development of women's entrepreneurship in Bangladesh.

Ashte, Ajit. (2015)⁵, Evaluative Study of Factors Influence Potential Rural Women Entrepreneurship in Osmanabad studied there is a need to undertake industrial activities in rural areas. Out of the total population, 48.46 percent are women population in India.

Al Mubarak, Muneer (2016)⁶, Factors Influencing Women Entrepreneurs' Performance in SMEs studied about world Journal of Entrepreneurship, Management, and Sustainable Development. This paper aims at contributing to the entrepreneurship literature by identifying factors influencing women entrepreneurs' performance and the corresponding challenges in small and medium enterprises. The study also examines the opportunity recognition as a mediator between influencing factors and the performance of women entrepreneurs. The results suggest that the most influencing factor is industry characteristics followed by entrepreneurial goals and motivations, and legal factors. Additionally, opportunity recognition is found to mediate entrepreneurial goals and motivations, and industry characteristics. The practical implications The paper can help increase women entrepreneurs' performance and enable them to make use of the business environment more efficiently and effectively.

Gali, Ram. (2016)⁷, Status of Women Entrepreneurship in India, as a research context is significantly different, in

² Jain, Neelesh. (2011). *Barriers in Growth & Performance of Women Entrepreneurship in India*

³ Narendran, Roshni. (2012). *Are the Female Entrepreneurs of Beauty Salons in India, Victims of Bad Publicity?. International Journal of Diversity in Organisations, Communities and Nations. 11. 47-56. 10.18848/1447-9532/CGP/v11i01/38965.*

⁴ sheikh Ali, Ali. (2012). *Factors Influencing Performance of Women Entrepreneurs in Establishing and Expanding their SMEs in Somalia*

⁵ Islam, Dr. Nazrul. (2014). *Factors Influencing the Development of Women Entrepreneurship in Bangladesh. The Eastern University Journal. 10.2139/ssrn.2851786*

⁶ Ashte, Ajit. (2015). *Evaluative Study of Factors Influence Potential Rural Women Entrepreneurship in Osmanabad*

⁷ Al Mubarak, Muneer. (2016). *Factors Influencing Women Entrepreneurs' Performance in SMEs*

many ways, from Western contexts where a majority of studies on women in leadership have been conducted. First, traditional culture and religious beliefs in Asia dictate the inferior status of women in their daily lives.

Islam, Dr. Nazrul & Arefin, Md & Chanda, Autri & Azam, Ashfaquul & Tajrian, Ainan & Khan, Rahman & Tabassum, Tasnim & Nazrul, Toufiq. (2018)⁸, Factors Influencing the Development of Women Entrepreneurship in Beauty-Care and Parlor Industry of Bangladesh Studied a total number of 122 women parlor entrepreneurs were surveyed to identify the reasons for engaging in this business. A structured questionnaire was developed and used to collect data from the women parlor entrepreneurs located in Dhaka and Narayanganj. The structural model results show that three factors such as business environment, business support, and operational incentive have a significant impact on the overall development of women's parlor entrepreneurship in Bangladesh. The other three factors, like the business prospect, entrepreneurial skills & education, and financial affairs do not influence the development of parlor entrepreneurship in Bangladesh. Among the significant variables, business support is the most influencing factor followed by the business environment and operational incentive. This study suggests that the policymakers should focus more on the business environment, business support, and operational incentive for developing beauty-care and parlor entrepreneurs in Bangladesh.

Agarwal, Sucheta & Agarwal, Vivek & Agrawal, Anand. (2018)⁹, Motivational and success factors: Through the lens of women entrepreneurship. International Journal of Management and Enterprise Development, this study emphasized the role of motivational factors in the entrepreneurial success of women in the Indian context. A structured questionnaire was used to collect data through personal administration of the questionnaire among women entrepreneurs of different regions in Uttar Pradesh, the biggest state of India.

6. RESULT AND DISCUSSION

Its founded that respondents who are in the age group of 16 to 21 Years is 10.6 Percent, 22 to 28 Years is 27.7 Percent, 29 to 35 Years is 32.6 Years, 36 to 40 Years is 20.6 Percent and 40+ Years is 8.5 Years. The majority of respondents belong to 29 to 35 Years i.e., 32.6 Percent.

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Its founded that respondents whose Educational Qualification is High School indicates 18.4 Percent, Diploma Degree indicates 20.6 Percent, Undergraduate Degree indicates 36.9 Percent, Postgraduate Degree indicates 20.6 Percent, and Doctoral Degree indicates 3.5 Percent. The majority of respondents' Educational Qualification is Undergraduate Degree i.e., 36.9 Percent.

It results that respondents are 25.5 Percent, married is 46.1 Percent, divorced is 11.3 Percent, widowed is 7.2 Percent, and prefer not to answer is 9.9 Percent. The majority of respondents' Marital Status is Married i.e., 46.1 Percent.

Its founded that respondents indicate how long they have been running the business 1 to 4 Years is 46.8 Percent, 5 to 9 Years is 43.3 Percent, 10 to 14 Years is 9.2 Years, and 14 + Years is 8.5 Years. The majority of respondents belong to 1 to 4 Years i.e., 46.8 Percent

Its founded that respondents indicate the challenges faced during the start-up phase no obstacles is 19.1 Percent, doubt of self-confidence is 20.6 Percent, financial issue Year is 21.3 percent, lack of information is 20.6 Percent, support from family is 15.6 percent, and combining domestic and professional is 12.1 percent. The majority of respondents belong to financial issues i.e., 21.3 Percent.

⁸ Gali, Ram. (2016). status of women entrepreneurship in India. international journal of multidisciplinary educational research, 5. 214-225.

⁹ Islam, Dr. Nazrul & Arefin, Md & Chanda, Autri & Azam, Ashfaquul & Tajrian, Ainan & Khan, Rahman & Tabassum, Tasnim & Nazrul, Toufiq. (2018). Factors Influencing the Development of Women Entrepreneurship in Beauty-Care and Parlor Industry of Bangladesh.

Its founded that respondents indicate what kept going forward in your business, I love challenges and cracking solutions is what I enjoy the most is 70.2 percent and all the invested money would drain .so I kept continuing is 29.8 percent. The majority of respondents belong to I love challenges and cracking solutions is what I enjoy the most i.e., 70.2 Percent.

Its founded that respondents indicate the troubles you went through were worth it today, yes is 52.5 Percent, No is 18.4 Percent, and not sure is 29.1 percent. The majority of respondents belong to yes i.e., 52.5 Percent.

Its founded that respondents indicate how well the business is operating currently, my organization is blooming is 31.2 Percent, just running normally – good enough to survive is 56.7 Percent, and undergoing loss is 12.1 percent. The majority of respondents belong to just running normally - good enough to survive i.e., 56.7 Percent.

Its founded that respondents indicate do they think they are doing better than males, yes is 48.2 Percent, No is 18.4 Percent, and hard to say is 33.3 percent. The majority of respondents belong to yes i.e., 48.2 Percent.

Its founded that respondents indicate the level of happiness as a woman entrepreneur on the scale1 of 5, extremely happy is 6.4 percent, unhappy is 46.8 percent, neutral is 36.2 percent, happy is 9.9 percent, and extremely happy is 0.7 percent. The majority of respondents belong to the unhappy i.e., 46.8 Percent.

Its founded that respondents indicate are the family members happy with the business they are running currently yes is 48.2 percent, no is 12.1 percent, and neutral is 39.7 percent the majority of respondents belong to yes i.e., 46.8 Percent.

Its founded that respondents indicate the experience and working with other women they came across are happy and satisfied with their current lives, yes is 47.1 Percent, No is 8.6 Percent, and difficult to judge is 44.3 percent. The majority of respondents belong to yes i.e., 47.1 Percent.

Its founded that respondents indicate how to educate women to take up entrepreneurship roles, sharing motivational videos on social media and personal website is 31.5 percent, conducting public seminars 26.9 percent, sharing educational materials on social media and personal website is 27.7 percent, and develop interactive applications for both android and iOS devices are 13.8 percent. The majority of respondents belong to sharing motivational videos on social media and personal websites i.e., 31.5 percent.

There is no significant relationship between age group and do you think that you are doing better than your male business rivals.

There is no significant relationship between the highest qualification and the Current operating status of the business.

There is a significant relationship between do you think the troubles you went through were worth it today and are your family members - husband and or children happy with the business you are running.

7. SUGGESTIONS

Therefore, it can be interpreted that women entrepreneurs do consider financial aspects as a major challenge in their business mainly from the investor side. Adequate measures must be taken from the investor's side and from the banks to support the upcoming Women Entrepreneurs.

Most Women Entrepreneurs are running their business only on Break-Even and not on Blooming Profits, therefore successful women entrepreneurs can share their experience and strategies with their fellow entrepreneur's so that all of them can grow together.

Most of the respondents mentioned that their family members are happy with the business that they are running currently, this is a stereotype break by the respondent's family, I would suggest many more families support and feel happy for their family's women entrepreneur so that it will be a Sparke to improve themselves in their entrepreneurial career.

It is interpreted that most Women Entrepreneurs are interested in sharing motivational videos on social media and personal websites, this would be of great help to all the Women entrepreneurs who are in their Start-up phase and entrepreneurs who are facing other obstacles. Therefore, this initiative must be taken on a large scale, and in a huge forum I would suggest Setting up face-to- face and one on one motivational and ideas sharing sessions with the entrepreneurs so that they can get highly benefitted.

CONCLUSION

Entrepreneurship plays a vital role in the growth of our economy. It acts as a catalyzer in fostering the initiative to undertake economic activities for the production and distribution of wealth. In The Nilgiris District larger amount of potential, remains untapped due to a lack of supportive means and other obstacles. Proper entrepreneurial skills and financial support are to be given to Women entrepreneurs through proper training programs for carrying out entrepreneurial activities. What Women entrepreneurs need is encouragement and support from their family members, government, and society. If they are properly trained and provided with the required capital Women Entrepreneurs can reach greater heights which can contribute to the Nation's Economic Growth and improve the individual's living standards.

