

A STUDY ON THREATS FACED BY MSME WOMEN ENTREPRENEUR IN MADURAI DISTRICT

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Abstract

Women entrepreneur is a woman who initiates, organizes and managing the affairs of a business unit. Country like India everywhere we can see a male domination, women are being considered only for households, now days women empowerment breaks every inch of social discrimination in Indian society women entrepreneurship develops Indian economy and contributes employment opportunity, MSME is a sector which is a back bone for every developing countries, objective of the study is to know the threats that affects women entrepreneurs in MSME sector. Simple random sampling method has been used to select samples and number of samples taken was 118, data collection done with the help of interview schedule. SPSS software has been used to take statistical decision.

Key words: *Economic Development, Employment Opportunity, MSME, Threats faced, Women entrepreneur.*

INTRODUCTION

Women entrepreneurs are the back bone of Indian economy which generates mass employment opportunity among young women, Micro, small and medium is a income revenue generating source for government where they focusing more for the development of nation, but still women entrepreneurs facing more problems like lack of financial support, lack of moral support from family, lack of technical support from institutions etc., in this study threats faced by MSME women entrepreneurs was analysed.

STATEMENT OF THE PROBLEM

Women entrepreneurship is a back bone of economic development of India, which can increase employment opportunity and can develop standard of living of the people, Government of India has provided various initiatives for the development of the women entrepreneur but still they are facing some threats in this study concentrate on threats faced by MSME women entrepreneur in Madurai district.

Thus, the research questions derived from review of literatures are

What will be the threat highly affecting women entrepreneur?

Does the business experience influence threat?

Does their business background have connection with the threat faced by MSME women entrepreneur?

OBJECTIVE

- To analyse the socio-economic profile of the sample respondent
- To identify threats faced by MSME women entrepreneur

RESEARCH METHODOLOGY

Simple random sampling method has been used to select respondents and the primary data is collected with the help of interview schedule. Sample size is 98. Sample respondents were selected in various business studies colleges in Madurai district.

HYPOTHESIS

There is no significant relationship between business experience and the threats faced by the women entrepreneurs

There is no significant difference between business background and the threats faced by the sample respondents.

DATA ANALYSIS AND INTERPRETATION

TABLE 1 SOCIO ECONOMIC PROFILE OF THE SAMPLE RESPONDENTS

Socio Economic Profile	Category	Number of respondents	Percentage of Respondents
Gender	Male	74	62.7
	Female	44	37.3
	Total	118	100.0
Age	Below 30	33	28.0
	30- 40	44	37.3
	40-50	35	29.7
	Above 50 years	6	5.1
	Total	118	100.0
Educational Qualification	SSLC	13	11.0
	HSC	36	30.5
	Graduates	50	42.4
	Diploma/PG	19	16.1
	Total	118	100.0

Business experience	Less than 2 years	4	3.4
	2 - 3 years	18	15.3
	3- 5 years	42	35.6
	More than 5 years	54	45.6
	Total	118	100.0
Business Background	Yes	71	60.0
	No	47	39.2
	Total	118	100.0

Source: Primary Data

Table 1 indicates that majority 62.7% of the sample respondents are male, majority 37.3% of the sample respondents belong to the age group of 30-40 years, majority of 42.4 % of the sample respondents are graduates, majority 45.6% of them has business experience more than 5 years. Majority 60% of them has business background.

TABLE 2 THREATS FACED BY WOMEN ENTREPRENEUR

Factors	Mean	Standard Deviation
Mobility	3.1525	1.17399
Lack of Consistency	3.1949	1.56488
Lack of Managerial Ability	3.7966	1.13649
Shortage of Capital	3.1864	1.32012
Lack of Recognition by the Society	2.3220	.70264
Obsolescence of Product Technology	2.9492	1.38889
Competitive Environment	3.4661	1.05151
Lack of demand for the products	2.6864	1.37561
Lack of Zeal of Enthusiasm	3.1441	1.04001
Lack of Government Support	2.8305	1.26967

Source: Primary Data

Table 2 indicates that highest mean score 3.79 secured by lack of managerial ability is a major threat faced by women entrepreneur, second highest mean score 3.46 secured by competitive environment, third highest mean score 3.19 secured by the variable lack of consistency, and other variables secured between 3.15 to 2.68 which denotes lesser impacted factors.

HYPOTHESIS

TABLE 3 BUSINESS EXPERIENCE AND THREAT FACED BY MSME WOMEN ENTREPRENEUR

Factors	Value	P value	Statistical Inference	Result
Mobility	27.649	.006	p value >0.05	Significant
Lack of consistency	15.184	.086	p value < 0.05	Not Significant
Lack of managerial ability	10.329	.325	p value < 0.05	Not Significant
Shortage of capital	33.937	.001	p value >0.05	Significant
Lack of recognition by the society	6.940	.326	p value < 0.05	Not Significant
Obsolesce of product technology	41.229	.000	p value >0.05	Significant
Competitive environment	22.244	.035	p value < 0.05	Not Significant
Lack of demand for the products	19.420	.079	p value < 0.05	Not Significant
Lack of zeal of enthusiasm	23.823	.005	p value >0.05	Significant
Lack of government support	16.429	.172	p value < 0.05	Not Significant

Source: Primary Data

Table 3 indicates that there is no significant relationship between business experience of the sample respondent and the threats faced by MSME women entrepreneur. Hence, p valeis more than 0.05 except mobility, shortage of capital, obsolescence of product technology, lack of zeal of enthusiasm, which variables has p value less than 0.05. It is concluded that variables like mobility, shortage of capital, obsolescence of product technology, lack of zeal ofenthusiasm has significant relationship with business experience it denotes that based on the experience threats faced by the sample respondents varies.

TABLE 4 BUSINESS BACKGROUND OF THE SAMPLE RESPONDENT AND THE THREATS FACED BY MSME WOMEN ENTREPRENEUR

Factors	Value	P value	Statistical inference	Result
Mobility	51.168	.000	P value >0.05	Significant
Lack of consistency	20.242	.000	P value >0.05	Significant
Lack of managerial ability	30.027	.000	P value >0.05	Significant
Shortage of capital	39.052	.000	P value >0.05	Significant

Lack of recognition by the society	7.155	.028	P value >0.05	Significant
Obsolescence of product technology	46.138	.000	P value >0.05	Significant
Competitive environment	35.086	.000	P value >0.05	Significant
Lack of demand for the products	43.981	.000	P value >0.05	Significant
Lack of zeal of enthusiasm	56.598	.000	P value >0.05	Significant
Lack of government support	10.990	.027	P value >0.05	Significant

Source: Primary Data

Table 4 indicates that there is significant relationship between business background of the sample respondents and the threats faced by MSME women entrepreneur. Hence, the level of significance is less than 0.05. It is concluded that based on the business background threats faced by them varies.

FINDINGS

- Majority 62.7% of the sample respondents are male,
- Majority 37.3% of the sample respondents belong to the age group of 30-40 years,
- Majority of 42.4 % of the sample respondents are graduates,
- Majority 45.6% of them has business experience more than 5 years.
- Majority 60% of them has business background.
- Highest mean score 3.79 secured by lack of managerial ability is a major threat faced by women entrepreneur, second highest mean score 3.46 secured by competitive environment, third highest mean score 3.19 secured by the variable lack of consistency, and other variables secured between 3.15 to 2.68 which denotes lesser impacted factors.
- It is concluded that variables like mobility, shortage of capital, obsolescence of product technology, lack of zeal of enthusiasm has significant relationship with business experience it denotes that based on the experience threats faced by the sample respondents varies.
- It is concluded that based on the business background threats faced by them varies.

CONCLUSION

Women owned businesses are highly increasing in the economies of almost all countries. The hidden entrepreneurial potentials of women have gradually been changing with the growing sensitivity to the role and economic status in the society. Skill, zeal, wills, knowledge and adaptability in business are the five important determinants of women to emerge into business ventures. With the advent of media, women are aware of their own traits, rights and also the work situations. But threats which affects sustainability of the women entrepreneur's threats like shortage of capital, heavy competition can be controlled by government initiatives, process of getting loans from banks and financial institutions can be simplified. Lack of

recognition and technical supports can be solved by creating marketing and technical education among women entrepreneur with the help of institutional support. Lack of zeal can be increases by increasing morale of the women entrepreneur.

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