

A Study on Challenges of First Generation Women Micro Level Business Start-up in Tirunelveli City

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Abstract: *The aim of the study is to assess the main obstacles and opportunities that women entrepreneurs face when starting and growing their business. Women are one of the most important untapped resources. Based on the evidence showing the importance of starting new businesses for economic development and growth, women's entrepreneurship is receiving more attention and relevance. Through the development of new goods, technologies and services, entrepreneurs play an important role in determining the direction of the economy and contributing to the development of wealth and jobs. Women's participation in the employment and equity of a business is the foundation of women's entrepreneurship. Women entrepreneurs are those who actively create or acquire businesses through innovation. This paper endeavours to examine the opportunities and woman entrepreneurial obstacles facing today's challenges our nation must overcome.*

Keywords: Challenges, Entrepreneurship, Women entrepreneurs

I. INTRODUCTION

Women empowerment in ancient India transports to a terrain of mixed views. In ancient India, women enjoyed equal status with men and were trained in the art of warfare by choice. The story of Rani Abbakka Chowta is a classic example of women empowerment in the nation. Following the adoption of the Indian Constitution on January 26, 1950, which contains several clauses and sections that clarify the status of women, women's empowerment in India gained significant momentum. When Oxford Dictionaries named "Nari Shakti" as Hindi word of the year 2018. Evidently, we can estimate the influences women are having on the world during all these years. Gone are the days when women spent their entire lives within the four walls of the house. Like their male counterparts, women today are writing new stories of unprecedented success with their wit and hard work. More and more women are expanding their entrepreneurial horizons and venturing into previously unknown business areas. The greater choice now available to women in the fields of employment has been the main driving force behind their transformation as bureaucrats, professionals and managers. You have now begun to enter the highly competitive world of business – and economic independence. For this to be achieved, however, micro-level women entrepreneurs will need to better manage their businesses, find ways to reach wider markets, and obtain easier access to finance. This paper tried to outline the idea of first-Generation women Entrepreneurs (FGWE) and tried to spot issues of FGWEs and eventually given appropriate suggestions to triumph the success of FGEs.

1.1 Objectives

- To analyse the status of women entrepreneurs in micro, small and Medium enterprises in the Tirunelveli district.
- To Analysis the demographic profile of the women entrepreneurs.
- Identification of the challenges of the Women in Micro level business
- To analyse the Highlight of constraints faced by the women entrepreneurs.
- Suggest the relevant measures to improve the performance of women entrepreneurs.

II. REVIEW OF THE LITERATURE

1. **Ashish, Mathur (2011)** the review mentioned below helps us to understand the Challenges, policies and future prospects that can contribute towards achieving development for women entrepreneur. The present study is maiden attempt to analyse. The women entrepreneurship and other related factors to it. The following sections take reference of the relevant works that can help quantify and measure the challenges and opportunities for further research.
2. **Vaidivu & Devipriya (2013)** studied on th Problems of Women Micro level Business Start-up by the way of primary data of 50 respondents of Tirupur District and revealed From the study that most affecting motivational factor are Need of money, Help the Family, Challenge, try something on one’s own, hobby/special interest Family/Spouse Had business and also money motive.
3. **Anjali Singh (2014)** noted that in some cases, women have become the main Breadwinners. Another explanation for the increased prominence of this motive is that the number of single mothers has been increasing, and many of these do not have any Means of earning their livelihood other than self-employment. Women have reported that they get respected and trusted by husbands and others because they are self Employed.

III. METHODOLOGY

- **Primary data:** Primary data was collected from the respondents through systematically prepared questionnaire through structured interview methods.
- **Secondary data:** The main source of information for secondary data was collected from the old records and the websites, books, journals, newspapers etc.

IV. ANALYSIS AND INTERPRETATION

Age	No of Respondent	Percentage
Below 25	23	32.86%
26-35	20	28.57%
36-50	17	24.29%
Above 50	10	14.29%
Total	70	100

Type of family	No of Respondent	Percentage
Nuclear	30	42.86%
Joint	40	57.14%
Total	70	100

Income Wise	No of Respondent	Percentage
Up to 15000	12	17.14%
15001 to 25000	25	35.71%
25001 to 30000	23	32.89%
Above 30000	10	14.29%
Total	70	100

Marital Status	No of Respondent	Percentage
Married	35	50.00%
Unmarried	15	21.43%
Widow	20	28.57%
Total	70	100

Chi- Square analysis:

Comparing the Marital Status and Type of family of the respondent.

Marital status / type of family	Married	Unmarried	Widow	Total
Nuclear family	15	5	10	30
Joint family	20	10	10	40
Total	35	15	20	70

Result of chi-square test

O	E	O-E	(O-E) ²	(O-E) ² /E
15	15	0	0	0
5	6.43	-1.43	0.1849	0.029
10	8.57	1.43	0.1849	0.022
20	20	0	0	0
10	8.57	1.43	0.1849	0.022
10	11.43	-1.43	0.1849	0.016
Total				0.089

Degree of freedom(V) = (R-1) (C-1)
 = (2-1) (3-1)
 V = 2 ; $\chi^2_{0.05} = 5.99$

V. FINDINGS

- The majority of the respondents are belonging to the age group of below 25 having 32.86% .
- The majority of the respondents are belonging to the type of family of joint family 57.14%.
- The majority of the respondents are belonging to the income level of 15001 to 25000 having 35.71%.
- The majority of the respondent are belonging to the Marital Status of Married women having 50.00%.

VI. INTERPRETATION

32.86 percentage of the respondents are from the age group of below 25, 28.57 percentage of the respondents are from 26-35 age, 24.29 percentage of the respondents are from 36-50 age, 14.29 percentage of the respondents are from above 50, 42.86 percentage of the respondents are from nuclear family, 51.14 percentage of the respondents are from joint family, 17.14 percentage of the respondents are from up to 15000, 35.71 percentage of the respondents are from 15000 to 25000, 35.89 percentage of the respondents are from 25001 to 30000, 14.29 percentage of the respondents are from above 30000, 50.00 percentage of the respondents are from married status, 21.43 percentage of the respondents are from unmarried status, 28.57 percentage of the respondents are from widow.

VII. SUGGESTION

The government should set up training initiatives to promote management, leadership, marketing, finance, production processes, profit planning, accounting and other professional skills. This will inspire more women to start their own business and they should attend conferences, seminars, workshops and trainings. This can make it easier for them to overcome their business obstacles. It is recommended that female entrepreneurs have sufficient self-confidence to fulfil their potential as successful female entrepreneurs.

VIII. CONCLUSION

As a result of the various research articles examined, several obstacles for women entrepreneurs have come to light. These include work-life balance, socio-cultural barriers, a male-dominated society, poor literacy rates or educational qualifications, lack of financial support, lack of technical expertise, marketing and business skills, lack of self-confidence, and restricted mobility. The moment has come for women to free themselves from the burden of housework

and make room for their creativity and entrepreneurship. The position of women in a developing society in India has also been influenced by social and political developments. Government programs, incentives and subsidies have encouraged and supported women entrepreneurs. With the increasing number of educated women changing the position of women in society, many women are becoming self-employed.

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