

F. R. Alexander Pravin Durai Associate Professor and Head, Department of Commerce, St. Joseph's College (Autonomous), Tiruchirappalli. (Affiliated to Bharathidasan University, Trichy)

N. K. Chitra Ph.D Research Scholar, Department of Commerce, St. Joseph's College (Autonomous) Tiruchirappalli. (Affiliated to Bharathidasan University, Trichy)

Abstract:

The economic emancipation of women who are socially and economically vulnerable section in India remains low and leaves a lot to be desired. To safeguard and enhance the women entrepreneurs of the nation, various institutional organizations like nationalized banks, state financial and industrial corporations, etc., have got special programmes and schemes at central and state levels but they were not as successful as expected. More than ever, now active roles must be given to the women-owned business enterprises in the development of economy. However, these efforts face numerous problems in India in the form of poor literacy among women especially in rural sectors, lack of financial independence, inherently patriarchal society and much more. The state and other institutional involved financial operations should play a proactive role in identifying grooming and sustaining the women entrepreneurship in every state including Tamilnadu

Key words: women entrepreneurs, entrepreneurship, financial inclusion,

Introduction:

Women constitute nearly half of the total population, the economic emancipation of this socially and economically vulnerable section leaves a lot to be desired. The female population in India is 48.17% as reported by the World Bank in 2015. According to the Sixth Economic Census by the National Sample Survey Organisation (NSSO), only 14% of business establishments in the country are being run by female entrepreneurs. This means that out of the 58.5 million functional businesses, only 8.05 million of them have females as boss. Among the states, the largest number of establishments under women entrepreneurship is in Tamilnadu (13.51%) followed by Kerala (11.35%).

In order to safeguard and enhance the women entrepreneurs of the nation, various institutional organizations like nationalized banks, state financial and industrial corporations, etc., have been given special tasks and schemes at central and state levels. However, there has been a strong feeling among the women rights group and other pressure groups that there has been a Luke-warm response from banks to inclusive financial practices meant for women entrepreneurs. The financial services offered by the banking sector have not been extended to cover the large section of the women population engaged in entrepreneurial activities. The women entrepreneurs in semi-urban and rural areas of the country are worst affected as far as the inclusive banking practices are concerned. By and large, the women entrepreneurs of these areas are serviced predominantly by informal financial institutions.

To strengthen discussions on Women entrepreneurship and expose the present state of affairs of women entrepreneurs a few literature reviews have been presented here.

Review of Literature:

The review of Financial Inclusion of Purvi Shah and Medha Dubbashi (Mar.2015)¹ shows the struggle of financial inclusion. The service not extended to rural areas serves as a barrier to India's growth and

¹ Purvi Shah and Medha Dubbashi, (Mar.2015), Review Paper on Financial Inclusion-The Means of Inclusive Growth, Chanakya International Journal of Business Research, Volume-1, Issue-1, pp.37- 48

also in obtaining the status of the-third largest economy. The eleventh five-year plans would serve as a tool for financial inclusion services to achieve equitable sustainable growth with the assistance of women self-help groups, Co-operative banks, Lead Bank schemes, etc.,

K.R.G. Nair (Jan.2006)² in a thorough study titled "Characteristics of Entrepreneurs: An Empirical Analysis" examined the characteristics of socio-economic and attitude of entrepreneurs of Kerala. Neither religion nor business acumen has its impact on entrepreneurship. Entrepreneurship is favoured by age, technical, education, family economic status, training, and work experience in the relevant field. Comparatively, entrepreneurs are exhibiting their innovativeness in attitude but fail to have faith in control over internal locus.

Jyoti Rani & Sanjay Kumar Sinha (April.2016)³, state the numerous problems faced by women entrepreneurs like self, social, economic, legal, family, marketing and mobility. The analysis further states the patriarchal domination, psychological barriers, lack of experience, knowledge, societal support, awareness about credit facilities, infrastructure, rigid policies, marketing skills and unfavorable market behaviors. The study suggests the government to extend support to run the business venture successfully. The proposed policies to encourage women entrepreneurs should be implemented and executed. The percentage of higher education is relatively less among women entrepreneurs. Family should support them by providing a platform to educate themselves in decision making, self-awareness, self-esteem and self-independence. Women entrepreneurs too should take initiatives in understanding the network and marketing to run the business.

Let us see the problems faced by Women entrepreneurs in Tamilnadu which is one of the Top most states in term of Women Entrepreneurship and financial inclusive initiatives.

Problems Faced by Women Entrepreneurs in Tamilnadu:

> Literacy Level:

The Literacy Level among the women in semi urban and rural area tends to be lower.

This has been impacting the awareness among women about entrepreneurial opportunities available to them and they ways and means to use them.

> Surety Issues:

Despite the interest shown by women to kick start their business ventures by borrowing loan from the financial institutions, they face problem while producing surety demanded by the banks. Due to this many are hesitant to approach the bank for their credit or business purposes.

> Legal Formalities:

It is very difficult to the women entrepreneurs to obtain the license, and other legal formalities when they start and run the business. They face problems in balancing their domestic and business commitments

> Lack of Self Confidence

Psychologically, confidence level of women is viewed as less when they attempt to manage the business independently. Generally, women have to depend on others to run the business as they do not have freedom of mobility like their male counterparts.

² K R G. Nair (Jan 2006). Characteristics of Entrepreneurs: An Empirical Analysis. Journal of Entrepreneurship, Vol 15, Issue No 1, pp.47-61.

³ Jyoti Rani and Sanjay Kumar Sinha (Apr.2016), "Barriers Facing Women Entrepreneurs in Rural India: A Study in Hariyana", Amity Journal Entrepreneurship, Vol.1, Issue No.1, pp.86-100.

> **Patriarchal Society:**

The Indian Society generally remains male dominated with most decisions taken by male members even for women members of the family. This system deprived women from getting gainful entrepreneurial opportunities even if they are skillful and enlightened.

> **Financial Issues:**

Owing to limited financial sources available to women in the form of loans, concessions, schemes etc., They find it difficult to mobilize adequate resources on their own to launch business enterprises.

> **Awareness:**

The State and Central Governments have been providing many financial services to the entrepreneurs especially for women entrepreneurs. But many women remain unaware of financial services provided by the banks as the information does not reach them properly

Conclusion:

The state and other institutional involved in financial lending should play a proactive role in grooming and sustaining the women entrepreneurship in every state including Tamil nadu. In the absence of proactive and need based initiatives from banks other financial institutions the economic growth of the nation would remain abysmally poor in comparison to the countries where women play a dynamic role in the economic activities of the nation .

References:

1. Purvi Shah and Medha Dubbashi, (Mar.2015), Review Paper on Financial Inclusion-The Means of Inclusive Growth, Chanakya International Journal of Business Research, Volume-1, Issue-1, pp 37- 48
2. K.R.G. Nair (Jan.2006), Characteristics of Entrepreneurs: An Empirical Analysis. Journal of Entrepreneurship. Vol.15, Issue No.1. pp.47-61.
- 3 Jyoti Rani and Sanjay Kumar Sinha (Apr.2016), "Barriers Facing Women Entrepreneurs in Rural India: A Study in Hariyana". Amity Journal Entrepreneurship. Vol.1, Issue No 1, pp.86-100.