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## SUSTAINABLE DEVELOPMENT OF WOMEN ENTREPRENEURSHIP IN COIMBATORE, TAMILNADU

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### *Abstract*

*A significant contribution to the nation's socioeconomic welfare is made by women entrepreneurs. One crucial component of women's empowerment is the development of entrepreneurship. In order to raise women's economic standing and raise their quality of living, it is necessary to support them in starting their own businesses. Examining the sustainable development of women entrepreneurs in the Coimbatore district is the objective of this study. The study's result suggested that women have sufficient opportunities to launch their own businesses and make a living off of them. However, they had to get past a few obstacles and issues in order to keep their business going. As opposed to before, their standing in society had also improved as a result of their enterprise. At present, Coimbatore is among the best places in Tamilnadu for starting a new business. The district's women entrepreneurs worked in both traditional and non-traditional fields, including engineering, doll making, ready-made clothing, fabrics, restaurants, knitting, jewelry design, poultry farming, and the chemical industry. The desire for a career in business has been the driving force behind these female entrepreneurs.*

**Keywords:** *Marketing Challenges, Personal Challenges, Financial Challenges, Sustainable Development, Government Policy.*

### **Introduction**

A competent labor and an abundance of resources are endowed upon Tamil Nadu. It is one of the most popular places to invest when launching a new business and leads various industries, including automotive, leather, textiles and apparel, engineering components, pharmaceuticals, etc. Tamil Nadu boasts over five million MSMEs, making it the third largest state in the nation with an 8% stake. It also possesses the greatest proportion of non-farm units and makes up around 15.24% of all microenterprises in India. Large enterprises in the State rely on the robust and trustworthy vendor base that the MSMEs in

Tamil Nadu offer. The Tamil Nadu government has taken a variety of actions to facilitate business dealings and foster an environment that attracts investors in order to encourage investment in the MSME sector. One crucial component of women's empowerment is the development of entrepreneurship. Women should be encouraged to launch their own businesses in order to benefit financially and elevate their standing in society. Despite making up almost half of the nation's population (as per the 2011 census), they had comparatively lower levels of entrepreneurial engagement. Given that women make up half of the world's population, there is an abnormal

gender gap. Thus, there's a chance to raise the proportion of female entrepreneurs.

**Statement of the Problem**

Social conventions and assumptions that imply women's roles should be restricted to household chores present one of the largest obstacles for female entrepreneurs in Coimbatore. Because of this, it is challenging for women to reject gender norms and pursue jobs in entrepreneurship. Due to their frequent lack of access to financing, women entrepreneurs may find it challenging to launch and expand their companies. Because loans and credit are frequently discriminatory against women-owned firms, women entrepreneurs face additional challenges in getting these resources. In India, there are frequently insufficient networks of mentorship, training courses, and networking opportunities for female entrepreneurs. These materials are essential for women to develop their knowledge, abilities, and self-assurance as business owners.

In India, women business owners frequently find it difficult to reconcile the duties of managing a company with their familial obligations. It might be challenging for women to dedicate enough time and energy to their enterprises because they are still expected to prioritize their household responsibilities. In India, prejudice against female entrepreneurs is a common occurrence, particularly in sectors where males predominate. Women may find it more challenging to compete and be successful in the market as a result. In India, women entrepreneurs frequently face barriers to market access because they lack the necessary resources, networks, and experience. They may find it challenging to obtain contracts, attract clients, and expand their enterprises as a result. Legal barriers prevent Indian women business owners from registering their companies, getting licenses, and receiving government assistance.

**Objective of the study**

1. To identify the sustainable development of women entrepreneurship in Coimbatore district.
2. To analyze what are the challenges faced by women entrepreneurs.

**Research Methodology**

**Data Collection**

The study depends on primary and secondary data collection. Questionnaire method is used for data collection.

**Sampling method**

The researcher used Non-probability sampling method and the convenient sampling approach was used by the researcher to choose the samples for the current investigation. The required data have been collected through Google form method from 200 women entrepreneurs in Coimbatore city.

**Tools Employed**

The collected data have been analyzed by using Simple percentage, Chi-square test, ANOVA and Factor Analysis. By using SPSS 22.0, collected data from questionnaires have been analyzed by using various Statistical tools.

**Analysis and Interpretation**

**Demographic profile**

Sources	Variable	Frequency	Percentage
Age	Up to 25 years	23	11.5
	26 years to 35 years	104	52
	Above 36 years	73	36.5
	<b>Total</b>	<b>200</b>	<b>100.0</b>
Education level	Up to Higher secondary level	20	10
	Diploma level	58	29
	Degree level	72	36
	PG & above level	50	25
	<b>Total</b>	<b>200</b>	<b>100.0</b>
Income (per month)	<15k	65	32.5
	15-30k	47	23.5
	30k-45k	38	19
	45k-60k	22	11
	60k-70k	17	8.5
	>75k	11	5.5
	<b>Total</b>	<b>200</b>	<b>100.0</b>
Type of Business	Cosmetics	40	20
	Dress	45	22.5
	Healthcare	30	15

	Homemade food	60	30
	Home appliance	15	7.5
	Others	10	5
	<b>Total</b>	<b>200</b>	<b>100.0</b>
Marketing Challenges faced by Women Entrepreneurs	Lack of communication	52	26
	In sufficient stock of products	44	22
	Heavy competition	46	23
	Inadequate advertising and Publicity	30	15
	Delayed collection of bills	10	5
	Poor knowledge of marketing management	18	9
	<b>Total</b>	<b>200</b>	<b>100.0</b>
Personal Challenges faced by Women Entrepreneurs	Lack of initiative	25	12.5
	Lack of self confidence	52	26
	Low risk-bearing capacity	55	27.5
	Lack of leisure time	48	24
	Lack of awareness of business	20	10
	<b>Total</b>	<b>200</b>	<b>100.0</b>

**Source: Computed data**

The demographic profile of women entrepreneurs' sustainable development is displayed in the above table. The age group of up to 26 years to 35 yearsold comprises a maximum of 52% of the responses. The age category of above 11.5%of represents the minimal number of responders up to 25years.

The education level was explained in the preceding table. A maximum of 36 % of those surveyed had a degree level. A minimum

of 10% of participants have completed up to secondary education.

The respondents' Income (per month)is displayed in the table above. A maximum of 32.5% of those surveyed had an income up to fifteen thousand per month. A minimum of 5.5% of responders have earned up to seventy five thousand.

The Familiar with type of business was explained in the preceding table. A maximum of 22.5% of those doing had a dress and costume related working industry. A minimum of 5% of responders have doing a other mixed related startup businesses.

The women entrepreneurs have faced marketing challenges in your business was disclosed above. A maximum 26% of those surveyed for lack of communication related challenges. A minimum 5 % of those surveyed for delayed collection of bills and finance others related challenges faced.

The personal challenges faced by women entrepreneurs explained in the preceding table. A maximum of 27.5% respondent survey's for low risk-bearing capacity. A minimum 10% of respondents those surveyed for lack of awareness of business.

**Age and Sustainable Development of Women Entrepreneurs**

**Ho:** There is no difference between age and sustainable development of women entrepreneurs

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	17.774	1	18.774	116.796	.000
Within Groups	86.696	218	.138		
Total	95.569	219			

**Source:** Computed data

The above table reveals that the p-value is less than 0.01; the null hypothesis is rejected at 1 per cent level of significance. It is concluded that there is a significant difference between age and sustainable development of women entrepreneurs. (F= 116.796; p<0.05).

**Education level and Personal Challenges faced by Women Entrepreneurs**

**Ho:** There is no difference between education level and personal challenges faced by women entrepreneurs

Personal Challenges	Education level				Total	
	Up to Higher secondary level	Diploma level	Degree level	PG & above level		
Lack of initiative	N 2 % 1%	5 2.5%	10 5%	8 4%	25 12.5%	Chi-square Value: 4.042; df: 6; Sig. 0.000
Lack of self confidence	N 22 % 11%	14 7%	11 5.5%	5 2.5%	52 26%	
Low risk-bearing capacity	N 5 % 2.5%	12 6%	20 10%	18 9%	55 27.5%	
Lack of leisure time	N 7 % 3.5%	10 5%	15 7.5%	16 8%	48 24%	
Lack of awareness of businesses	N 8 % 4%	6 3%	3 1.5%	3 1.5%	20 10%	
Total	N 44 % 22%	42 23.5%	69 34.5%	50 25%	200 100.0%	

Source: Computed data

The above table shows the education level and personal challenges faced by women entrepreneurs in Coimbatore city. A maximum of 27.5% of respondents are low risk bearing capacity in their business. A minimum of 10% of respondents are lack of awareness of start up new type of businesses.

The worth of chi-square test (4.042) at low level p-worth of (0.000) demonstrates that the invalid speculation dismissed at 1% degree of importance. Subsequently it very well might be presumed that there is a relationship between education level and personal problems challenged by women entrepreneurs.

**Type of business and Challenges faced by women entrepreneurs**

**Ho:** There is no difference between type of business and challenges faced by women entrepreneurs

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	15.774	1	17.674	106.796	.000
Within Groups	56.696	118	.479		
Total	72.470	119			

Source: Computed data

The above table reveals that the p-value is less than 0.01; the null hypothesis is rejected at 1 per cent level of significance. It is concluded that there is a significant difference between type of business and challenges faced by women entrepreneurs. (F= 106.796; p<0.05).

**Factor Analysis  
Sustainable Development of Women Entrepreneurship**

KMO and Bartlett's Test	
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.868
Bartlett's Test of Sphericity	Approx. Chi-Square 1.91563
	df 45
	Sig. .000

Source: Primary and computed data

The above table indicates that KMO measure of sampling adequacy is an index to examine the appropriateness of factor analysis. High values between 0.5 and 1.0 indicate that factor analysis is appropriate. Values below 0.5 imply that factor analysis may not be appropriate.

From the above table, it is seen that Kaiser-Meyer-Olkin measure of sampling adequacy index is .868 and hence the factor analysis is appropriate for the given data set. Bartlett's Test of Sphericity is used to examine the hypothesis that the variables are uncorrelated. It is based on chi-square transformation of the determinant of correlation matrix. A large value of test statistics will favor the rejection of null hypothesis. Bartlett's test of Sphericity chi-square statistics is 1.91563, showing fifteen statements are correlated and hence as inferred in KMO, factor analysis is appropriate for the given data set.

<b>Rotated Component Matrix</b>			
<i>Factors related to Sustainable Development of Women Entrepreneurship</i>	Component		
	1	2	3
1. Financial Challenges	.796		
2. Product Marketing	.669		
3. Purchase of Raw Material	.666		
4. Managing Personnel Capability	.663		
5. Managerial skills	.651		
6. Empowerment of Human Resource		.901	
7. Social factors		.746	
8. Technical issues		.653	
9. Infrastructure Development		.577	
10. Updated Government policy		.576	
11. Limited working capital			.672
12. Delayed payment of bills			.766
13. Lack of collateral security			.562
14. Negative attitude of banks towards women			.682
15. Poor knowledge on banking procedures and formalities			.674
Extraction Method: Principal Component Analysis.			
Rotation Method: Varimax with Kaiser Normalization.			
a. Rotation converged in 3 iterations.			

**Source:** Primary data

Requesting principal component analysis and specifying interpretation obtained output of factor analysis. There are three stages in factor analysis.

Stages I is the factor extraction process, wherein the objective is to identify the number of component analysis in prospects and factors that determine the sustainable development of women entrepreneurship.

In stage II, there is also a true of thumb based on the computation in eign value, to determine how many factors to extract. The higher than the eign value of a factor analysis,

factors related to sustainable development of women entrepreneurship.

The next issue of measurement was to examine the fifteen adaptive prospects and factors that determine the Factors related to sustainable development of women entrepreneurship. A principal component analysis with varimax rotations was undertaken.

Fifteen factors emerged. All factors loading were over 0.5 with the exception of five which were below 0.5.

Factor I consisted of five variables are sustainable development of financial issues. The following of the factors consist of Factor I; Financial Challenges, (2) Product Marketing, (3) Purchase of Raw Material, (4) Managing Personnel Capability, and (5) Managerial skills.

Factor II consisted of five (1) Empowerment of Human Resource (2) Social factors (3) Technical issues (4) Infrastructure Development, and (5) Updated Government policy.

Factor III consisted of five (1) Limited working capital (2) Delayed payment of bills (3) Lack of collateral security (4) Negative attitude of banks towards women, and (5) Poor knowledge on banking procedures and formalities.

**Conclusion**

In Coimbatore, women entrepreneurs frequently encounter gender bias when trying to acquire resources such as labor, technology, and financial difficulties. Many women entrepreneurs in this field of study operate tiny businesses, make handmade goods, tailor clothing, and manufacture cosmetics in their homes. Their capacity to develop and compete in the market may be development as a result. In order to expand the number of role models who can encourage and mentor them on their entrepreneurial journeys, women entrepreneurs in Coimbatore frequently launch startup enterprises. Women's perceptions of themselves as entrepreneurs can be positively impacted by the rise of female entrepreneurs in leadership roles. The technical advancement of trading and other operations is frequently enhanced by female entrepreneurs, which can boost their capacity for innovation and competitiveness in the market. As a result, women may find it easier to accept new technology and maintain their competitiveness.

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