

A Study on Challenges Faced by Women Entrepreneurs in Calicut District

*** Arif. K.A**

**** Dr. T.C. Simon**

1.1 Introduction

Human being is continuously engaged in some activities or other in order to satisfy their ultimate wants. Business has become essential part of modern world. Women having taking interest in recent year in self-business. Business involves risk and uncertainty. Only some people are willing and able to bearing risk and uncertainty. An Entrepreneur is a person who starts a new business venture. However, we tend to think of entrepreneurs as people who have a talent for Seeing opportunities and abilities to develop those opportunities into profit making businesses. Entrepreneurship refers to setting a new business to take advantages from new opportunities. Entrepreneurs are the key factors of entrepreneurship and now women are successful in this as they have qualities desirable for entrepreneurship development. Entrepreneurs shape the economy by creating new wealth and new job and by intending new products and services. It is reality attitude to create something new and activity, which create value in the entire social eco- system.

Entrepreneurship is considered as one of the most important factors contributing to the economic development of the society. Entrepreneurs have been considered instrumental in initiating and sustaining socio-economic development. In India, concept of women entrepreneurship is of recent origin. Women have become aware about their rights and situations and entered in different fields of business. They have established their own successful business empires. They are contributing towards the growth of economy and improvement of their socio-economic conditions. Government of India has given due importance to women empowerment in the country and several schemes has been introduced for the up liftmen of women entrepreneurs. The women have achieved immense development in their state of mind, with increase independency on service sector. Many entrepreneurial opportunities especially for women have been created where they can excel their skill and maintaining balance in their life. Women have been taking interest in recent year in self-business. In the process of entrepreneurship, women have to face various problems and these problems get doubled because of her duel role as earner and home makers. The most of the home workers wants to start their own business. But there is so many problem faced by them. Training program creates the interest to bill the social attitude, high confidence. Increasing number of women has entered the field of entrepreneurship and also they are gradually changing the face of business of today.

The major problem of a women entrepreneur is that she is a woman. She has to shoulder much responsibility in the management of the family and the business affairs. Like men entrepreneurs, women entrepreneurs also have an equal role in the nation's development. They can contribute equally with men to the economic development of a country.

1.2 Statement of Problem

Entrepreneurship is one of the important factors of industrialization; in the absence of entrepreneurship, industrialization cannot take place. Entrepreneurs are playing an important role in the economic development of underdeveloped country. Women's skills and knowledge, their talents and abilities in business and a compelling desire of wanting to do something positive are some of the reasons for the women entrepreneurs to organize industries. According to World Bank, investing more in business of women rather in men leads to greater development of a nation. Empowering women in entrepreneurship leads to break the inequalities and reduces the poverty. Entrepreneurship plays an important role in developing society of a fast developing country like India. Nowadays it has been realized that enterprising women have cast entrepreneurial talents, which could be harnessed

so as to convert them from the position of „Jobseekers“ to „Job givers“. The government has realized the importance of women entrepreneurship. As a result, it offers a variety of programmers for women entrepreneurs. The state of KERALA is the industrially developing area in which some of the entrepreneurs excel in small-scale industry. Even though the government organizes women by various associations, they are not ready to undertake the business. As compared to men, women are less motivated to start business units due to some unwanted fear, lack of motivation and kind of activities. Thus, the study aims at undertaking the entrepreneurial development among women highlights their issue and relationship between socio-economic backgrounds of women entrepreneurs.

1.3 Objective of the Study

The study entitled “challenges faced by women entrepreneurs in Calicut district” mainly focus on the challenges of entrepreneurs .the main objective of the study are:-

Primary Objective

1. To analyses challenges faced by women entrepreneurs

Secondary Objective

2. To understand current issue faced by women entrepreneurs
3. To understanding the role of women entrepreneur in modern economy
4. To study the socio economic background of the women entrepreneurs in Calicut district

1.4 Scope of the Study

The study focuses on the women entrepreneurs in Calicut district. The scope of the study encompasses women entrepreneurs in Calicut district and challenges faced by women entrepreneurs who are engaged in stating a new enterprise. The study is limited only to the women entrepreneurs of selected groups in Calicut district. The study uses the statistical methods for the analysis and interpretation of the data received from the respondents through the questionnaire provided to the employees.

1.5 Research Methodology

Research methodology is a systematic way to solve the problem. It is the description, explanation and justification of various methods of conducting research. This area deals with research design, sampling design, source of data collection, hypothesis and statistical tools used for the data analysis and interpretation. In this project, the researcher has an attempt to challenges faced by women entrepreneurs in Calicut district.

1.5.1 Research Design

Study was conducted based on the response of sample respondents. A set of structured questionnaire was handed over to each respondent, and they fill the questionnaire and collect. Collected data were analyzed quantitatively and qualitatively to reveal meaningful finding on the background of textual data.

1.5.2 Sample Design

A sample design is a definite plan for obtaining a sample from the sampling frame. It refers to the technique or the procedure the research would adopt in selecting some sampling units. An optimum sample may be defined as the size if sample, which fulfills the requirements of efficiency, representatives, reliability and flexibility.

1.5.2.1 Sampling Size

This refers to the number of items to be selected from the universe to constitute a sample. 200 respondents were selected and who have engaged to start enterprise and running successfully in Calicut district.

1.5.3 Sources of Data Collection

1.5.3.1 Primary Data:

The present study is mainly based on the primary data, collected with the help of a questionnaire prepared for 200 entrepreneurs in Calicut district of Kerala under study, which seeks answer to a set of questions in a structured way.

1.5.3.2 Secondary Data:

Secondary data was collected from the documents of company, service manual book, websites, various books in management and magazines.

1.5.4 Tool for Analysis

- ✓ Percentage Analysis
- ✓ CHI-SQUARE

Percentage Analysis

Percentage refers to a special kind of ratio. Percentage analysis test is done to find out the percentage of the response of the respondents.

Formula

$$\text{Percentage} = \frac{\text{Number of respondents}}{\text{Total number of respondent}} \times 100$$

Chi-Square

Chi-square is used for the study. It is frequently used for testing hypothesis concerning the difference between a set of observed frequencies of as a simple and corresponding set of theoretical frequencies.

$$(\chi^2) = \sum (O-E)^2 / E$$

Where o= observed frequencies,

E= expected frequencies

For a contingency table with 'r' number of rows and 'c' number of columns the degree of freedom is

$$V=(r-1) (c-1)$$

$$(\chi^2)=\sum (O-E)^2 / E$$

The calculated value of X^2 is compared with table value of X^2 for a given degree of freedom at a certain specified level of significance. If the calculated value is more than table value, null hypothesis is rejected and accept the alternative hypothesis. If the calculated value is less than table value, null hypothesis is accepted and alternative hypothesis is rejected

Chi-square test is used here for the purpose of testing of hypothesis. Here chi-square test is used to know the challenges faced by entrepreneurs.

1.6 Hypothesis of the Study

The statistical tool used to test challenges of women entrepreneurs is chi-square test. In the light of the objectives of the study, the following null hypothesis has been developed for the purpose of testing.

H₀ : Null Hypothesis:

The women entrepreneurs in Calicut district are not facing any challenges in their entrepreneurial life.

H₀: Alternative Hypothesis:

The women entrepreneurs in Calicut district are facing so many challenges in their entrepreneurial life.

1.7 Limitation of the Study

The study is not free from any limitation. The following found to a very Limiting factor during collecting and preparation of the project:

1. Some of the entrepreneurs were busy with their work so they did not show any interest in filling up the schedules
2. Interviewed person refused to disclose the fact also affected the reality of the study.
3. Since the entrepreneurs are located at faraway places, it was not possible to collect a large sample.
4. A detailed study is not possible due to time limitation.

Review of Literature

Introduction

Women entrepreneurship is considered as an important tool in enabling female empowerment and emancipation in the world. In that sense it has crucial in the development path of nation. Lots of literature reviews are available related with the entrepreneurs in different nation in the world. It includes research paper, thesis articles, books and reports.

It was **Richard Cantillon**, French economist, who applied the term entrepreneur to business for the first time. He is regarded by some as the founder of the term. He defined an entrepreneur as a person who buys factors service at certain prices with a view to sell them at uncertain prices in the future. His emphasis the function of risk – taking and uncertainty bearing (1925) late 19th and early 20th centuries, entrepreneurs were viewed mostly from an economic perspective. Briefly stated, the entrepreneur organized and operates an enterprise for personal gain. He pays prices for materials consumed in the business, for the use of land, for the personal service he employs, and capital rogues. He contributes his own initiative and skill in planning, organizing and administering the enterprise. He also is assuming chance of loss and gain. The net residue of the annual receipt of the enterprise after all cost have been paid, he retains for himself.

During early 20th century, dewing equated the entrepreneur with business promoters and viewed the promoters as one who transformed ideas into a profitable business.

In the middle of the 20th century, the nation of an entrepreneur as an innovator was established. It was Joseph Schumpeter who described an entrepreneur as an innovator. According to him an entrepreneur is an innovator who develops untried technology.

Bowen & Hisrich, (1986), compared & evaluated various research studies done on entrepreneurship including women entrepreneurship. It summaries various studies in this way that female entrepreneurs are relatively well educated in general but perhaps not in management skills, high in internal locus of control, more masculine, or instrumental than other women in their values likely to have had entrepreneurial fathers, relatively likely to have frats born or only children, unlikely to start business in traditionally male dominated industries & experiencing a need of additional managerial training.

Harinarayana, (1991) in his study on 'Promotion of Women Entrepreneurship' lists economic backwardness, lack of familial and community support, ignorance of opportunities, lack of motivation, shyness and inhibition, preference for traditional occupation and preference for secure jobs as the factors that inhibit promotion of grass root entrepreneurship among rural women.

Srivastava and Chaudhary, (1995) in their work on 'Women Entrepreneurs: Problems Perspective and role expectations from banks, finds out that no single factor but a host of motivating factors act simultaneously on the individual creating dissonance in her, which in turn motivates her to take an action directed towards elimination or reduction of dissonance in the individual. Women faced problems mainly in the areas of marketing of products and approaching the banks for getting loans. Personal problems like time constraint and family stress were also cited. The study concludes that joint family is not an obstacle for developing entrepreneurs. In fact, it is a facilitating factor. The entrepreneurial role enhances familial bonds and increases role satisfaction of women entrepreneurs as a wife, mother and maker of a 'home'.

Caputo and Dolinsky, (1998) have examined the role of financial and human capital of household member to pursue self-employment among females. The analysis revealed that business knowledge and cooperation of husband in family matters contribute a lot to pursue the business. Finding further suggested that government should provide necessary skill to women to ensure rapid growth

Punitha et. al. (1999) examined the problems and constraints faced by women entrepreneurs in the Pondicherry region. A sample of 120 females enterprises were personally interviewed during the period June to July 1999 out of which 42 belonged to rural and 78 to urban areas. The major problems faced by rural women entrepreneurs are competition from better quality products and marketing problems. The problems for urban entrepreneurs are, apart from the competition from better quality products, is the difficulty in getting loans. The least problems faced by both rural and urban women entrepreneurs are ignorance about schemes, distance from market and ignorance about agency and institutions.

Jalbert, 2000 performed a study to explore the role of women entrepreneurs in a global economy. It also examined how women's business associations can strengthen women's position in business and international trade. There is a worldwide pool of economically active persons, known as the Women's Indicators and Statistical Data Base (WISTAT), from which one can extrapolate the general number of women entrepreneurs. The study revealed that the gap between men and women business owners has narrowed significantly.

Das, 2000 performed a study on women entrepreneurs of SMEs in two states of India, via, Tamilnadu and Kerala. The initial problems faced by women entrepreneurs are quite similar to those faced by women in western countries.

Greene et.al (2003), evaluate the research & publication contribution in the area of women entrepreneurship. The study categorized various journal & resources of research based on certain parameters concerned with women entrepreneurship like gender discrimination, personal attributes, financing challenges, business unit, context and feminist perspectives.

Damwad, (2007), It broadly identifies few obstacles like financing, lack of knowledge & skills in business life, markets & entrepreneurial activity, work life balance including lack of growth & wishes to grow and most importantly women as other groups are heterogeneous. OECD & European Commission are focusing on methodologies in analyzing quantitative & qualitative women entrepreneurship.

Nayyar, Pooja et. al. (2007) in his entrepreneurs faces constraints in aspects of financial, marketing production, work place facility and health problems. Financial problems are related to non-availability of long-term finance, regular and frequent need of working capital. Poor location of shop and lack of transport facility are major marketing problems. Production problems included the problem of non-availability of raw material. Entrepreneurs also face health problems such as fatigue, tension, and headache. Women entrepreneurs also face problem of improper water and space facility.

Singh, 2008, identifies the reasons & influencing factors behind entry of women in entrepreneurship. He explained the characteristics of their businesses in Indian context and also obstacles & challenges. He mentioned the obstacles in the growth of women entrepreneurship are mainly lack of interaction with successful entrepreneurs, social un-acceptance as women entrepreneurs, family responsibility, gender discrimination, missing network, low priority given by bankers to provide loan to women entrepreneurs.

Lall & Sahai, (2008), conduct a comparative assessment of multi-dimensional issues & challenges of women entrepreneurship, & family business. Darrene, Harpel and Mayer, (2008) performed a study on finding the relationship between elements of human capital and self employment among women. The study showed that self employed women differ on most human capital variable as compared to the salary and wage earning women. The study also revealed the fact that the education attainment level is faster for self-employed women than that for other working women. The analysis is based on data from the Current Population Survey (CPS) Annual Social and Economic Supplement (ASEC) from 1994 to 2006.

Tambunan, (2009), made a study on recent developments of women entrepreneurs in Asian developing countries. The study focused mainly on women entrepreneurs in small and medium enterprises based on data analysis and review of recent key literature. The study also depicted the fact that representation of women entrepreneurs in this region is relatively low due to factors like low level of education, lack of capital and cultural or religious constraints. However, the study revealed that most of the women entrepreneurs in SMEs are from the category of forced entrepreneurs seeking for better family incomes.

Cohoon, Wadhwa & Mitchell, (2010), presents a detailed exploration of men & women entrepreneur's motivations, background and experiences. The study is based on the data collected from successful women entrepreneurs. The study identifies top five financial & psychological factors motivating women to become entrepreneurs. The challenges are more related with entrepreneurship rather than gender. However, the study concluded with the requirement of further investigation like why women are so much concerned about protecting intellectual capital than their counterpart.

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Development of Women Entrepreneurship

Economic development is the result of contributions of the working population, both male and female in the region. Women constitute almost half of the population in the world; therefore, their contribution to the economy is significant. In the patriarchal traditional society, women folk were not expected to have a direct role in industrial and commercial

activities. In the modern society, the role and degree of integration of women in economic development is considered as the indicator of social advancement and the women's economic independence.

Women everywhere, in developed or developing economy in the world, are becoming entrepreneurs. The profound structural changes taking place in the developed countries generate new opportunities for women. Changing sociological factors also contribute to this. Since the Second World War, there was a great 'flow of women to labor markets in the western world. They are found to be motivated by several factors such as need for independence and self-sufficiency, domestic financial requirements, increasing rate of divorcing and increasing number of women as heads of households. Changing values and attitudes towards paid work also encourage members of wealthy family to seek self-realization outside the home. This emerging pattern in the developed countries inspired their counterpart in the developing countries. In any economy, whether developed or developing, not all women are content to be employees. A growing number are emerging as entrepreneurs. For low-income women, the primary motivation is to earn income. But for many women entrepreneurs, such other objectives as self-realization or doing something worthwhile are as important as earning a profit.

Promotion of self-employment of educated women is rather important for many reasons. Household women 'cannot accept a regular full-time employment for the double role which women have to play even now. It is not easy for them to find a job that will be suitable with family responsibilities and chores. Women who run their own enterprises are able to develop a working schedule that allows them to combine their domestic responsibilities and entrepreneurial duties. It not only gives them an independent income but also provides self-reliance and social status. Promotion of self-employment of educated women has additional advantage of creating more jobs for aspiring educated women. Self-employed women enterprises are creating employment for themselves and for others.

Women Entrepreneurship - World Scenario

The political world pays increasing attention to small enterprises that are a driving force behind economic growth, social well-being, and the creation of jobs. The presence of women 'is particularly relevant in this area: According to recent estimates, the number of firms set up by women is growing twice as fast as those created by men. The worldwide amount of self-employed women has switched from 26 Per cent in 1970 to 40 Per cent in 1997. This dramatic growth has been possible despite the difficulties that small and medium-sized enterprises run by women must face when having to obtain funds and step into new markets.

"Women entrepreneurship suffers from a lack of statistical information and research, thus limiting analysis and leading to the use of a prior estimates and hypotheses. It is crucially important to promote the development of research in order to better inform the different actors and decision makers about a social and economic phenomenon with a real potential for innovation and job creation in the 21st century." [Bertrand Duchene, France, First len & y Session, Organization for Economic Cooperation and Development (OECD) Conference on Women Entrepreneurs in Small and Medium Enterprises, Paris, 1997, April 16-18.]

Women Entrepreneurship in India

Combined effect of motivational drive, preparation of information material, conducting training, creation of women industrial estates, and training of promoters and use of mass media all together is bound to accelerate the process of women entrepreneurship development. The new Industrial Policy of the Government of India has specially highlighted the need for special entrepreneurship programmers for women entrepreneurs in the nature of product-process oriented courses – to enable them to start small-scale

industries. A majority of women entrepreneurs are from the middle class families who have low technical education, less family responsibilities but desire to become entrepreneurs. This potential should be identified and tapped.

Rural Entrepreneur Succeeding as an entrepreneur and an innovator in today's world is vastly different from what it was earlier. Besides the existing generation, entrepreneurship is also passing through a transition period. They experience financial resource limitation to promote or to develop a venture and there is also a lack of research and innovation to meet with marketing challenges. Indian rural economy is also experiencing behavior of entrepreneurship. Aim of most farmers is to earn profits from farming as from any other business, if he determines the objectives. A farm business necessarily requires deliberate decision and proper investment, after assessing risk and available resources to maximize profit. There for entrepreneurship is not simply adoption of new activity but it is transformation of a person from traditional of modern India is known as "Home spices" and is in fact the largest producer, consumer and exporter of spices in the world. Though, cumin cultivation requires more inputs and production prices are high but last two years monetary output is uncertain. It is also sensitive crop to many disease, pest and also highly risky crop considering natural hazards, as well as the day to day fluctuating wholesale price index.

Present Entrepreneurial Scenario

Mr. Rattan Tata had clearly articulated to us his 'vision' for Tata Motors. The company has very successfully launched its passenger cars- 'Indica' and 'Indigo' and recently in January 2008 they have set a benchmark in the history of four-wheeler industry all around the globe by offering their masterpiece 'NANO' to be the world's cheapest car worth 1 Lac rupees only. The company has also taken over the business of Corus, a giant in the steel industry.

Vijay Mallya talks of innovation, to hit the Indian market. Vijay Mallya's mission was to create brand Kingfisher as a generic brand for lifestyle. There happened to be some sort of compatibility between the way he lived his life and the brand image that he was thinking to create. One of the key ingredients of innovation is to simply be you. He did the restructuring process of United Breweries without any sense of embarrassment. We are all sometimes stymied, curbed and limited by ourselves. Philips, Sony, Honda, Ford provide the signposts of entrepreneurship today for all to emulate. Some of these have come up only in recent years and from small beginnings. In India, too, one sees glimpses of such entrepreneurship. ICICI's experience tells a great deal about entrepreneurship – good as well as not so good.

Twaalfhoven and Indivers (1993, pp. 3-4), they are run by dynamic entrepreneurs, who manage and lead their companies not only to remain in the business but to expand it. Dynamic entrepreneurs look for growth; they do not have only a vision but are also capable of making it happen. They think and act globally, look for expansion, rely on external resources, seek professional advice or they work with professional teams. They challenge competitors instead of avoiding them and take and share risks in a way that leads to success. In this way economic vitality of a country largely depends on the overall level of entrepreneurial capacity, i.e., on its ability to create rapidly growing companies

Women Entrepreneurship in Kerala

Kerala women while establishing firm foothold in literacy and social status seem yet to identify their role in entrepreneurship. According to Employment Exchange data for 1997, 54 percent of job seekers were educated women. In contrast, 15.4 percent of the total registrants at the Industries Department (1997) were women. Moreover, data collected by the Industries Department through the District Industries Centers (DIC) show that as of 1997 December only 549 women units were functioning successfully out of 6861

women units started in the 12 districts surveyed (Table 1.1). Targets of Women Industries programme (WIP) and Integrated Rural Development programme (IRDP) have remained unachieved (Industries Dept. 1997). Only a little less than 4 percent of the female population has taken up entrepreneurship as a career in spite of favorable government policies, loan facilities, incentives, and training programmes for women. Several government entrepreneurial programmes and schemes focus on women. Propounded by different departments and initiated at different times, most of the schemes share a lot of common features. The WIP offers 50 percent subsidy limited to Rs 25, 000 for building construction and machinery. Grants are offered for services of technical experts, salary of managers, and rent on premises for the first four years, though on a declining basis from year to year. Each year, a unit can have access to about Rs 10, 000 in the form of state grants. Entrepreneurs are offered free Management Training Programmes and stipend during the training period. Subsidies are given to women entrepreneurs in the small-scale industries sector; the Khadi and village Industries Commission (KVIC) gives 30 percent margin money as subsidy (limited to Rs 10 Lakh) as against the 25 percent for the general category

Kerala is the only state in India where women outnumber men (with a sex ratio of 1036) not only, in population but also in unemployment among educated. It shows the literacy level of women folk in the state. In respect of wage structure, employment, professions, service and technical scenarios women got equality with men. Women in Kerala have marked their presence in every walk of life such as Freedom fight, literature, politics, governance, social work, professions, and fine art and so on.

However, there is no reliable data regarding the role of women in the entrepreneurial scenario of the state. The available data shows that the industrial sector of Kerala even days before the plan period was dominated by small-scale traditional industries. It was in 1977-78 a census of small-scale industries made in the state as per the guidelines of the Central Government. Even in that Census and until 1970, no specific arrangements had been made to record the units organized and run by women. Since 1970s, efforts were made in a systematic manner by government and private agencies to promote self employment among women.

Although women constitute half of the population, only minorities of them have active participation in the entrepreneurial sector. Majority of engaged in the unorganized sector as employees and when they start a business or industry that was confined to low technology and low investment traditional lines.

There were only 901 women owned small-scale industrial units in the state by the end of March 1985. In 1984-85 women owned only 92.86 Per cent of the Small Scale Industries in the state. As on June 30" 1986 there were 221 women industrial cooperatives in the state. Kerala that has been placed in the first for highest degree of literacy among women in India is promoting women entrepreneurship with a spirit of dedication. The Kerala state government has set up 'Centre for Management Development' (CMD) as a Lead agency to coordinate the efforts for entrepreneurship development in the state. The CMD has started a special program for women entrepreneurs.

Kerala has an early history of state initiative towards the development of women entrepreneurship. Vigorous attempts were made by the State to promote women entrepreneurship by providing concessions and incentives to them through special programs. In April 1975, the Government of Kerala launched a massive program to promote Small Scale Industries in the State. It was designed to promote employment opportunities to the unemployed educated youth. The programmed was to implement through Mini Industrial Estates. ,

In 1975, in the international women year, a special scheme called Women Industries Development Programs (WIP) was drawn up for promoting and organizing women industrial units, and women industrial co-operative societies in the state. Small scale and cottage industrial units owned and managed by. Women, and in not less than 80 Per cent of workers are women will be considered as women industries, and they are eligible for special incentives and concessions under this scheme.

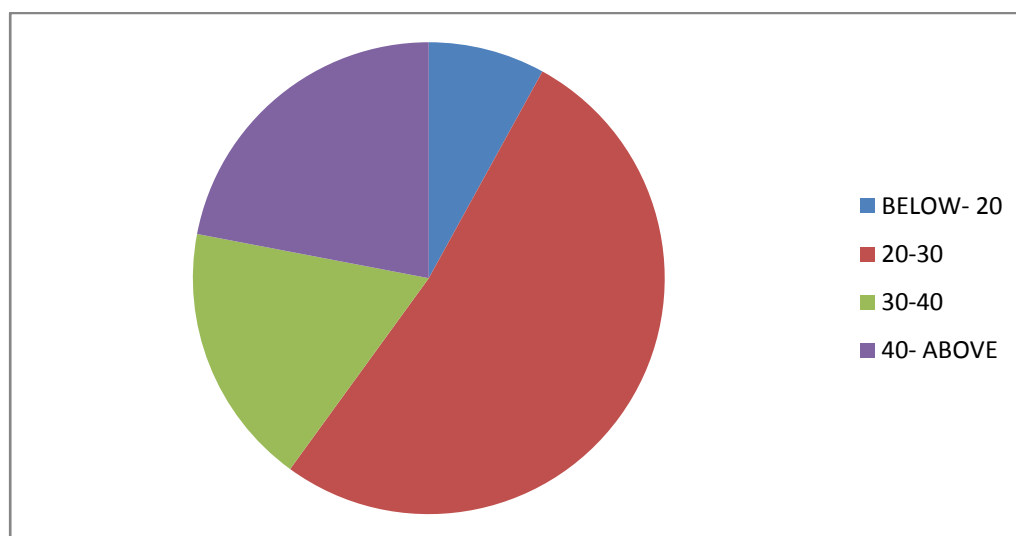
Vigorous efforts were made through seminars at the state and district levels in order to attract women to start industrial units. These seminars created a radical change in the attitude of educated women who were waiting for employment. During 1975-76 about 150 women's industrial units were registered in the state.

Data Analysis and Interpretation

Table No: 4.1 - Age Level Classification

Age	No of Entrepreneurs	Percentage
BELOW- 20	4	8%
20-30	26	52%
30-40	9	18%
40- ABOVE	11	22%
TOTEL	50	100%

Chart: 4.1 - Age Level Classification



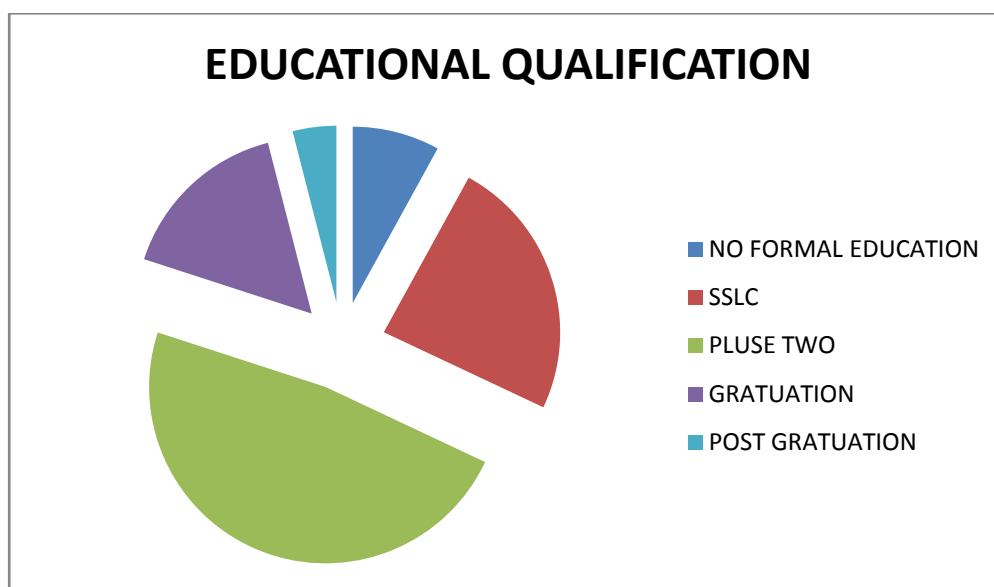
Interpretation

The above table shows that the age level classification of women entrepreneurs, it is found that only 8% entrepreneurs are below-20 age category. 52% entrepreneurs are 20-30 age category. 18% entrepreneurs are 30-40 age category and 22% entrepreneurs are 40 above age. The following chart shows the graphical representation of the table.

Table No: 4.2 - Educational Qualification

Educational Qualification	No of Entrepreneurs	Percentage
NO FORMAL EDUCATION	4	8%
SSLC	12	24%
PLUSE TWO	24	48%
GRATUATION	8	16%
POST GRATUATION	2	4%
TOTEL	50	100%

Chart:2



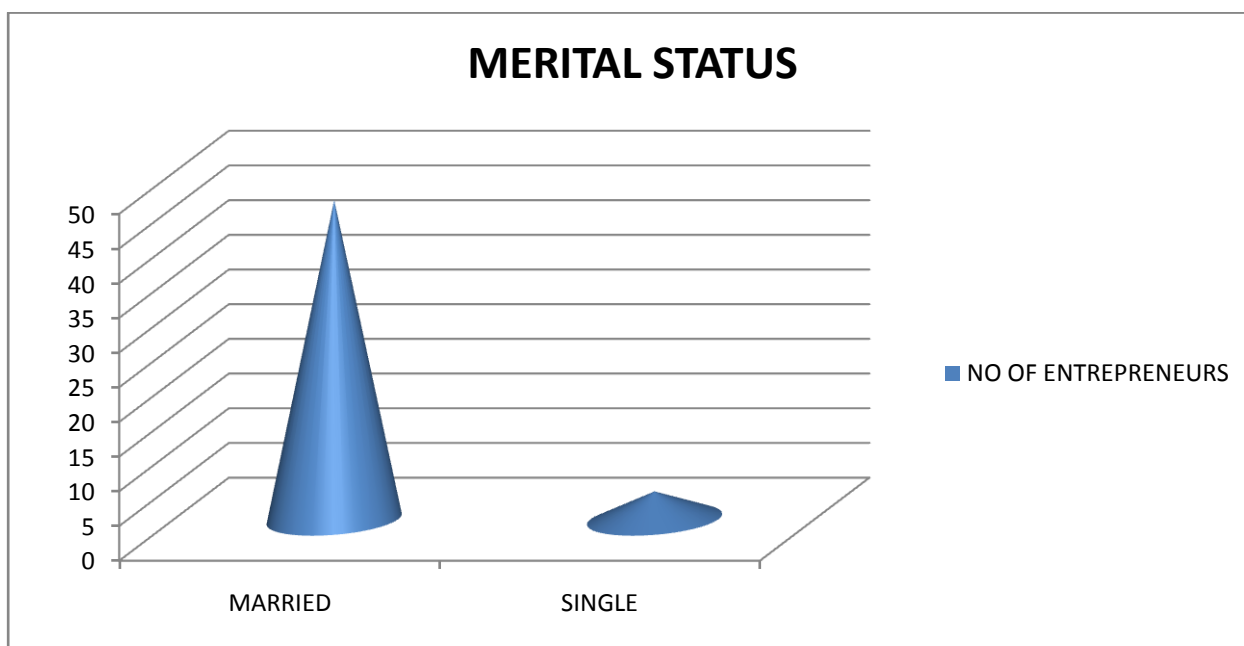
Interpretation

The above diagram illustrates the educational qualification of the surveyed women and according to the graph 48% respondent have done in plus two ,where has16% of women have complete their graduation and 4% have gone post graduation. Whereas 8% women have done just basic school or no formal education s and 24% women have stopped school after secondary education.

Table No: 3 - Marital Status

Marital Status	No of Entrepreneurs	Percentage
Married	46	92%
Single	4	8%
Total	50	100%

Chart: 3



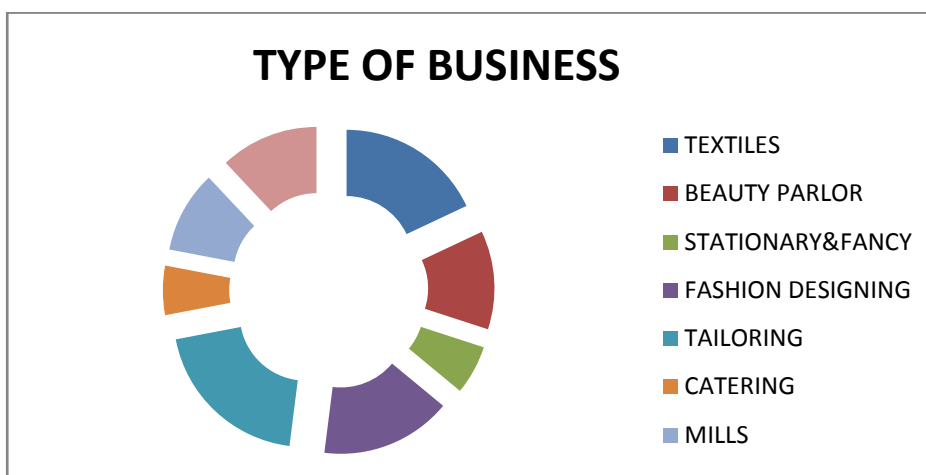
Interpretation

The above table shows the marital status of women entrepreneurs. Out of the 50 recorded questionnaire 92% women are married whereas 8% women are unmarried. Married women are managing family along with their business. The following chart shows the graphical representation of the table.

Table No: 4 - Type of Business

Type of Business	No of Entrepreneurs	Percentage
TEXTILES	9	18%
BEAUTY PARLOR	6	12%
STATIONARY&FANCY	3	6%
FASHION DESIGNING	8	16%
TAILORING	10	20%
CATERING	3	6%
MILLS	5	10%
OTHERS	6	12%
TOTEL	50	100%

Chart:4



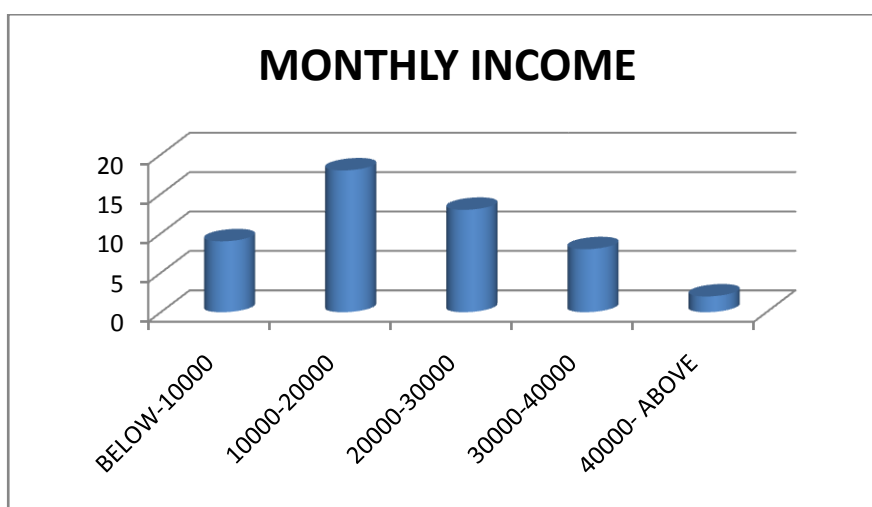
Interpretation

The above table shows the different type business, which the women have adopted. This analysis reveals that 20% of the women have done tailoring business. Where has 6% of women has done catering and fancy & stationary.18% of women done textile business,12%women has done beauty parlor,16% women has done fashion designing,10% has done mill and the remaining 10% of women have done other business. The above the following chart shows the graphical representation of the table.

Table No: 5 - Monthly Income

Monthly Income	No. of Entrepreneurs	Percentage
BELOW-10000	9	18%
10000-20000	18	36%
20000-30000	13	26%
30000-40000	8	16%
40000- ABOVE	2	4%
TOTAL	50	100%

Chart: 5



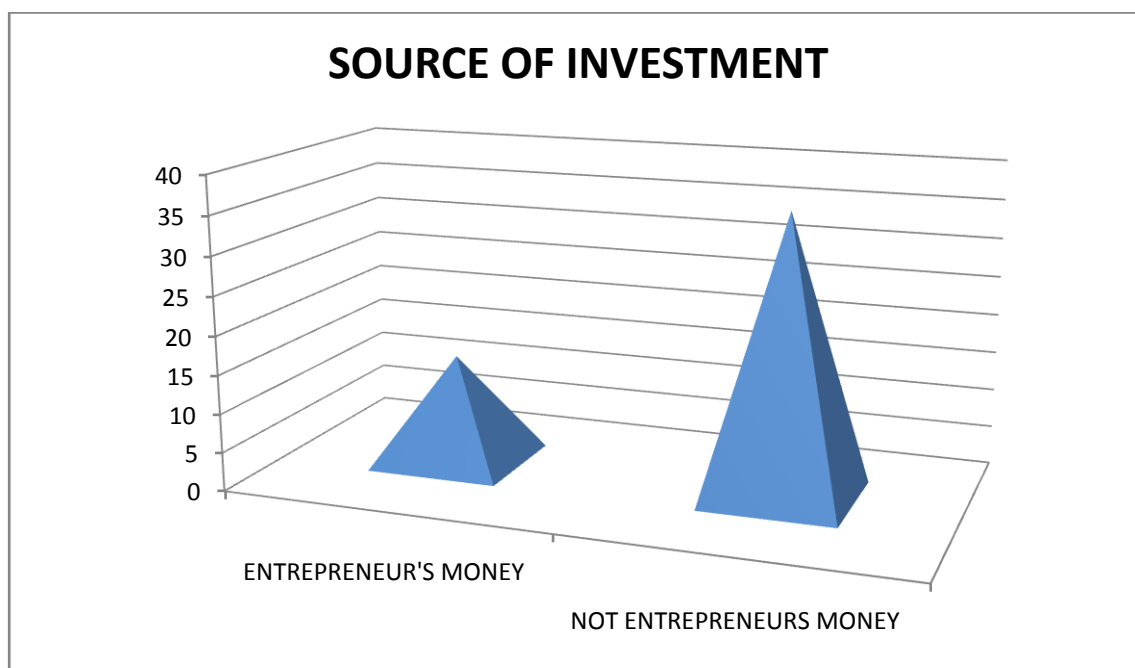
Interpretation

The above table shows the monthly income of an entrepreneur. The study found that 36% women have earning monthly income of 10000-20000.26% women have20000-30000 earning category,18% women have earning below 10000 per month.16% have the monthly income of30000-40000 category, only 4% women have the monthly income of above 40000.The following chart show the graphical representation of the table.

Table No: 6 - Source of Money for Starting Enterprise

Source of Fund	No of Entrepreneurs	Percentage
Entrepreneur's Money	18	36%
Other Source	32	64%
Total	50	100%

Chart:6



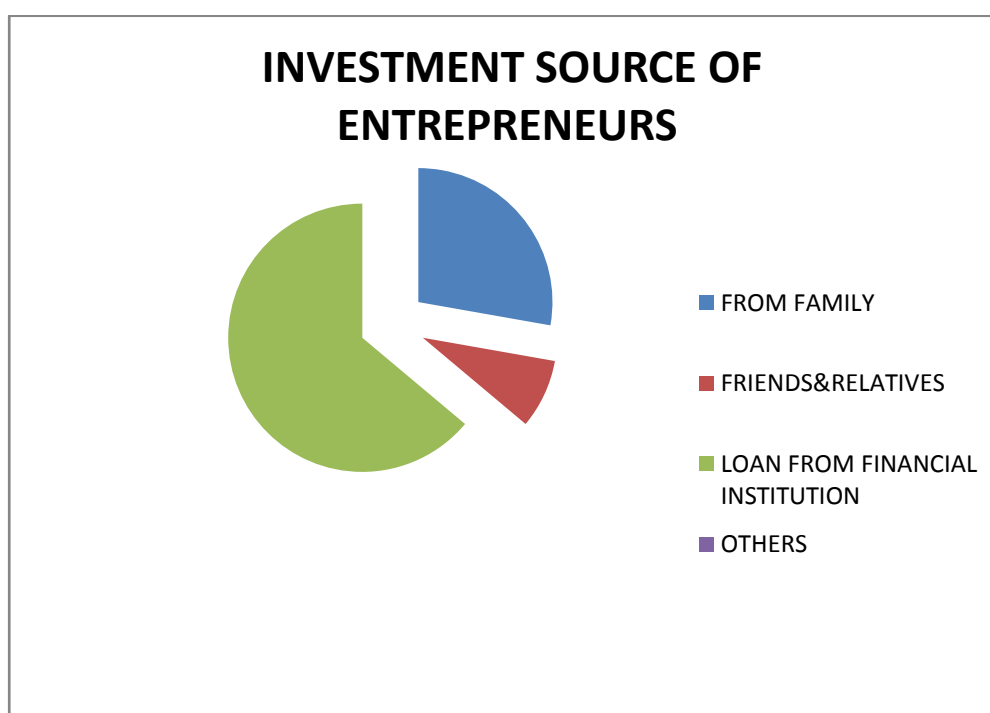
Interpretation

The study depicts the main income source of women entrepreneurs for starting their business. It found that 36% women entrepreneurs are start their business in their own fund. But 64% women have no money to start their own business.

Table No: 6.1 - Investment Source of Entrepreneurs

Source of Investment	No of Entrepreneurs	Percentage
FROM FAMILY	10	28%
FRIENDS&RELATIVES	3	8%
LOAN FROM FINANCIAL INSTITUTION	23	64%
OTHERS	0	0%
TOTAL	36	100%

CHATR: 6.1



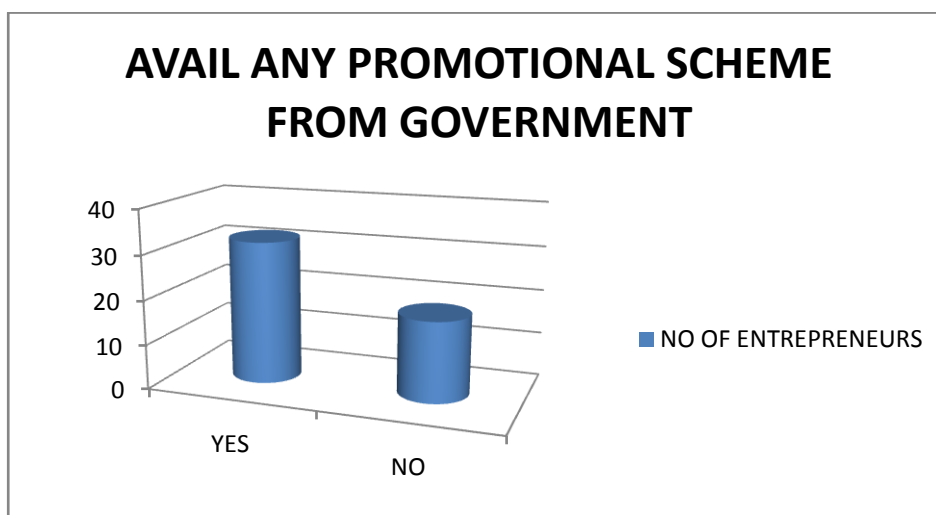
Interpretation

The above chart shows the investment source of women entrepreneurs for starting their business. 64% of investment source of women entrepreneurs that loan from financial institution, 28% of women get fund from family and 8% will get friends and relatives.

Table No. 7 - Avail Any Promotional Scheme from Government

Entrepreneurs Avail Any Scheme From Govt.	No of Entrepreneurs	Percentage
YES	32	64%
NO	18	36%
TOTEL	50	100%

CHART::7



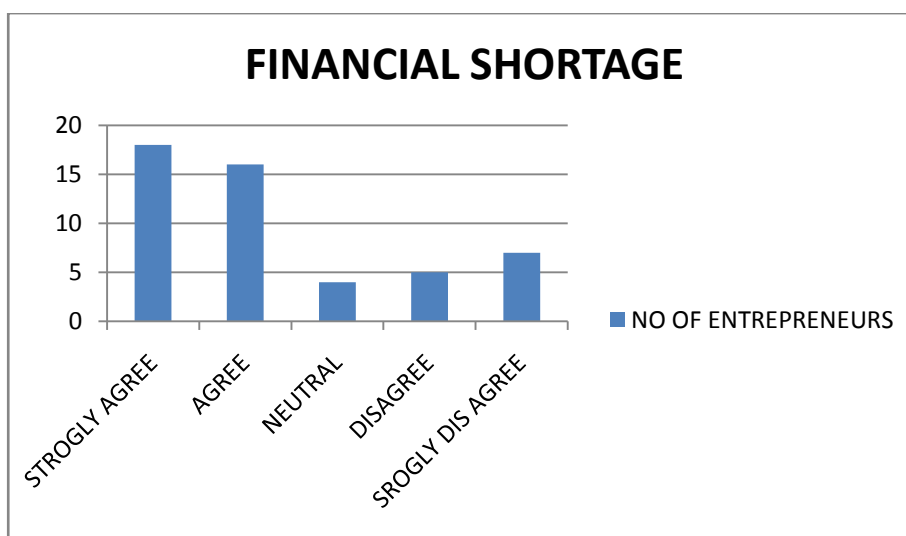
Interpretation

This table b shows a large number of entrepreneurs avail promotional scheme from government which is 64% and 36% women entrepreneurs not avail any promotional scheme from government. The chart shows the graphical representation of the table.

Table No: 8 - Financial Shortage

	No of Entrepreneurs	Percentage
Strongly Agree	18	36%
Agree	16	32%
Neutral	4	8%
Disagree	5	10%
Strongly disagree	7	14%
Total	50	100%

CHART: 8



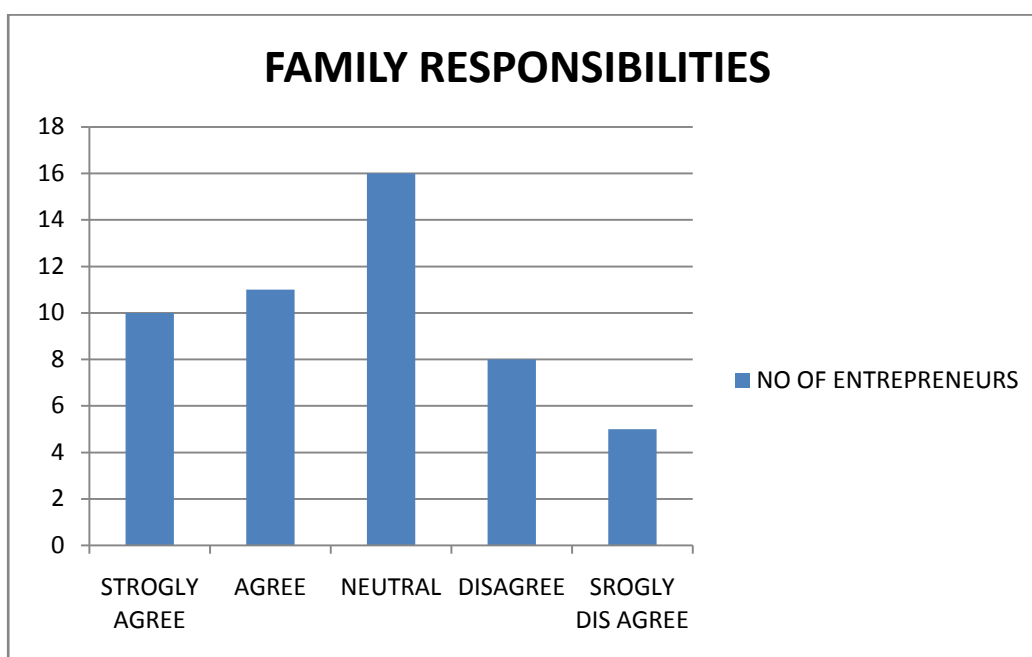
Interpretation

The study found 36% women are strongly agree that financial shortage is restrict women from becoming an entrepreneurs.32% women has agree this opinion,but8% women has neutral situation,10% has disagree this opinion and 14% women has strongly disagree. The following chart shows the graphical representation of the table.

Table No: 9 - Family Responsibilities

	No of Entrepreneurs	Percentage
Strongly agree	10	20%
Agree	11	22%
Neutral	16	24%
Disagree	8	16%
Strongly disagree	5	10%
Total	50	100%

CHART:9



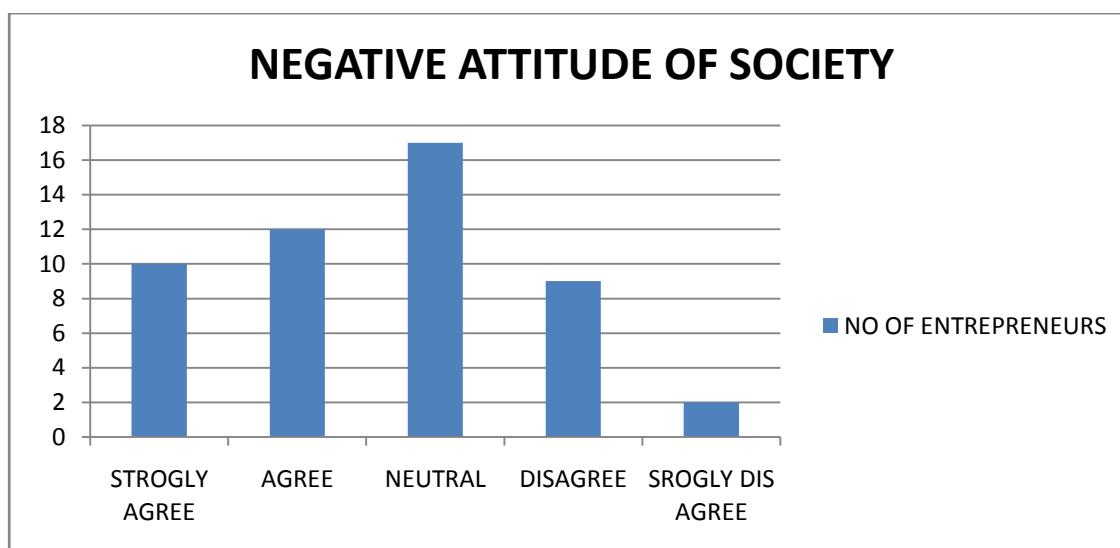
Interpretation

The study found 20% women are strongly agree that family responsibility is restrict women from becoming an entrepreneurs.22% women has agree this opinion,but24% women has neutral situation,16% has disagree this opinion and 10% women has strongly disagree. The following chart shows the graphical representation of the table.

Table No: 10 - Negative Attitude of Society

	No of Entrepreneurs	Percentage
Strongly agree	10	20%
Agree	12	24%
Neutral	17	34%
Disagree	9	18%
Strongly disagree	2	4%
Total	50	100%

CHART: 10



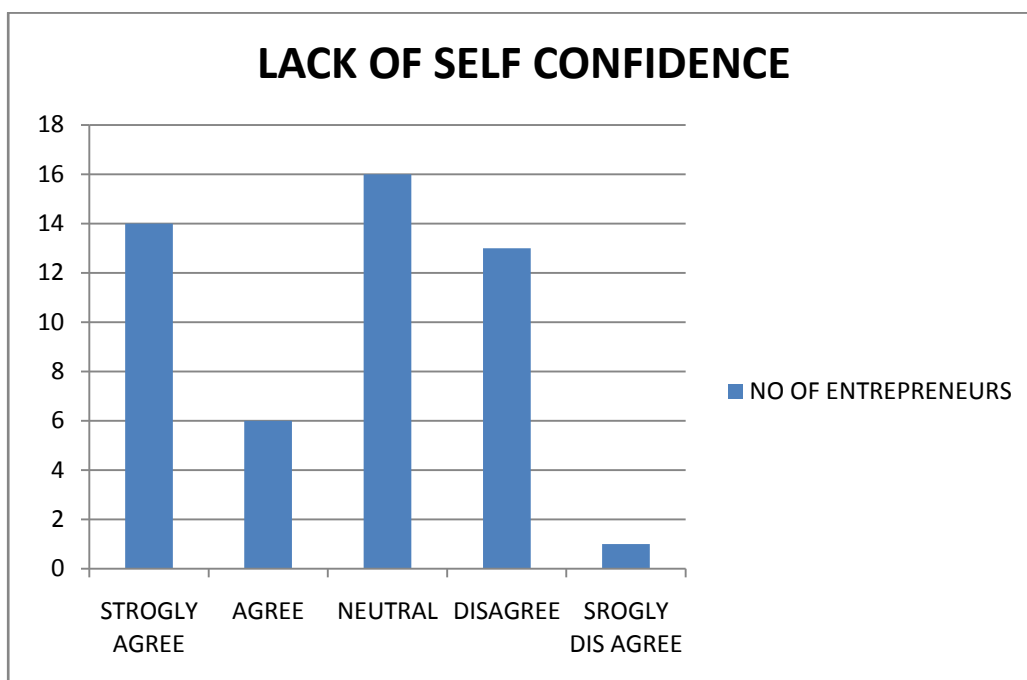
Interpretation

The study found 20% women are strongly agree that negative attitude of society is restrict women from becoming an entrepreneurs.24% women has agree this opinion,but34% women has neutral situation,18% has disagree this opinion and only 4% women has strongly disagree. The following chart shows the graphical representation of the table.

Table No 11 Lack of Self-Confidence

	No of Entrepreneurs	Percentage
Strongly agree	14	28%
Agree	6	12%
Neutral	16	32%
Disagree	13	26%
Strongly disagree	1	2%
Total	50	100%

CHART: 11



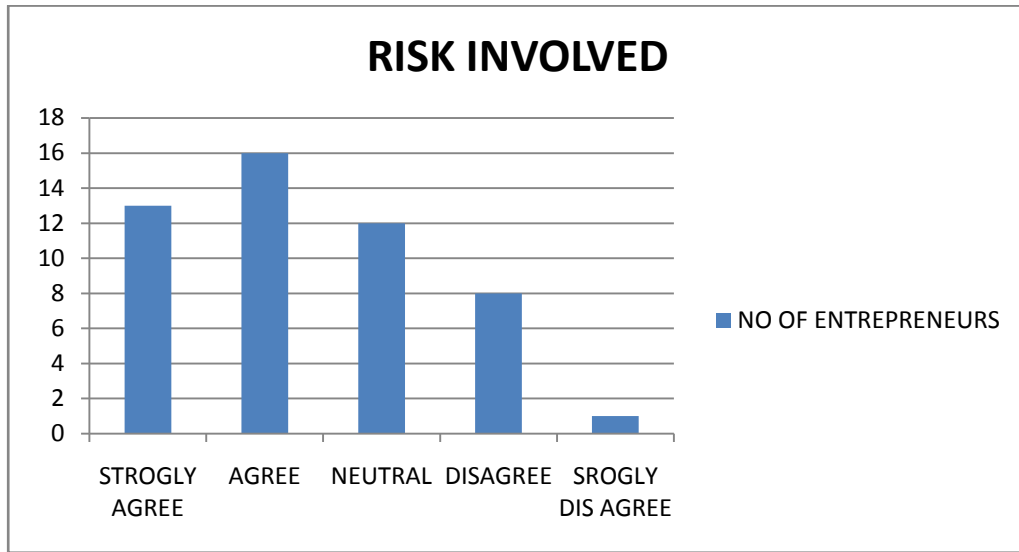
Interpretation

The study found 28% women are strongly agree that lack of self confidence is restrict women from becoming an entrepreneurs.12% women has agree this opinion,but32% women has neutral situation,26% has disagree this opinion and only 2% women has strongly disagree. The following chart shows the graphical representation of the table.

Table No 12 - Risk Involved

	No of Entrepreneurs	Percentage
Strongly agree	13	26%
Agree	16	32%
Neutral	12	24%
Disagree	8	16%
Strongly disagree	1	2%
Total	50	100%

CHART: 12



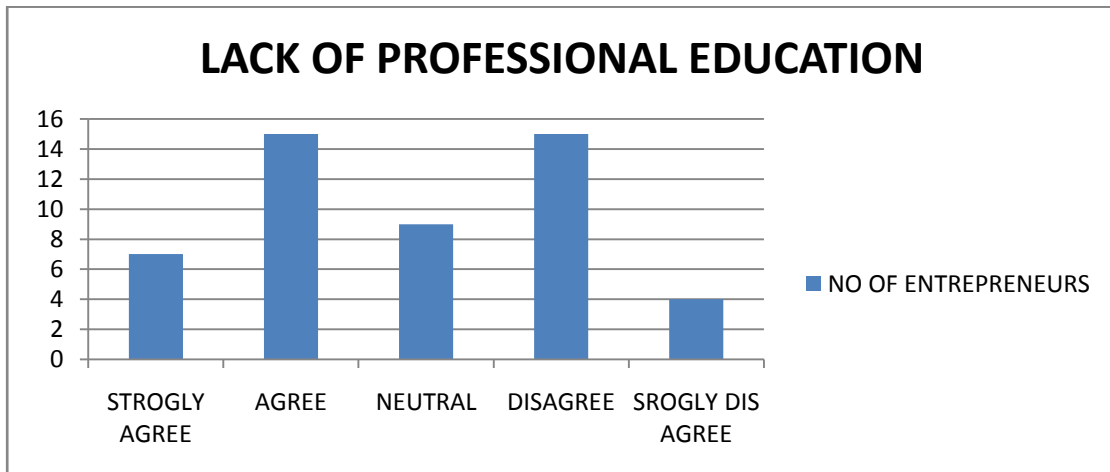
Interpretation

The study found 26% women are strongly agree that risk involved in business is restrict women from becoming an entrepreneurs.32% women has agree this opinion,but24% women has neutral situation,16% has disagree this opinion and only 2% women has strongly disagree. The following chart shows the graphical representation of the table.

Table No 13 - Lack of Professional Education

	No of Entrepreneurs	Percentage
Strongly agree	7	14%
Agree	15	30%
Neutral	9	18%
Disagree	15	30%
Strongly disagree	4	8%
Total	50	100%

CHART: 13



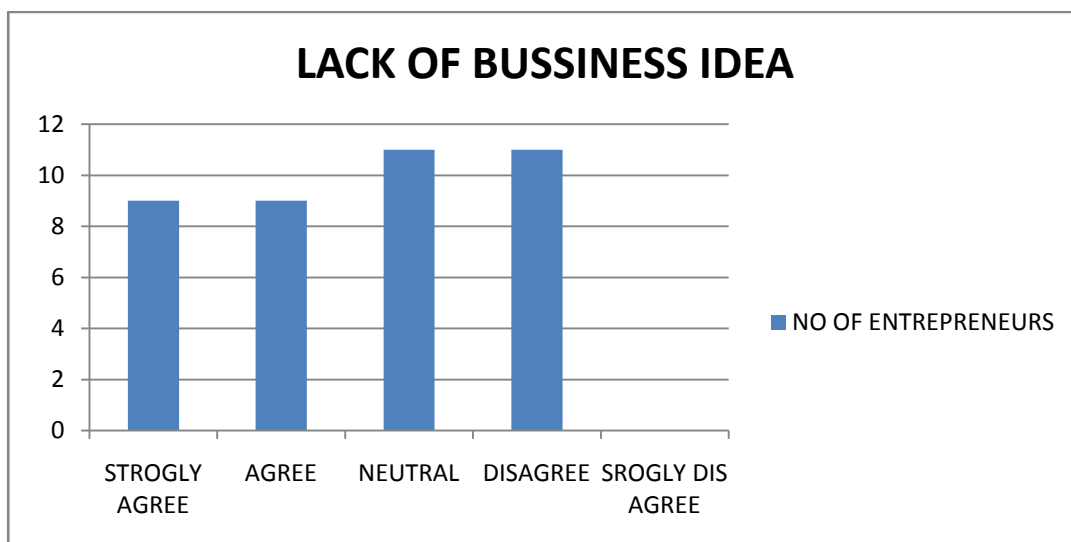
Interpretation

The study found 14% women are strongly agree that lack of professional education is restrict women from becoming an entrepreneurs.30% women has agree this opinion,but18% women has neutral situation,30% has disagree this opinion and 8% women has strongly disagree. The following chart shows the graphical representation of the table.

Table No 14 - Lack of Business Idea

	No of Entrepreneurs	Percentage
Strongly agree	9	18%
Agree	9	5%
Neutral	11	22%
Disagree	11	22%
Strongly disagree	0	0%
Total	50	100%

CHART: 14



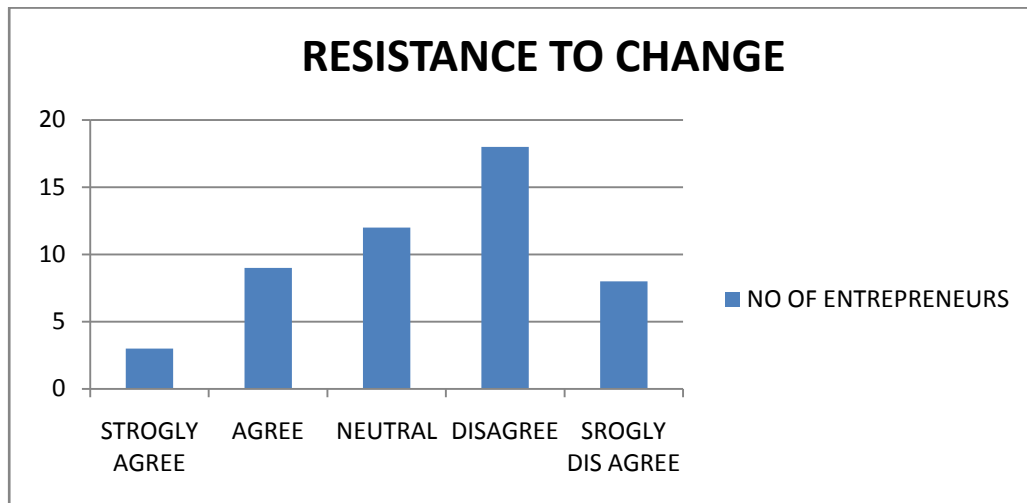
Interpretation

The study found 18% women are strongly agree that lack of business idea is restrict women from becoming an entrepreneurs.5% women has agree this opinion,but22% women has neutral situation,22% has disagree this opinion . The following chart shows the graphical representation of the table.

Table No:15 - Resistance to Change

	No of Entrepreneurs	Percentage
Strongly agree	3	6%
Agree	9	18%
Neutral	12	24%
Disagree	18	36%
Strongly disagree	8	16%
Total	50	100%

CHATR: 15



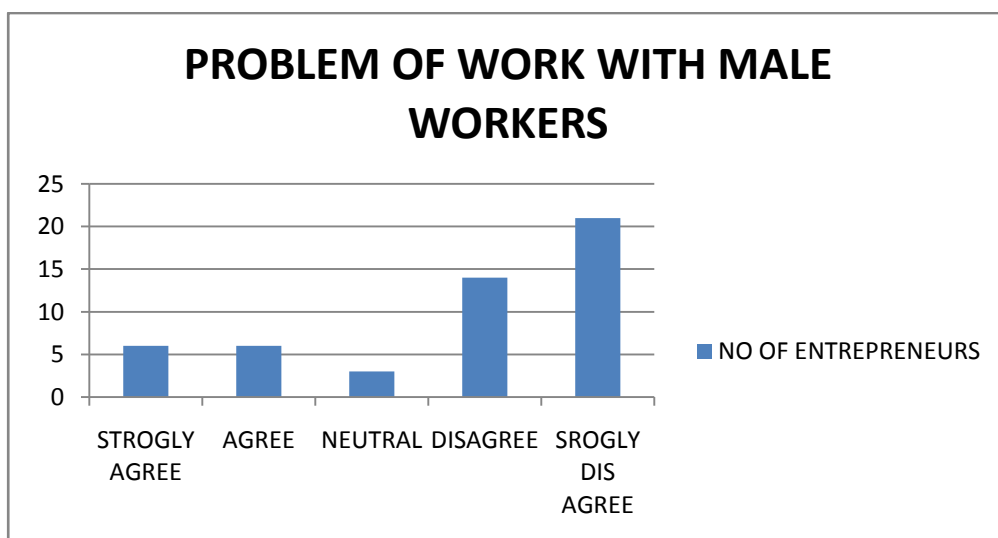
Interpretation

The study found 6% women are strongly agree that resistance to change is restrict women from becoming an entrepreneurs.318% women has agree this opinion,but24% women has neutral situation,36% has disagree this opinion and 16% women has strongly disagree. The following chart shows the graphical representation of the table.

Table No: 16 - Problem of Work With Male Workers

	No of Entrepreneurs	Percentage
Strongly agree	6	12%
Agree	6	12%
Neutral	3	6%
Disagree	14	28%
Strongly disagree	21	42%
Total	50	100%

CHART: 16



Interpretation

From this study majority of entrepreneurs are strongly disagree that opinion of work with male workers. 12% of entrepreneurs are strongly agree that there is a problem of work with male workers. And 6% is neutral condition, 42% women are strongly disagree, Following chart shows the problem of work with male workers.

Findings, Suggestion and Conclusion

Findings

1. It is realized that women entrepreneurs in Calicut district are not having a high academic background.
2. Majority of entrepreneurs are including in then age group in between 20 years to 30 years range.
3. Among 50 entrepreneurs surveyed it was found that 92 % is married and only 8 % is unmarried entrepreneurs.
4. Different type of business is done by women entrepreneurs. But majority of women entrepreneurs are doing in tailoring shop, fashion designing and textiles.
5. Majority of entrepreneurs are earned monthly income of 10000 and 20000.
6. The study reveals that majority of entrepreneur's start their enterprise is not their source of money.
7. Entrepreneurs get loan from financial institution for start their enterprise
8. Majority of entrepreneurs avail promotional scheme from the government.
9. The study reveals that % entrepreneurs are strongly agree that financial shortage restrict women from becoming entrepreneurs.
10. 20 % entrepreneurs are strongly agreed that family responsibility restrict women from becoming entrepreneurs.
11. Most of the entrepreneur's opinion that the negative attitude of society restricts women from becoming entrepreneurs
12. According to this study 28% of entrepreneurs are agree that lack of self confidence restrict women from becoming entrepreneurs.
13. Risk involved in enterprise restricts women from becoming entrepreneurs.
14. Some entrepreneurs opinion lack of professional education is not restrict women from becoming entrepreneurs and some entrepreneur's opinion that education problem becoming entrepreneurs.
15. The study reveals that 22 % entrepreneurs are disagree that lack of business idea restrict women from becoming entrepreneurs and 18% are agree this opinion.
16. Entrepreneurs opinion resistant to change is not restrict women from becoming entrepreneurs.
17. Among 50 entrepreneurs surveyed it was found that 42% entrepreneurs are strongly disagree that problem of work with male workers restrict women from becoming entrepreneurs.

Suggestions

1. Most of the women entrepreneurs are of the opinion that because of professional education, they are not able managing the enterprise. Hence, the Government should arrange special training programmers of women entrepreneurs.
2. Finance is the first major problem for women entrepreneurs. Hence, the bank and financial institution provide interest free loans to encourage women entrepreneurs.
3. To attract more women entrepreneurs, the subsidy for loans should be increased
4. Government Provide infrastructural facilities to the women entrepreneurs for doing work well in their work site.
5. Steps may be taken for change in the negative social attitudes towards women.
6. Marketing facilities for the purpose of buying and selling of both raw material and finished goods should be providing in easy reach.
7. Bank and administrate agency provide full support to women at preliminary stage of their business.
8. Provide promotional scheme to the entrepreneurs.
9. Government provides more opportunities to women.

Conclusion

An entrepreneur is one who plays significant role in the economic development of a country. An entrepreneur can be regarded as a person who has the initiative, skill and motivation to set up a business or an enterprise of his own and who always looks for high achievement. The most important challenges faced by women entrepreneurs include financial shortage, family responsibilities, and negative attitude of society, lack of self confidence, risk, lack of professional education, lack of business idea, resistance to change and problem of work with male workers. The government has increased the importance of women by adopting various schemes and programs for their participation in economic activities.

The Indian society is shifting from conservative attitude to progressive attitude, so women are getting more opportunities not only in entrepreneurial work but also in other domains of human life. Increased support should be provided by the government to help women entrepreneurs in order overcome the challenges faced by them.

Women entrepreneurs also required support from their family and society; they should be provided easy financial help without putting unrealistic condition by bank and financial institution. So it is necessary to overcome these challenges in order to conduct an efficient business.

From the study it is conclude that the women entrepreneurs get support and encouragement from family, society, government and financial institution, such positive effort can open new avenues for them and increase the marketability and profitability of business owned by them.

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APENDIX

“Challenges Faced By Women Entrepreneurs in Calicut District”

Interview Schedule for Entrepreneurs

1. Name:
2. E -mail Id:
3. Phone number:
4. Age at the time you start an enterprise:
 - Below – 20
 - 20 -30
 - 30-40
 - 40 above
5. Education or qualification:
 - No formal education
 - SSLC
 - Plus two
 - Graduation
 - Post graduation above
6. Marital status:
 - Married
 - Single
7. Type of business:
 - Textiles
 - Beauty parlor
 - Stationary & fancy
 - Fashion designing
 - Tailoring
 - Catering
 - Others
 - Specify

8. Monthly income:

- Below -10000
- 10000-20000
- 20000-30000
- 30000-40000
- Above 40000

9. I am able to manage my family along with my business:

- Yes No

10. My family support help me to reach this position:

- Yes No

11. Did you have your own source of money for starting your enterprise?

- Yes No

12. If not what is your source of investment?

- From family
- Friend's & relatives
- Loan from financial institution
- Others
- Specify

13. Do you believe that lack of finance is a major problem for commencing women enterprise?

- Yes No

14. Did you avail any promotional scheme from the Government?

- Yes No

15. If yes:

- a. Trade related entrepreneur assistance and development scheme for women (TREAD)
- b. Micro small entrepreneurs cluster development programs(MSE-CDP)
- c. credit guarantee fund scheme for micro and small enterprises
- d. support for entrepreneurial & managerial development
- e. women development corporations
- f. others

16. In your opinion rank the factors that restrict women from becoming an entrepreneurs:

- a. Financial shortage
- b. Family responsibilities
- c. Negative attitude of society
- d. Lack of self confidence
- e. Risk involved
- f. Lack of professional education

- g. Lack of business idea
- h. Resistance to change
- i. Problem of work with
Male workers