

# A Cramming of Women Tycoon in Textile Capital of South India – Special Reference to Singanallur

GEETHA, B.

Assistant Professor of Economics, PSG College of Arts and Science, Coimbatore.

E-mail: [ukbgeetha@gmail.com](mailto:ukbgeetha@gmail.com)

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Geetha, B. (2022). A Cramming of Women Tycoon in Textile Capital of South India – Special Reference to Singanallur. *Journal of Applied Development Economics*. 1(1), 43-58.

**Abstract:** Entrepreneurs are the employment generator of any economy Women entrepreneurs have been making a significant blow in all the segments of the economy which is more than 25 per cent of all types of business. In this context, the current study has been undertaken with the objective of current status of women entrepreneurship with the specific objectives of study the socio-demographic profile of the respondents and to analyses the motivational factors of women entrepreneur in Coimbatore. Recent literatures have been collected. Methodology of this research work includes Locale of the study, Sources of data, Tools used, Period of the study, Tabulation and presentation of data, Limitations of the study. 52 percent of the respondents are having beauty products business, 18 percent of the respondents are stationary shops and 22 percent of the respondents are having Petti shops. Other the business type was mentioned by 8 percent of the respondents respectively. The motivational factors which are influencing while doing business were discussed. Majority of the respondents were accepted to have self-employment 91 percent were responded as 1st Rank in the main motive to start and continuing the business. The least priority was to dissatisfaction in previous Job (8th Rank) and to satisfy parents/ spouse/ children ambition (9th rank) responded by the women entrepreneurs.

**Keywords:** Entrepreneur, Demographic status

## Introduction

The entrepreneur plays an important role for economic development. Since 18th century the concept of entrepreneurship has been emerged. 'The word entrepreneur is derived from the French word '*Entreprendre*' which means 'to undertake'. Thus entrepreneur is a person who undertakes the risk of a new enterprise. (Unnikrishnan. P, S. Bhuvanewari). In India, entrepreneurs are become a role model through their innovations and succeed with all shortcomings. Entrepreneurial zeal and the family business have traditional

background, at the same time it contributes to GDP significantly. It boomed and transformed the industry and business interface of India.

Entrepreneurs are the employment generator especially for rural masses. <sup>2</sup>Entrepreneurship is a practice of creating something novel with full of risk and wind fall gain. Government of India has defined women entrepreneurs based on women participation in equity and employment of a business enterprise. Women entrepreneurs have gradually played an important role in spurring economic development and job creation. Equality among men and women which is essential for development of society can possible through economic independence of women. The women entrepreneurs should take the challenges of new economic policy. Entrepreneurship is an area of research that has been of immense interest to researchers, academicians and policy makers. Entrepreneurship is extensively associated with economic growth of any economy by accelerating growth and prosperity. Schramm (2006), and Baumol et al (2007). In the last few decades' woman entrepreneurs are emerging both in developed and developing economies. The gender gap in entrepreneurship is persistent in global scenario and in Indian context in terms of entrepreneurial activities. This research paper made an attempt to understand the dynamics of women entrepreneurship in Indian economy.

A woman who possess confident, creativity, innovative skills and capable of achieving economic independence A women entrepreneur performs multi task such as personal, family, social life and entrepreneurial activity. Women entrepreneurship is the process in which women commence a business, assemble all resources, accept risks, face challenges, provides employment to others and manages the business independently. One third of the entrepreneurs in the world are women entrepreneurs. Women Entrepreneurship means not only an act of business ownership, it also boosts the economy for everyone, and the empowered women can smash scarcity - not only for themselves, but for their families, societies, and countries too. As per Government of India, it is defined as the woman or group of women who initiate, organize and co-operate a business enterprise. It is further defined by the Government of India as an enterprise owned and controlled by a woman having a minimum financial interest of 51 per cent of the capital and 51 per cent of the employment generation. From this it is implicit that women cannot be treated for a long to be kept at home. After the shock of globalization, women are continuously March forward by creating an important influence not only on domestic tasks but

also on global spheres. At this juncture the fact is obvious that women capable to strike a balance between their residence and profession. It is accomplished from this that women are the key players for the economic development of the any developing country. Statistical estimates show that women's role in terms of their share in small business has been increasing in modern days, even among the developed countries like USA and Canada. Women entrepreneurs, those who do not have proper education or any prescribed training in management, still have to develop skills and take to small enterprises. They choose that product with which they are familiar i.e. garments, weaving, pickle making, doll making and handicrafts. Some have ventured into engineering, electronics, chemicals and pharmaceuticals. A few additionally make surgical instruments, furniture and pottery. These women entrepreneurs need certain special privileges to conquer the sensible social challenges they face for being a woman such as attitudinal reluctance of officers, lack of knowledge, and too many formalities that required to be completed especially in the initial period. Women entrepreneurs are an important contributor of economic growth. They generate fresh jobs for themselves, others and also provide society with diverse solution to management, organization and business problems (Rahul Raj, 2013) with the increase in demand of self-employment and to provide employment opportunities in rural areas. So contribution of women cannot be ignored. Hence, this paper focuses on the involvement of women entrepreneurs in economic growth and the government work in direction.

Women entrepreneurs have been making a significant blow in all the segments of the economy which is more than 25 per cent of all types of business. As per center for Women's Business Research, 2009 women entrepreneur were growing twice as fast as the other business since 1997 to 2002. During the 2008 economic depression, 5 per cent of high potential women and 4 per cent of high potential men left their employment to establish their own business. Now the interesting thing is that according to this year's AMEX OPEN State of Women-Owned Business Report, the speed of increase in the amount of women owned enterprises over the past 16 years remains higher than the national average.

Tamil Nadu has the highest number of women entrepreneurs in India, followed by Kerala and West Bengal, reveals a new report. Women in India constitute around half of the country's population. Hence they are regarded as the "Better half of the society". In the official proclamation, they are at

par with men. But in real life, the truth prevails otherwise our society is still male-dominated and women are not treated as equal partners both inside and outside four walls of the house.. As per the Economic Survey in 1990 women own 10 per cent of SSI, it was also expected to reach up to 23 per cent by 2010 though it has not reached to that level and attained 14 per cent. It is estimated, expected and planned to reach 20 to 25 per cent by the year 2020.

In this context, the current study has been undertaken with the objective of current status of women entrepreneurship. The study also identifies the factors that are motivating in the path of women entrepreneurship in Coimbatore. Women Entrepreneur” is a person who denies the role of their personal needs to participate and be accepted economically independent. Strong desire to do something positive is a high-quality women entrepreneur who contributes to the position values of family and social life. Every research requires specific objectives. In this research work, following are two **objectives**:

- To study the socio-economic profile of the respondents.
- To analyses the motivational factors of women entrepreneur in Coimbatore.

## **Review of Literature**

**Dr. Jyoti Agarwal (2018)** Women are treated as less than equal to men in almost all the countries. Although women are equally competent in running business but still lacks behind in spite of women empowerment movement in our country, there are social, cultural and economic hurdles in the way of women entrepreneurship and the major problem is lack of entrepreneurial environment. In spite of having the potential and talent, women are deprived of opportunities, information and education. This paper is an attempt to highlight problem faced by women entrepreneur and also discuss some real-life essential strategies used by successful women entrepreneur.

**Pruthvi Raj (2018)**, Entrepreneurship which comes under the umbrella of business regime, which plays significant role in the development of the country and its economy in a fruitful condition by setting up of organizations, may be in small or large in size of operation. These are the people with a high skill, knowledge to enter into a business to acquire the market with high potential decision making and thereby to catch-up the profit. Now days the government is also encouraging the entrepreneurship, thereby to achieve a good

economic condition, eradication of poverty by providing employment. The aim of this study was to access how the women entrepreneurship is rising in India through government support and to reach this data to motivate and inspire the other women to come up with their own ideas to become entrepreneurs with the facilities provided. Technically women entrepreneurship is nothing but women who organize and manages the organization with prosperous decisions by handling the uncertain risks that may occur in future. Here the paper is prepared to provide knowledge about the women entrepreneurs and the kind of assistance from the government of India and from Indian banks. The Data has been collected from the articles and websites. This study is an attempt to create awareness challenges faced, successful women entrepreneur and the government assistance to achieve progress.

**Vembly Colaco and Dr V. Basil Hans (2018)** Traditional cultural perception perceived the roles of women to be confined within the four walls of the house, but in modern times, with economic reforms there is a transitional trend that is observed in terms of women's participation in economic growth and women participation in business entities has been remarkable. India being termed as the second largest startup ecosystem in the world is expected to grow at around 10-12percent. It is observed that 48 percent of the country's population comprises of women, and it is impossible to think about economic growth without women as a fundamental driver. This study therefore, emphasizes the role and challenges of women entrepreneurs, particularly in urban India. Recognition, reputation, resource regeneration is some of the advantages of women entrepreneurship besides monetary gains and financial inclusion. However, any drastic changes in a cultural diverse environ like India is never easy. Perception of weakness, exploitation by middlemen etc. put barriers on the mobility and risk-taking ability of entrepreneurs in general and women in particular. Our study looks at new dimensions of entrepreneurship theoretically and empirically, the impact of changes in business environment on female entrepreneurship prospects and challenges.

**John Kaviarasu,et.al, (2018)** From the practices of liberalization, privatization and globalization in India since 1991, entrepreneurship done by women is gaining so much importance and they are financially supported by the banks and given encouragement by their family members. Besides offering vocational education to women to climb the ladder of development and empowerment from their family spheres to public spheres, India has

framed a policy to develop entrepreneurial skills to women. Series of training programmes imparted to women has gradually widened the horizon for economic empowerment of women. Though women contribute only one third of the economic enterprises, we could find numerous women becoming successful in entrepreneurship both in social and economic fields in India. Understanding this development, Government of India has introduced National Skill Development Policy and National Skill Development Mission in 2009. Its main role is to provide skill training, vocational education and entrepreneurship development to the emerging work force. It is to be kept in mind that providing skill training on entrepreneurship is not the only responsibility of Government, but also other stakeholders need to pitch in. A good proportionate of women are found in the field of business as entrepreneurs. This very fact has changed the demographic characteristics and subsequently it is reflected in the economic growth of the country. This paper analyses the problems, issues, challenges faced by women entrepreneurs and also suggest ways to overcome them.

## **Methodology**

The methodology followed for the study on “**A cramming of women tycoon in textile capital of south India – special reference to Singanallur**” is presented under the following heads:

- I. Locale of the study
- II. Sources of data
- III. Tools used
- IV. Period of the study
- V. Tabulation and presentation of data
- VI. Limitations of the study

### ***I. Locale of the study***

Coimbatore, the third largest city of Tamil Nadu, is also an important district of the state. It is the second largest city and urban agglomeration in the state. Coimbatore is one of city has been selected out of 98 smart cities under smart city mission. Due to the presence of several textile industries, it is sometimes referred to as the textile capital of South India or the ‘Manchester of the South’. There are more than 25,000 small, medium, large sale industries and textile

mill. Coimbatore is also famous for the manufacture of motor pump sets and varied engineering goods, due to which it has earned the title “Detroit of the South”. The city is also known as education hub.

Coimbatore has also emerged as a tier-II destination for the IT sector. There are about six notified Special Economic Zones (SEZs) in the region, of which five are occupied by the IT/ITES (Information Technology Enabled Services) sector and one by hi-tech engineering. The study area was Singanallur Assembly Constituency is a legislative Constituency of Coimbatore district. It contains 18 wards of the Coimbatore which include the neighborhood of Singanallur, which is having more entrepreneurs’ site. In this context, a micro level study assumes immense significance to assess the women entrepreneurs in selected area.

## ***II. Sources of data***

For the purpose of the data, a detailed interview schedule was administered among a sample of 30 women entrepreneur respondents who were employed in various works. The job categories included Beauty products, Petti shops, Chemical Products, Plastics, Drugs / Pharmaceuticals, Herbal Products, Electrical items, Garments, Stationary. For the data collection, purposive sampling method was used. In this method of sampling, the investigator exercises his judgement in the choice and includes those items in the sample which he thinks are most typical of the universe with regard to the characteristics under investigation.

## ***III. Tool Used***

For analyzing and representing the data, tools such as percentages and Garrets’ Rating scale methods were used.

## ***IV. Period of the study***

The field investigation and data collection for the study was carried out during the period November to February in the year of 2019-2020.

## ***V. Tabulation and presentation of data***

The data obtained was scrutinized, tabulated and presented in the next chapter V.

## ***VI. Limitations of the study***

- The limitations in no way negate the findings of the study and offer scope for further research in future.
- The findings are based entirely upon the research conducted in Coimbatore and hence may not be applicable directly to other metropolitan cities of socio-cultural diversity and contextual factors.
- Due to constraints of time, certain topics have not been touched upon at all during the course of the study while some of them like the actual purchase pattern have been explored in a 'limited' manner. An in-depth analysis may be further taken up in each of sub-topics covered.
- Moreover, the survey is not representative of the whole Coimbatore only from the selected area. Therefore, caution needs to be taken when generalizing these research results to user groups in other geographical areas and environment.

## **Results and Discussion**

This chapter presents, interpret and analyze the findings of the study under the following heads:

- I. Socio-demographic profile of the respondents
- II. Motivational factors of the respondents

### ***I. Socio-Demographic Profile of the Respondents***

In order to develop a proper perspective analysis, all major components of social environment must be considered. The general notion of social environment is that it consists of age, marital status, educational qualification, religion, size of family, family type, and basic business details. An attempt was made in this section to see whether the respondents shared any common socio-demographic characteristics.

The age group of sample respondents, majority of 50 per cent are in the age group of 30-39 years, 30 per cent of the respondents are in the age group of 19-29 years, 14 per cent of the respondents are in the age group of 40-49 years, 4 per cent of the respondents are below 50-59 years and only 2 per cent of the respondents are in the age group of 60 years and above. Majority of 50 per cent are in the age group of 30-39 years.



**Table 1: Age of the Respondents**

<i>S. No</i>	<i>Particulars</i>	<i>No of Responses</i>	<i>Percentage</i>
1	19-29	15	30
2	30-39	25	50
3	40-49	7	14
4	50-59	2	4
5	>60	1	2
<b>Total</b>		<b>50</b>	<b>100</b>

Source: Field Survey, 2019-2020

**Table 2: Marital Status of the Respondents**

<i>S. No.</i>	<i>Particulars</i>	<i>No. of Respondents</i>	<i>Percentage</i>
1	Married	27	54
2	Unmarried	16	32
3	Divorced/separate	5	10
4	Window	2	4
<b>Total</b>		<b>50</b>	<b>100</b>

Source: Field Survey, 2019-2020

The marital status of the respondents reveals that 54 per cent of them are married, and 32 percent of the respondents are unmarried, and 10 percent of the respondents are divorced/separate, and 4 percent of the respondents are window represents in the above table.

**Table 3: Educational Qualification of the Respondents**

<i>S. No.</i>	<i>Particulars</i>	<i>No of Respondents</i>	<i>Percentage</i>
1	School	10	20
2	Graduate/diploma	27	54
3	Post graduate	13	26
<b>TOTAL</b>		<b>50</b>	<b>100</b>

Source: Field Survey, 2019-2020

The above table shows the educational qualification of the women entrepreneurs of the present study, the respondents reveals that 20 percent have school education, 54 percent of the respondents have graduate/ diploma education, 26 percent of the respondents have post graduate education. Majority of 54 percent of the respondents have graduate/diploma education.

**Table 4: Family Type**

<i>S. No.</i>	<i>Particulars</i>	<i>No of Respondents</i>	<i>Percentage</i>
1	Nuclear family	36	72
2	Joint family	14	28
<b>Total</b>		<b>50</b>	<b>100</b>

Source: Field Survey, 2019-2020

Table shows that out of 36 respondents 72 percent are from nuclear family and only 28 percent are in joint family. It is noticed that majority of 72 percent of the respondents are from nuclear family.

**Table 5: Family Size**

<i>S. No.</i>	<i>Particulars</i>	<i>No of Respondents</i>	<i>Percentage</i>
1	Less than 4members	14	28
2	4-7 members	27	54
3	Morethan7members	9	18
<b>Total</b>		<b>50</b>	<b>100</b>

Source: Field Survey, 2019-2020

It reveals that the majority of 54 percent of the respondents have 3 to 4 members in their family, 28 percent of the respondents belong to the large family have 4-7 members 18 percent of the respondents have more than 7 members in their family. Majority of 54 percent of the respondents have family size of 3 to 4 members.

**Table 6: Previous Employment of the Respondents**

<i>S. No.</i>	<i>Particulars</i>	<i>No of Respondents</i>	<i>Percentage</i>
1	Less than 5 years	12	24
2	5-10 years	28	56
3	10-15 years	10	20
<b>Total</b>		<b>50</b>	<b>100</b>

Source: Field Survey, 2019-2020

Table shows that 24 percent of the respondents are less than 5 years, 56 percent of the respondents are 5-10 years and 20 percent of the respondents are 10-15 years.

**Table 7: Enterprise Registered**

<i>S. No.</i>	<i>Particulars</i>	<i>No of Respondents</i>	<i>Percentage</i>
1	Registered	38	76
2	Not registered	12	24
<b>Total</b>		<b>50</b>	100

*Source:* Field Survey, 2019-2020

Table shows that 76 percent of the respondents are registered in enterprise, 24 percent of the respondents are not registered in enterprise. Most probably petti shop businesses are not register category respondents.

**Table 8: Business Type of the Respondents**

<i>S. No.</i>	<i>Particulars</i>	<i>No of Respondents</i>	<i>Percentage</i>
1	Beauty products	26	52
2	Stationary	9	18
3	Petti shops	11	22
4	Other jobs	4	8
<b>Total</b>		<b>50</b>	100

*Source:* Field Survey, 2019-2020

Table shows 52 percent of the respondents are having beauty products business, 18 percent of the respondents are stationary shops and 22 percent of the respondents are having Petti shops. Apart from these lists other the business type was mentioned by 8 percent of the respondents, which are Chemical Products, Plastics, Drugs / Pharmaceuticals, Herbal Products, Electrical items, Garments.

## ***II. Motivational factors of the respondents***

Understanding what motivates individuals to engage in entrepreneurship is important in the study of business creation. Excluding motivation from the study of business creation results in an incomplete theory. Researchers contend that to understand the entrepreneurial process, one must understand entrepreneurs' motivation to start and sustain their venture. Motivating factors, which can be either internal or external to the entrepreneur, classified motivators into four categories: financial rewards (extrinsic rewards), independence/autonomy, personal growth (intrinsic rewards) and family security. Motivating factors can

also be classified as push or pull factors. 'Push factors include the need to increase family income, dissatisfaction with a salary-based job, problems with finding an appropriate job and the need for flexibility for family responsibilities'. Pull factors include 'the need for independence, self-actualization, increased status quo and reputation in society'. Table 10 and 11 shows the details about how the respondents get motivated their own self to start business.

Self-own business is becoming more popular, day by day world over as an attractive alternative. It also creates employment opportunities and contributes to national income. In the present study, the respondents were asked to rank the reasons for motivational factors in entrepreneurs and ranks were converted into percent position by using the formula:

$$\text{Percent position} = \frac{100(R_j - 0.5)}{N}$$

where  $R_j$  is the rank of the  $i^{\text{th}}$  item and  $N$  refers to the number of items ranked. The percent position was converted into score by using Garrets' Rating scale and the average score obtained for differential reasons are tabulated and presented in tables.

**Table 9: Motivational Factors Influencing of Business**

<i>S. No</i>	<i>Motivational factors influencing the idea</i>	<i>Percentages</i>	<i>Rank</i>
1	To achieve dream goal as to fulfill own ambition	78	3
2	To satisfy basic needs and to gain Independent living	82	2
3	Frustration due to unemployment	67	7
4	To satisfy parents/ spouse/ children ambition	50	9
5	To have Self Employment	91	1
6	An ambition to gain Social Status	76	4
7	Due to Previous experience in the line of activity	71	6
8	Dissatisfaction in previous Job	62	8
9	Advise and encouragement of friends and relatives	73	5

*Source:* Field Survey, 2019-2020

The table shows the motivational factors which are influencing while doing business were discussed. Majority of the respondents were accepted to have become self-employee (1st Rank) is the main motive to start and continuing the business. To satisfy basic needs and to gain Independent living (2nd Rank), to achieve dream goal as to fulfill own ambition (3rd rank) were the next priorities of motives begin their self-own businesses. Respectively other motive factors

are An ambition to gain Social Status (4<sup>th</sup> Rank), Advise and encouragement of friends and relatives (5<sup>th</sup> Rank), Due to previous experience in the line of activity (6<sup>th</sup> Rank), Frustration due to unemployment (7<sup>th</sup> Rank). The least priority was to dissatisfaction in previous Job (8<sup>th</sup> Rank) and to satisfy parents/ spouse/ children ambition (9<sup>th</sup> rank) responded by the women entrepreneurs.

The above tables show the priorities of the women entrepreneurs in business and their motivational factors of the business.

### **Concluding Remarks**

- Majority of 50 per cent are in the age group of 30-39 years.
- The marital status of the respondents reveals that 54 per cent of them are married, and 32 percent of the respondents are unmarried, and 10 percent of the respondents are divorced/separate, and 4 percent of the respondents are window.
- Majority of 54 percent of the respondents have graduate/diploma education.
- On religion, 50 percent of the respondents are Hindu, 40 percent of the respondents are Muslim, 10 percent of the respondents are Christian.
- out of 36 respondents 72 percent are from nuclear family and only 28 percent are in joint family. It is noticed that majority of 72 per cent of the respondents are from nuclear family.
- Majority of 54 percent of the respondents have family size of 3 to 4 members.
- 76 percent of the respondents are registered in enterprise; 24 percent of the respondents are not registered in enterprise.
- 52 percent of the respondents are having beauty products business, 18 percent of the respondents are stationary shops and 22 percent of the respondents are having petti shops. Othere the business type was mentioned by 8 percent of the respondents respectively.
- The motivational factors which are influencing while doing business were discussed. Majority of the respondents were accepted to have self-employment 91 percent were responded as 1st Rank in the main motive to start and continuing the business. The least priority was to dissatisfaction in previous Job (8<sup>th</sup> Rank) and to satisfy parents/ spouse/ children ambition (9<sup>th</sup> rank) responded by the women entrepreneurs.

- Thus, Indians are more motivated by personal growth, ambition, a desire for financial success and entrepreneurial freedom (starting their own business). This is an important finding for policymakers and provides evidence that more opportunities and incentives for creating businesses should be established. Indian business owners are coming from good educational backgrounds and possess a desire for growth. Developing and supporting programs to incentivize entrepreneurial activity will aid in supporting the growth of the new emerging segment of entrepreneurs.

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