

Research Article

A Glass Ceiling for First-Generation Women Entrepreneurs in Coimbatore, Tamil Nadu

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ABSTRACT

“Women are the companion of man, gifted with equal mental capacities, she has the right to participate in minutes at details of the activities of man and she has the same right of freedom and liberty as he/she is entitled to a supreme place in her own place in her own sphere of activity as many as in his.” - Mahatma Gandhi

The researcher wishes to have an attempt to analyze first-generation women entrepreneurs' role in the field of highly risk-oriented and global competitive entrepreneurship. The main focus of the research is breaking a glass ceiling among first-generation women entrepreneurs participation business in Coimbatore, Tamil Nadu. Most of the women entrepreneurs are directly or indirectly affected by this concept of a glass ceiling. The Government of India provides many facilities to motivate the first-generation women entrepreneurs by The Ministry of Micro, Small, and Medium Enterprises which has introduced a new Prime Minister's Employment Generation Programme by merging the Prime Minister's Rozgar Yojna and Rural Employment Generation Programme. “The scheme is aimed at motivating entrepreneurship among first-generation business persons,” Under the scheme, a 2-week Entrepreneurship Development Programme is mandatory before loans are sanctioned. The researcher plan to divide two types of the first-generation women entrepreneurs one is women-owned business and another one is women-managed business.

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INTRODUCTION

Majority of the research and studies focused only on the self-help groups, entrepreneurs, micro, medium, and small business sector, women entrepreneurs, and other areas alone. The research is lacking on first generation women entrepreneurs who are the researcher aware about the research gap.

This research will plan to carry out the way of breaking a glass ceiling by the first-generation women entrepreneurs to get success in the entrepreneurial field. The focused field is firms having investment in plant and machinery at an original cost Rs. 1 crore of less than Rs. 1 crore. The study is confined to the first-generation women entrepreneurs in Tamil Nadu. The research will focused the first-generation women entrepreneurs who are registered under District Industries Centre (DIC) in Tamil Nadu. The firms that are in functioning for at least the past 3 years are consider for the present study. The necessary database about first-generation women entrepreneurs will collect from DIC at all district headquarters.

ENTREPRENEURS ARE ACTING AS MOTIVATING FACTORS

Entrepreneurs are used as a motivating factor in modern society. Women entrepreneurs are highly motivating factor for the first-generation women entrepreneurs. Most powerful women entrepreneurs are acting as an energetic agent for the beginners.

Indra Nooyi

Indra Nooyi got a Bachelor's degree in Bachelor of Science from Madras Christian College and a Post Graduate Diploma in Management from IIM, Calcutta. Her career started on as a product manager designation at Johnson & Johnson and textile firm Mettur Beardsell. In 1978, she enrolled in Yale School of Management and earned a Master's degree in Public and Private Management. She joined PepsiCo in 1994 and was named the president and CFO in 2001. She directed the company's global strategy and led the company's restructuring.

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In the year of 2007, she was the fifth CEO in PepsiCo. She was named on Wall Street Journal's list of 50 women to watch in 2007 and 2008 and also listed among Time's 100 most influential people in the world in 2007 and 2008.

Neelam Dhawan

The MD of Hewlett-Packard India, Neelam Dhawan, has featured in Fortune's yearly global list of "50 Most authoritative Women in Business" - 2009 and was rank No. 37. Like other B-school graduates, she wishes to join FMCG quite than joining IT. It all happened at Shiv Nadar - promoted HCL Technologies and spent 14 years learning the traits of sales and marketing.

Research Gap

The necessary motivation and encouragement of Tamil Nadu Government. All the women in Tamil Nadu will start their own business, but majority of the woman have threats and hesitation to become entrepreneur due to lack of knowledge and financial background. There is a need to focus on a glass ceiling by first-generation women entrepreneurs in the study area. This research will place a foremost role in filling up the gap in the field of research at a glass ceiling in Coimbatore, Tamil Nadu.

Table 1 summarizes that Tamil Nadu engaged first among a total number of units registered in India. Total number of women entrepreneurs 18,848 in India, the first place filled by Uttar Pradesh and Tamil Nadu holds the second place. It is understood from Table 1 that Tamil Nadu Government has taken more steps to improve the growth and development of women entrepreneurs.

STATEMENT OF THE PROBLEM

Women in common are considering about family duties. Women in India dedicate a lot of their lives for the welfare of their family. Hence, women fail to use their skills to generate income to their families. In India, women have very poor financial freedom, especially in uneducated and rural background families. Women belong to these families never take any decision on their own without the family members. A very few women have awareness on the right of property, but they fail to use it properly. Those women's are living in urban area their level of education and public awareness have more to initiate the business, but it is only women's are living in urban areas and not in rural areas. The government should bring through conducting awareness programs for women to make their own identity and develop their tolerating capacities. The banks and financial institutions underestimate the women entrepreneurs and are hesitant to provide loan to them because of the conventional mindset about women.

Objectives of the Study

The main objectives of the study are as follows:

- To study the profile of first-generation women entrepreneurs in Coimbatore.
- To identify a glass ceiling for first-generation women entrepreneurs in Coimbatore.
- To analyze the SWOT of first-generation women entrepreneurs in Coimbatore.
- To analyze the motivational factors that influence women to become first-generation women entrepreneurs in Coimbatore.
- To suggest the way to break a glass ceiling measures to the first-generation women entrepreneurs in Coimbatore.

Scope of the Study

The research mainly focuses on the first-generation women entrepreneurs in Coimbatore, Tamil Nadu. The districts headquarters with its good infrastructural facility offer sound prospects for industrial developments. The scope of the study encompasses a glass ceiling on first-generation women entrepreneurs.

Limitations of the Study

- The present study is restricted to the first-generation women entrepreneurs identified by the Coimbatore district.
- The entrepreneurs are known only with the help of reviews and the expert in the related field.
- The respondents do not have any document information. Hence, the response of the respondents might be subjected with personal bias.

REVIEW OF LITERATURE

- Garg^[10] in his article entitled, "Women Entrepreneurs: Problems and Prospects" has mentioned that the problems before women are that they lack of entrepreneurial competency. Women are gender and culturally rooted. The challenges of women entrepreneurs can be overcome with effective and necessary training imparted to them.
- Thanulingom Nadar (2009) in his thesis entitled, "small-scale engineering Industry in Coimbatore Region - A study of inter-relationship with large-scale industry" has indicated that previous occupation in industry, favorable demand for their product, locations near the residence of the entrepreneur, initial capital up to Rs.10,000, and previous 41 employment as a worker in large-scale units are the factors that influence the entrepreneurial development in Coimbatore region.
- Natarajan (2011) in his thesis titled, "a study of women entrepreneurs in Tamil Nadu" has analyzed the performance of women entrepreneurs and the various factors contributing to the success of the women entrepreneurs. He has also analyzed the various reasons why women hesitate to become entrepreneurs.
- Kavitha and Ramajayam (2013) in their article on "role of social entrepreneurship in sustainable development" have stated that social entrepreneurship is essential to achieve the goal of sustainable development. Further, they stated that social entrepreneurship promotes the social well-being in the form of distributing goods and service for the benefit of poor households.
- Anuradha (2014) in her article entitled, "Problems and Prospects of micro, small, and medium enterprises (MSMEs) in India in the Era of Globalization" has discussed that the small-scale industries (SSI) have been renamed as MSMEs with the introduction of MSMED act, 2006. The result shows that excepted minor increase

Table 1: Numbers of Women Entrepreneurs Registered in India

Women				
Entrepreneurship	Number of units	Rank	Number of women	Rank (%)
States	Registered		Entrepreneurs	
Tamil Nadu	9618	1	2,930	2 (30.36)
Uttar Pradesh	7980	2	3,180	1 (39.84)
Kerala	5487	3	2,135	3 (38.91)
Punjab	4791	4	1,618	4 (33.77)
Maharashtra	4339	5	1,394	6 (32.12)
Gujarat	3872	6	1,538	5 (39.72)
Karnataka	3822	7	1,026	7 (26.84)
Madhya Pradesh	2967	8	842	8 (28.38)
Other States	14,576	9	4,185	9 (28.71)
Total	57,452		18,848	32.82

Source: Report of MSMEs, 12th 5 years plan 2012-2017

in growth rate in employment invention and in other parameters is not hopeful during the liberalization period. It is conclude that the MSMEs in India face a tough situation due to extreme competition from large industries due to withdrawal of subsidy, lack of infrastructure, anti-dumping policy, challenges on product standardization, and total quality management.

Research Methodology

Primary and secondary data have been used for the study. Data were collected through personal visit to the home and enterprises of the women respondents. Obtaining the total number of women-owned units in Coimbatore district, in the service industry, manufacturing industries, and allied industries was a difficult task due to the existence of a number of unorganized and unregistered industries all over the district.

Sampling Technique used

The purpose of analyzing the first-generation women entrepreneurs is purposive sampling method will plan to focus. The methodology will adopt to prepare this research is based on one-to-one interview method with diverse backgrounds and will select across the districts at random sampling method. First-generation women entrepreneurs are the only source of primary data.

Tools Analysis

The following important tools were employed in tune with the objectives of the study:

Descriptive analysis, Chi-square test, and correlation analysis.

Hypotheses

- The first-generation women entrepreneurs will have the significant impact on a glass ceiling.
- The nature of support and levels of motivation first-generation women entrepreneurs will have correlation.

- There is a significance difference between types of family and levels of motivation to the first generation women entrepreneurs.

DATA ANALYSIS AND INTERPRETATION

Table 2 shown that 39% of respondents (59 of 150) were in the age group of <30 years, it also noted that (68 of 150) 45% were 30–45 years and only 23 of 150 (16% of entrepreneur) were found to be in the age group of 45–60.

Table 3 shown that 29% of respondents (43 of 150) were in the education source of skill, it also noted that (15 of 150) 10% were source of learning through training and also noted that majority 80 of 150 were sourced through experience and only 12 of 150 (8% of entrepreneur) were found to be learning from family experience.

It is revealed from Table 4 that “medium level of motivation” is the base for the respondents hailing from joint family system and nuclear system. It is also noted that, among respondents belonging to nuclear family systems next to medium level of motivation, most of them have high level of motivation.

Here, “null hypothesis” was formulated that the type of family and the level of motivation were independent attributes.

To test the null hypothesis and to test the relationship between the two attributes, the Chi-square test had applied and the results were as follows:

Type of family and level of motivation: Chi-square test

Calculated value (CV) = 15.5767

Table value at 5% level of significance (TV) = 5.991

Degrees of freedom = 2.

As the calculated Chi-square value was found to be greater than the table value at 5% level of significance, the “null hypothesis” was rejected and the alternative hypothesis was accepted. It could be said that the type of family and the level of motivation were dependent attributes.

Table 2: Age-wise distribution of the respondents

Age	Number of respondents (%)
less than 30	59 (39)
30 to 45	68 (45)
45 to 60	23 (16)
Total	150 (100)

Source: Primary data

Table 3: Source of skills

Age	Number of respondents (%)
Education	43 (29)
Training	15 (10)
Experience	80 (53)
Learning from family experience	12 (8)
Total	150 (100)

Source: Primary data

Table 4: Types of family and levels of motivation

Types of families	Levels of motivation			Total
	Low level	Medium level	High level	
Joint	15 (10)	42 (28)	10 (7)	67 (45)
Nuclear	7 (4.7)	69 (42.6)	12 (7.7)	88 (55)
Total	22 (14.7)	111 (70.60)	22 (14.7)	150 (100)

Source: Computed from primary data

Table 5: Nature of support and levels of motivation

Types of families	Levels of motivation			Total
	Low level	Medium level	High level	
Self-support	12 (8)	49 (32.6)	7 (4.7)	68 (45.3)
Spouse support	7 (5)	36 (24.3)	10 (6.7)	54 (36)
Parents support	2 (1.7)	20 (13.7)	5 (3.3)	28 (18.7)
Total	22 (14.7)	111 (770.6)	22 (14.7)	150 (100)

Source: Computed from primary data

Hence, it could be that there had existed relationship between the type of family and the level of motivation.

Table 5 discloses that majority of the respondents having different support received in establishing enterprises have medium of the level of motivation. But those who have the support from spouse and parents are paid of medium level of motivation.

A “null hypothesis” was formulated that there had been a strong relationship between the different kinds of support obtained and the levels of motivation of the respondents.

The Chi-square test statistic was applied to test the “null hypothesis,” and the result has been presented.

Calculated value = 7.321

Chi-square value = 5.613

Degrees of freedom = 4.

As the CV was found to be more than of the table value at 5% level of significance, the “null hypothesis” had been rejected, and hence, the alternative hypothesis has been accepted.

Hence, it could be concluded that there had been to relationship between the support obtains and the level of motivation.

SUMMARY OF FINDINGS, RECOMMENDATIONS, AND CONCLUSION

Findings

- In the present study regarding the age of women entrepreneurs, it is found that, in selected sample, i.e., 25.28% of them belongs to the age group of <30% and 41.42% of them belong to 30–40 years. The remaining 33.30% are distributed among the age group of above 40 years. The most of the respondents are middle aged.
- A study of the annual income of the family members reveals that 59.71% of the families of the respondents annual income is around Rs. 1.5 Lakh and 22.71% are earn less than Rs 30,000. Hence, it can be said that very low income of the family has forced women to enter into business and that inadequacy of family income and need to supplement the income of husbands or fathers, women are pushed into entrepreneurship.
- A study of the form of organization, which was based on criterion factors like capital invested and scale of operation, shows that sole proprietorship was the form of organization for 72.97% of the enterprises. This was followed by 6.99% partnership organization. 5.34% of joint family organization, 3.9% cooperative society, and 3.08% private limited companies and others specify as the SHGs form of enterprises.
- It is found that 43.35% of the respondents are started service based business. Manufacturing units and allied industry respectively realized Net profit of more than Rs. 1,00,000.

Recommendations

To the educational institution

To motivate women to come out of their traditional perception and responsibilities, some psychological and social changes may be inculcated in the educational institution.

To the training institution

Natural talents of women entrepreneur, their aptitudes, and capabilities can be multiplied through trainman program to develop self-confidence, self-esteem, assertiveness, courage, and risk.

To the government

In Coimbatore, potentialities of women entrepreneurs are not properly identified, and hence, the government and

other agencies should conduct programme to identify the potentialities of women could become entrepreneurs in future.

To the financial institution

Finance should be available to women entrepreneurs at a lower rate of interest. Guarantee security should be done away with in the case of women applicant of SSI. Margin money for women entrepreneurs should not be more than 10%.

CONCLUSION

The study undertaken by the researcher had enlightened the crucial role played by the women entrepreneurs in Coimbatore district.

It has been observed from the study that the development program for the growth of women entrepreneurs can be positively carried out if we devise a plan that would encompass a meaningful participation of promotional institution on the one hand and an improvement in the managerial knowledge of the women entrepreneurs on the other hand.

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