Challenges of Women Micro Entrepreneurs in the Textile Garments Industry of Tiruppur District

C. Viswapiya¹, Dr. S. Mayilvaganan²
¹Full Time Ph.D., Research Scholar, Department of Commerce, AVC College, Mannampandal, Mayiladuthurai- 609 305, Affiliated to Bharathidasan University
²Assistant Professor and Guide, Department of Commerce
AVC College, Mannampandal Mayiladuthurai- 609 305

ABSTRACT

Women entrepreneurs may be defined as the women or a group of women who commence and operate a business venture. In today’s world, women entrepreneurs are playing a vital role and have become an integral part of the global business environment for the sustained economic development and social progress. In India, though women are playing a key role in the society, their entrepreneurial ability has not yet been properly tapped due to the number of challenges faced by them. In Tamil Nadu majority of the textile and garment workforce involves women and these women workers in Textile mills are about 65% of unskilled workers. If women are developed into entrepreneurs they could contribute a lot for the development of textile industry. In Tamil Nadu, the textile industry is female dominated. There are certain unskilled and semi-skilled job categories which are specifically earmarked for women. It was found that if there is a temporary shortage of women workers, available male workers with similar background will demand a higher wage. The predominance of small firms, low qualification of the workforce and limited trade union presence, contribute to the fact that exploitation and discrimination particularly in terms of gender continues to exist in the textile and garment industry. Among the Southern States, Tamil Nadu is an important cotton textile producer. Although Tamil Nadu produces only about 6 per cent of the mill cloth of India, the State excels all other States in the production of yarn and accounts for over 44% of the total yarn production of the country. If women micro entrepreneurs are engaged in the production of ready made garments in large quantities, there is much scope for more percentage of mill cloth production in Tamil Nadu. Woman micro entrepreneurs through Self Help Groups are engaged in the production of readymade garments. These women entrepreneurs face lot of challenges in running the garment business. In this paper an attempt has been made to analyze the challenges faced by women micro entrepreneurs in the Textile industry of Tiruppur District.

1. INTRODUCTION

A woman or a group of women who commence and operate a business venture are called women entrepreneurs. These women entrepreneurs have become an important part of the global entrepreneurs fraternity as they form a significant part of the economic development. Though women entrepreneurs in India play such a significant role their ability has not been properly utilized. In Tamil Nadu, textile mills employ 65% of women workforce. If these women are developed into micro entrepreneurs, the talents of women could be properly used and they could contribute a lot to the development of textile industry. At present 44% of the yarn in India is produced in Tamil Nadu. About 60% of the yarn produced in Tamil Nadu is exported to foreign countries. If women entrepreneurs are utilized in the production of readymade garments, their
talents not only could be properly utilized but also production of cotton textiles could be increased. There by the financial position of Tamil Nadu shall improve through the export of ready made garments which could be produced at much cheaper costs when compared to other foreign countries and majority of women employed in garment factories could become micro entrepreneurs. Tamil Nadu Government should encourage micro women entrepreneurs through Self Help Groups who could contribute to improve the financial position of Tamil Nadu. These women micro entrepreneurs face lot of challenges in running the garment business. Certain indicators have been identified as challenges of women entrepreneurs. In this paper an attempt has been made to analyze the challenges faced by women entrepreneurs in microgarment enterprises with reference to Tiruppur District as the cotton garments produced in this District contribute a lot of revenue for the State.

2. LITERATURE

A number of literatures on women entrepreneurs and textile industry has been reviewed. Vanita Yadav and Jeemol Unni in an article are of the view that there has been growth of entrepreneurship studies. Joan Winn in an article has opined that women entrepreneurs are engaged in entrepreneurial activity attracting the attention worldwide though they lag behind men in the ownership of business and economic independence. Ayadurai and Selvamalar in their work have analyzed the problems faced by women entrepreneurs in the North East of Sri Lanka. J. McGrath Cohoon, Lesa Mitchell and Vivek Wadhwa, in their paper have compared the characteristics of successful entrepreneurs by gender, education, motives, human and social capital financial capital, challenges faced by them and prior experience. Pooja Nayyar, Avinash Sharma, Jatinder Kishtwaria, Aruna Rana and Neena Vyas, are of the view that entrepreneurship is multidimensional and creative activity; it is the core of economic development; and women entrepreneurship is a recent phenomenon who face various problems. Devi Rajasekhar and Sivagandhi Saravanan, in their work have pointed out that handloom industry is essential for socio economic development as it could provide employment to more number of people. At present the socio economic conditions of handloom workers is deplorable and the Government should encourage them by decentralized setup. Pepin Van Roojen’s work “Textile Motifs of India” contains the most sophisticated designs and patterns in Indian textiles which have been digitalized and restored to make them suitable for the present day use. Handcrafted Indian Textiles displayed at the series of exhibitions have contained wide-ranging vocabulary of design, technical skill and aesthetic brilliance.

3. RESEARCH GAP

The literatures reviewed by several researchers have not analyzed the challenges faced by woman micro entrepreneurs engaged in the production of ready made garments. A research study on this topic could help to identify the challenges faced by them so that suitable measures can be identified by the government for the development of woman micro entrepreneurs.

RESEARCH ISSUE

The important research issue taken for the analysis in this paper is to assess the challenges faced by women micro entrepreneurs engaged in the production of ready made garments in Trippur District for the proper utilization of their talents.
4. METHODOLOGY OF THE STUDY

The data for this paper have been collected both from primary and secondary sources. The secondary sources of data have been collected from Books, Articles and Reports. The primary sources of data have been collected from the data furnished to the one hundred women micro entrepreneurs engaged in the production of ready-made garments in consultation with the District Industries Center Tirupur. Structured interview schedule was used for the collection of primary data. Pre testing was done to ensure that necessary data for the study were collected. The necessary changes were made in the interview schedule accordingly. Empirical, descriptive and analytical methods have been made use of to analyze the data. Different kinds of charts have been used for the analysis of the data.

5. ANALYSIS OF THE STUDY

The challenges faced by women micro entrepreneurs engaged in the production of ready-made garments in Tirupur District are analyzed below.

CONFLICT BETWEEN WORK AND DOMESTIC COMMITMENTS

The respondents were asked whether they faced conflict between work and domestic commitments. The responses of the respondents are provided in the following chart 1

![Chart 1](image)

The above chart reveals that 77% of the respondents are of the view that they face conflict between work and domestic commitment; 15% of the respondents are of the view that they don’t face conflict between work and domestic commitment; and 8% of the respondents are of the view that they face conflict between work and domestic commitment to some extent.

LACK OF FINANCE

The respondents were asked whether they face lack of finance. The responses of the respondents are provided in the following chart 2

![Chart 2](image)
The above chart reveals that 81% of the respondents are of the view that they face lack of finance; 13% of the respondents are of the view that they don’t face lack of finance; and 6% of the respondents are of the view that they face lack of finance to some extent.

**LACK OF CONFIDENCE AND FAITH**

The respondents were asked whether they face lack of confidence and faith. The responses of the respondents are provided in the following chart 3

The above chart reveals that 20% of the respondents are of the view that they face lack of confidence and faith; 73% of the respondents are of the view that they don’t face lack of confidence and faith; and 7% of the respondents are of the view that they face lack of confidence and faith to some extent.

**LACK OF PROPER TRAINING AND EDUCATION**

The respondents were asked whether they face lack of proper training and education. The responses of the respondents are provided in the following chart 4
CHART 4

The above chart reveals that 79% of the respondents are of the view that they face lack of proper training and education; 14% of the respondents are of the view that they don’t face lack of proper training and education; and 7% of the respondents are of the view that they face lack of proper training to some extent.

MARKET ORIENTED RISK

The respondents were asked whether they face market oriented risk. The responses of the respondents are provided in the following chart 5

CHART 5

The above chart reveals that 80% of the respondents are of the view that they face market oriented risk; 15% of the respondents are of the view that they don’t face market oriented risk; and 5% of the respondents are of the view that they face market oriented risk to some extent.

ABSENCE OF ENTREPRENEURIAL APTITUDE

The respondents were asked whether they face absence of entrepreneurial aptitude. The responses of the respondents are provided in the following chart 6
The above chart reveals that 20% of the respondents are of the view that they face absence of entrepreneurial aptitude; 69% of the respondents are of the view that they don’t face absence of entrepreneurial aptitude; and 11% of the respondents are of the view that they face absence of entrepreneurial aptitude to some extent.

**MARKETING PROBLEMS**

The respondents were asked whether they face marketing problems. The responses of the respondents are provided in the following chart 7

The above chart reveals that 72% of the respondents are of the view that they face marketing problems; 16% of the respondents are of the view that they don’t face marketing problems; and 12% of the respondents are of the view that they face marketing problems to some extent.

**SHORTAGE OF RAW MATERIALS**

The respondents were asked whether they face shortage of raw materials. The responses of the respondents are provided in the following chart 8.
The above chart reveals that 75% of the respondents are of the view that they face shortage of raw materials; 14% of the respondents are of the view that they don’t face shortage of raw materials; and 11% of the respondents are of the view that they face shortage of raw materials to some extent.

HEAVY COMPETITION

The respondents were asked whether they face heavy competition. The responses of the respondents are provided in the following chart 9

CHART 9

The above chart reveals that 74% of the respondents are of the view that they face heavy competition; 16% of the respondents are of the view that they don’t face heavy competition; and 10% of the respondents are of the view that they face heavy competition to some extent.

COST OF PRODUCTION

The respondents were asked whether they high cost of production. The responses of the respondents are provided in the following chart 10

CHART 10

The above chart reveals that 19% of the respondents are of the view that they face high cost of production; 70% of the respondents are of the view that they don’t face high cost of production; and 11% of the respondents are of the view that they face high cost of production to some extent.

IGNORANCE OF OPPORTUNITIES
The respondents were asked whether they face conflict between work and domestic commitments. The responses of the respondents are provided in the following chart 11

**CHART 11**

The above chart reveals that 72% of the respondents are of the view that they face ignorance of opportunities; 19% of the respondents are of the view that they don’t face ignorance of opportunities; and 9% of the respondents are of the view that they face ignorance of opportunities to some extent.

**PROBLEMS IN RUNNING ENTERPRISE**

The respondents were asked whether they face problems in running enterprise. The responses of the respondents are provided in the following chart 12

**CHART 12**

The above chart reveals that 80% of the respondents are of the view that they face problems in running enterprise; 12% of the respondents are of the view that they don’t face problems in running enterprise; and 8% of the respondents are of the view that they face problems in running enterprise to some extent.

**CHEATING AND MISBEHAVIOR BY CUSTOMERS AND SUPPLIERS**
The respondents were asked whether they face cheating and misbehavior by customers and suppliers. The responses of the respondents are provided in the following chart

![Chart 13]

**Chart 13**

The above chart reveals that 76% of the respondents are of the view that they face cheating and misbehavior by customers and suppliers; 16% of the respondents are of the view that they don’t face cheating and misbehavior by customers and suppliers; and 8% of the respondents are of the view that they face cheating and misbehavior by customers and suppliers to some extent.

**Lack of Mental Strength**

The respondents were asked whether they face lack of mental strength. The responses of the respondents are provided in the following chart

![Chart 14]

**Chart 14**

The above chart reveals that 17% of the respondents are of the view that they face lack of mental strength; 73% of the respondents are of the view that they don’t face lack of mental strength; and 10% of the respondents are of the view that they face lack of mental strength to some extent.

**Development of Women Entrepreneurs**

Women entrepreneurs were asked whether there will be development among women entrepreneurs if the challenges are rectified. The responses of the respondents are provided in the following chart

![Chart 15]
The above chart reveals that 85% of the respondents are of the view that there will be development among women entrepreneurs if the challenges are rectified; 10% of the respondents are of the view that there will not been development among women entrepreneurs; and 5% of the respondents are of the view that there will be development among women entrepreneurs if the challenges are rectified to some extent.

7. CONCLUSION

The analysis of the study reveals that the respondent women entrepreneurs do not consider that lack of confidence and faith, absence of entrepreneurial aptitude, cost of production and lack of mental strength as the important challenges faced by them in running the enterprise. They consider that conflict between work and domestic commitments, lack of finance, lack of proper training and education, market oriented risks, marketing problems, shortage of raw materials, heavy competition, ignorance of opportunities, problems in running enterprise and cheating and misbehavior by the customers as the important challenges in running the enterprise. They also consider that if the challenges are rectified they could become successful women micro entrepreneurs. Therefore, the Government should take steps to rectify the challenges faced by the women micro entrepreneurs so that they could become successful micro entrepreneurs and the talents of women could be properly utilized for the development of the country.

8. REFERENCES