CHAPTER V

SUMMARY OF FINDINGS, SUGGESTIONS AND CONCLUSION

5.1 Introduction

Women members have numerous reason for choosing entrepreneurship profession like desire to work independently (Schwartz, 1979), family factors (Gibb and Ritchie, 1982), family support (Kale, 1990), work autonomy (Easwaran Sunanda, 1991), possibility to manage work and life commitments smoothly (Neelam, 1992), to reduce family burden (Singh, 1993) etc. Government on their part introduced numerous incentives and schemes for the promotion of entrepreneurship. Whereas, only few women entrepreneurs are able to sustain for longer run in the business due to multifarious problems faced by them like the paucity of finance (Singh, Sehgal et al., 1986), stiff competition (Tovo, 1991), shortage of raw material (Raghavalu, 2002), inadequate infrastructure facility (Papisetty Rama and Mohan Rao, 2004), prevalence of gender disparity in the society (Richardson et al., 2004), difficulty in availing finance from banks and financial institutions (Singh, 2008) etc. Unbearable problems affect women entrepreneurs' satisfaction and trigger them to quit their profession. Considering the significance of the entrepreneurship towards economic progress and to offer suitable suggestions to reduce their problems and to enhance their satisfaction the following study has been carried out with the following objectives. (i) To identify women entrepreneurs' awareness on Government schemes (ii) To ascertain reason for choosing entrepreneurship profession (iii) To examine problems faced by women entrepreneurs and (iv) To determine factors influencing women entrepreneurs' satisfaction.

5.2 Analysis of Data

Data collected have been analyzed using appropriate statistical tools. The statistical tools used to analyze the data include (i) Simple Percentage (ii) Analysis of Variance (ANOVA) (iii) independent 't' Test (iv) Chi-square (v) Weighted Average Rank Test (vi) Correlation (vii) Multiple Regression (viii) Step-wise Regression (ix) Factor Analysis and (x) Structural Equation Model.

5.3 Summary of Findings

The following paragraph summarizes the findings of the study.

5.3.1 Personal Profile

❖ Majority of women entrepreneurs reside in urban area.

❖ Most of the women entrepreneurs are above the age of 40 years.

❖ Most of the women entrepreneurs are with under graduate educational qualification.

❖ Majority of the women entrepreneurs are married.

❖ Majority of women entrepreneurs belong to joint family.

❖ Majority of the women entrepreneurs are acting as family members.

❖ Majority of the women entrepreneurs have two earning members in their family.

❖ Majority of the women entrepreneurs have more than one non-earning member in their family.

❖ Most of the women entrepreneurs' monthly income ranges above Rs. 30000.

❖ Most of the women entrepreneurs' family income ranges between Rs. 30001 and Rs. 60000.

❖ Most of the women entrepreneurs' family expenditure ranges above Rs. 40000.

5.3.2 Business Profile

❖ Most of the women entrepreneurs carry out service oriented business.

❖ Majority of the women entrepreneurs are sole proprietors.

❖ Majority of the women entrepreneurs carry out small business units.

❖ Most of the women entrepreneurs employ two workers on their business.

❖ Most of the women entrepreneurs employed both skilled and non-skilled workforce.

❖ Majority of the women entrepreneurs carried out their business operations at rental premises.

❖ Majority of the women entrepreneurs carry out their business operations at urban area.

❖ Majority of women entrepreneurs have not availed any form of Government assistance for their business venture.

❖ Majority of the women entrepreneurs' availed Government financial assistance.

❖ Most of the women entrepreneurs' business experience ranges between six and ten years.

❖ Majority of the women entrepreneurs have not undergone any form of training programme organized by Entrepreneurship Development Cell, District Industry Centre, Women's Entrepreneurship Development cell etc.

❖ Majority of the women entrepreneurs attended training organized by Women's Entrepreneurship Development cell.

❖ Majority of the women entrepreneurs are first generation entrepreneurs.

❖ Majority of the women entrepreneurs agreed that their family members motivated them to become entrepreneurs.

❖ Majority of the women entrepreneurs agreed that entrepreneurship is their first occupation.

❖ Most of the women entrepreneurs are housewife before choosing entrepreneurship profession.

❖ Majority of the women entrepreneurs agreed that they prefer women members as their employees.

❖ Majority of women entrepreneurs' invested up to Rs. 250000 for promoting their business.

❖ Majority of the women entrepreneurs' working capital ranges up to Rs. 5000.

❖ Majority of the women entrepreneurs' availed loan from various banks and non-banking finance companies for promoting their business.

❖ Majority of the women entrepreneurs' availed loan from Private Sector Banks.

❖ Most of the women entrepreneurs are of opinion that more and unnecessary documentation is the major problem faced by them while availing loan.

❖ Majority of the women entrepreneurs are aware on procedure for availing loan from Government.

5.3.3 Variables associated with Awareness on Government Schemes

Thirteen variables have been selected in order to test whether the level of awareness differs based on these variables. ANOVA and independent 't' test is used to examine significant differences in mean values, if any women entrepreneurs classified on the basis of the selected variables. Levels of significance chosen for ANOVA and independent 't' test are one and five per cent level. The result of ANOVA and independent 't' test discloses that mean awareness differs among women entrepreneurs based on age, educational qualification, status in family, nature of business, form of business, type of business, business experience and formal training.

5.3.4 Awareness on Government Schemes

To ascertain the Government Schemes which are highly aware among women entrepreneurs, Weighted Average Rank Test is employed. The result of Weighted Average Rank discloses that Mudra Yojana Scheme for Women is highly aware among women entrepreneurs followed by Rajiv Gandhi Mahila Vikas Pariyojana (RGMVP), Support to Training and Employment Programme for women (STEP) and the like.

5.3.5 Variables associated with Preference towards Entrepreneurship

Eight variables have been selected in order to test whether the level of preference differs based on these variables. ANOVA and independent 't' test is used to examine significant differences in mean values, if any women entrepreneurs classified on the basis of the selected variables. Levels of significance chosen for ANOVA and independent 't' test are one and five per cent level. The result of ANOVA and independent 't' test discloses that mean preference differs among women entrepreneurs based on area of residence, age, educational qualification, earning members, non-earning members and awareness on government schemes.

5.3.6 Preference towards Entrepreneurship

To find the prominent factors that influence women members to become entrepreneurs, Weighted Average Rank Test is employed. The result of Weighted Average Rank disclose that to work as an independent is the main reason for becoming entrepreneurs followed by to have pride to become an entrepreneur, desire to utilize own skills and talent, to support family financially, and the like.

5.3.7 Variables associated with Personal Problems

Nine variables have been selected in order to test whether the level of personal problem differs based on these variables. ANOVA and independent 't' test is used to examine significant differences in mean values, if any women entrepreneurs classified on the basis of the selected variables. Levels of significance chosen for ANOVA and independent 't' test are one and five per cent level. The result of ANOVA and independent 't' test discloses that mean personal problem differs among women entrepreneurs based on educational qualification, marital status, type of family, status in family, monthly income, family income and family expenditure.

5.3.8 Personal Problems

To find the prominent personal problems faced by women entrepreneurs, Weighted Average Rank Test is employed. The result of Weighted Average Rank disclose that lack of initiative is the major personal problem faced by women entrepreneurs followed by lack of awareness on business, lack of leisure time etc.,

5.3.9 Variables associated with Social Problems

Five variables have been selected in order to test whether the level of social problem differs based on these variables. ANOVA and independent 't' test is used to examine significant differences in mean values, if any women entrepreneurs classified on the basis of the selected variables. Levels of significance chosen for ANOVA and independent 't' test are one and five per cent level. The result of ANOVA and independent 't' test discloses that mean social problem differs among women entrepreneurs based on area of residence, age, status in family and monthly income.

5.3.10 Social Problems

To find the vital social problems faced by women entrepreneurs, Weighted Average Rank Test is employed. The result of Weighted Average Rank discloses that dual role in home and business is the main social problem faced by women entrepreneurs followed by lack of social contacts, lack of appreciation in the family, etc.

5.3.11 Variables associated with Financial Problems

Twenty-four variables have been selected in order to test whether the level of financial problem differs based on these variables. ANOVA and independent 't' test is

used to examine significant differences in mean values, if any women entrepreneurs classified on the basis of the selected variables. Levels of significance chosen for ANOVA and independent 't' test are one and five per cent level. The result of ANOVA and independent 't' test discloses that mean financial problem differs among women entrepreneurs based on area of residence, educational qualification, marital status, type of family, status in family, earning members, non-earning members, family income, family expenditure, nature of business, type of business, number of workers employed, nature of land holding, location of business, business experience, first occupation and awareness on government schemes.

5.3.12 Financial Problems

To find the major financial problems faced by women entrepreneurs, Weighted Average Rank Test is employed. The result of Weighted Average Rank discloses that limited working capital is the major financial problem faced by women entrepreneurs followed by delayed payment of bills, lack of collateral security, lack of major source of finance, etc.

5.3.13 Variables associated with Raw Material Problems

Ten variables have been selected in order to test whether the level of raw material problem differs based on these variables. ANOVA and independent 't' test is used to examine significant differences in mean values, if any women entrepreneurs classified on the basis of the selected variables. Levels of significance chosen for ANOVA and independent 't' test are one and five per cent level. The result of ANOVA and independent 't' test discloses that mean raw material problem differs among women entrepreneurs based on educational qualification, form of business, location of business, business experience, formal training, investment, working capital and awareness on government schemes.

5.3.14 Raw Material Problems

To find the major raw material problems faced by women entrepreneurs, Weighted Average Rank Test is employed. The result of Weighted Average Rank discloses that non availability of raw material, variations in raw material prices, delay in procurement of raw material and poor knowledge on materials management are the major raw material problems faced by women entrepreneurs.

5.3.15 Variables associated with Human Resource Problems

Eleven variables have been selected in order to test whether the level of human resource problem differs based on these variables. ANOVA and independent 't' test is used to examine significant differences in mean values, if any women entrepreneurs classified on the basis of the selected variables. Levels of significance chosen for ANOVA and independent 't' test are one and five per cent level. The result of ANOVA and independent 't' test discloses that mean human resource problem differs among women entrepreneurs based on area of residence, nature of business, form of business, type of business, business experience, first generation and financial problem.

5.3.16 Human Resource Problems

To find out the major human resource problem faced by women entrepreneurs, Weighted Average Rank Test is employed. The result of Weighted Average Rank discloses that lack of skilled employees is the major human resource problem faced by women entrepreneurs followed by trained employee's switchover to other job after obtaining necessary experience, lack of co-operation among the employees, male employees hesitate to work under women entrepreneur and poor knowledge on human resource management.

5.3.17 Variables associated with Managerial Problems

Seventeen variables have been selected in order to test whether the level of managerial problem differs based on these variables. ANOVA and independent 't' test is used to examine significant differences in mean values, if any women entrepreneurs classified on the basis of the selected variables. Levels of significance chosen for ANOVA and independent 't' test are one and five per cent level. The result of ANOVA and independent 't' test discloses that mean managerial problem differs among women entrepreneurs based on age, educational qualification, type of family, non earning members, nature of business, type of business, number of workers employed, nature of workers, business experience, formal training, first generation, human resource problem and financial problem.

5.3.18 Managerial Problems

To find out the major managerial problem faced by women entrepreneurs, Weighted Average Rank Test is employed. The result of Weighted Average Rank discloses that lack of proper planning is the chief managerial problem faced by women entrepreneurs followed by lack of decision making skill, poor knowledge on business management and the like.

5.3.19 Variables associated with Marketing Problems

Sixteen variables have been selected in order to test whether the level of marketing problem differs based on these variables. ANOVA and independent 't' test is used to examine significant differences in mean values, if any women entrepreneurs classified on the basis of the selected variables. Levels of significance chosen for ANOVA and independent 't' test are one and five per cent level. The result of ANOVA and independent 't' test discloses that mean marketing problem differs among women entrepreneurs based on area of residence, age, educational qualification, nature of business, type of business, location of business, government assistance, business experience, first occupation, working capital, financial problem, human resource problem and managerial problem.

5.3.20 Marketing Problems

To find the most important marketing problem faced by women entrepreneurs, Weighted Average Rank Test is employed. The result of Weighted Average Rank discloses that heavy competition is the major marketing problem faced by women entrepreneurs followed by inadequate advertising and publicity, lack of communication, delayed collection of bills, insufficient stock of products, poor knowledge on marketing management are the major marketing problems faced by women entrepreneurs.

5.3.21 Variables associated with Infrastructure Problems

Twelve variables have been selected in order to test whether the level of infrastructure problem differs based on these variables. ANOVA and independent 't' test is used to examine significant differences in mean values, if any women entrepreneurs classified on the basis of the selected variables. Levels of significance chosen for ANOVA and independent 't' test are one and five per cent level. The result of ANOVA and independent 't' test discloses that mean infrastructure problem differs among women

entrepreneurs based on area of residence, nature of business, form of business, number of workers employed, location of business, business experience, first occupation, investment and financial problem.

5.3.22 Infrastructure Problems

The result of Weighted Average Rank discloses that inadequate space for work is the main infrastructure problem faced by women entrepreneurs followed by non availability of land/ Godown, inadequate transport facilities, etc.

5.3.23 Variables associated with Technical Problems

Fourteen variables have been selected in order to test whether the level of technical problem differs based on these variables. ANOVA and independent 't' test is used to examine significant differences in mean values, if any among women entrepreneurs classified on the basis of the selected variables. Levels of significance chosen for ANOVA and independent 't' test are one and five per cent level. The result of ANOVA and independent 't' test discloses that mean technical problem differs among women entrepreneurs based on educational qualification, nature of business, form of business, type of business, nature of workers, location of business, business experience, first generation, first occupation, working capital, financial problem and infrastructure problem.

5.3.24 Technical Problems

To find out the major technical problem faced by women entrepreneurs, Weighted Average Rank Test is employed. The result of Weighted Average Rank discloses that high cost technology is the major technical problem faced by women entrepreneurs followed by lack of knowledge on use of technology, inadequate technology support and lack of technical skills.

5.3.25 Variables associated with Lack of Government Support

Thirteen variables have been selected in order to test whether the lack of government support differs based on these variables. ANOVA and independent 't' test is used to examine significant differences in mean values, if any among women entrepreneurs classified on the basis of the selected variables. Levels of significance chosen for ANOVA and independent 't' test are one and five per cent level. The result of ANOVA and independent 't' test discloses that mean lack of government support problem

differs among women entrepreneurs based on area of residence, educational qualification, nature of business, number of workers employed, location of business, business experience, formal training, first generation and awareness on government schemes.

5.3.26 Lack of Government Support

To find out the women entrepreneurs perception towards lack of Government support, Weighted Average Rank Test is employed. The result of Weighted Average Rank discloses that poor knowledge on government support schemes is the chief problem faced by women entrepreneurs followed by non co-operative attitude of government employees, discrimination with women entrepreneurs and corruption in sanction of subsidy, incentive and loan.

5.3.27 Problems of Women Entrepreneurs

Factor analysis has been carried to group the variables into factors and also to identify the major problems faced by women entrepreneurs. Two factors have been identified from the analysis. Result of Factor analysis disclose that Personal Problem, Managerial Problem, Social Problem, Human Resources Problem, Infrastructure Problem, Marketing Problem, Government Support Problem, Financial Problem, Technical Problem and Raw Material Problem are the major problems faced by women entrepreneurs. All these significant factors explain 66.388 per cent of variance in problem of women entrepreneurs.

5.3.28 Variables associated with Satisfaction

Twenty-eight variables have been selected in order to test whether the level of satisfaction is associated with these variables. Chi-square has been used to examine the association. Level of significance chosen for Chi-square test is one and five per cent level. The result of Chi-square test disclose that women entrepreneurs satisfaction is associated with area of residence, age, educational qualification, earning members, non earning members, monthly income, family income, family expenditure, nature of business, form of business, type of business, number of workers employed, government assistance, business experience, formal training, first generation, first occupation, awareness on government schemes, personal problem, social problem, financial problem, raw material problem, marketing problem, human resource problem, managerial problem, infrastructure problem, technical problem and lack of government support.

5.3.29 Satisfaction of Women Entrepreneurs

Factor analysis has been carried to group the variables into factors and also to identify the significant factors that influences women entrepreneurs satisfaction. Four factors have been identified from the analysis. Result of Factor analysis disclose that financial support from banks and other financial institutions, Government schemes/ subsidies, procedure to avail loan, social support, family support, training attended, better work-life balance, profitability and returns, availability of labour and availability of raw material significantly influences women entrepreneurs satisfaction. All these significant factors explain 75.541 per cent of variance in women entrepreneurs satisfaction.

5.3.30 Variables associated with level of Satisfaction - Correlation Analysis

In order to examine the nature and quantum of association of variables with Women Entrepreneur's Satisfaction correlation analysis is used. Out of twenty-eight variables selected for correlation analysis, twenty-one variables have been found to be significant. Area of residence, age, educational qualification, nature of business, type of business, number of workers employed, formal training, awareness on government schemes, personal problem, financial problem, raw material problem, marketing problem, human resource problem, managerial problem, infrastructure problem, technical problem and lack of government support are found to be significant at one per cent level. Earning members, government assistance, first generation and social problem are found to be significant at five per cent level.

5.3.31 Determinants of Job Satisfaction

In order to find out the variables that determine Women Entrepreneurs Satisfaction, all the variables included for correlation analysis have been regressed on Women Entrepreneurs Satisfaction Index. The result of regression discloses that age, educational qualification, family income, family expenditure, nature of business, number of workers employed, business experience, first occupation, awareness on government schemes, personal problem, social problem, financial problem, raw material problem, marketing problem, infrastructure problem and technical problem are found to be significant at one per cent level. Area of residence, first generation and lack of government support are found to be significant at five per cent level. The value of R^2 is found to be significant at one per cent level. This shows that the regression equation framed is a good fit. Around 65.10 per cent of variation in level of women entrepreneurs' satisfaction is due to the select variables.

5.3.32 Variables Prominently Associated with Satisfaction - Step-wise Regression Analysis

To find out variables that are prominently associated with Women Entrepreneurs' satisfaction, step-wise regression is carried out. The result of step-wise regression disclose that number of workers employed, raw material problem, family income, awareness on government schemes, technical problem, social problem, age, financial problem, educational qualification, first occupation, first generation, business experience, personal problem, marketing problem, infrastructure problem, family expenditure, lack of government support and nature of business are the significant variables that contributes to a tune of 64.00 per cent towards women entrepreneurs satisfaction.

5.3.33 Impact of Problems on Entrepreneurs Satisfaction

Result of Structural Equation Model discloses that Personal Problem, Social Problem, Financial Problem, Raw Material Problem, Marketing Problem, Human Resource Problem, Managerial Problem, Infrastructure Problem, Government Support Problem and Technical Problem significantly affects entrepreneurs satisfaction. Further, results of SEM analysis indicate that the model offers a good fit to the data. Six fit indices which are commonly used in SEM to test the model fit are Chi-square/degrees of freedom, GFI, AGFI, CFI, RMSEA and TLI. Chi-square/degrees of freedom is less than or equal to 3 (0.000), GFI, CFI and AGFI are greater than or equal to 0.90 and 0.80 (0.989, 0.987, 0.984), RMSEA is less than or equal to 0.08 (0.056) and TLI is greater than or equal to 0.095 (0.924) which clearly shows that all goodness of fit statistics is in the acceptable range.

5.4 Suggestions

Based on the findings of the study, the following suggestions are offered:

❖ Mean awareness on Government schemes introduced for the promotion of women entrepreneurs is found low among women entrepreneurs, who are within the age of 30 years. In order to raise their awareness level, educational institutions may carry out awareness programme in their nearby locality among women members to keep inform about the various schemes introduced by the Government for the promotion of women entrepreneurs. Further, various Government schemes introduced for the promotion of entrepreneurship may be included in "Entrepreneurship" course, which are offered for the student's community.

❖ Mean awareness is found low among women entrepreneurs, who carry out service oriented business. In order to raise their awareness, various banks and financial institutions functioning in Coimbatore district may join their hands with District Industries Centre (DIC) for creating awareness in the midst of women entrepreneurs, with regard to schemes introduced by Government towards women entrepreneurs' development.

❖ Mean awareness is found low among women entrepreneurs, who are sole proprietors. To raise their awareness, frequently local Chamber of Commerce may organize awareness programmes in the midst of sole proprietors / retailers to keep inform about the schemes promoted by the government for the betterment of entrepreneurs and also train them on method of availing financial assistance from various banks and financial institutions.

❖ Mean awareness is found low among women entrepreneurs, whose business experience ranges up to five years. To increase their awareness, senior women entrepreneurs may offer advice relating to the schemes introduced by the Government for women entrepreneurs and also offer training concerning documents to be submitted for availing loan from various banks and financial institutions.

❖ Mean awareness is found low among women entrepreneurs, who have not attended formal training programme. Hence, it is advised that women entrepreneurs should regularly attend training programme organized by District Industries Centre, Coimbatore SIDCO Industrial Estate Manufacturer's Welfare Association (COSIEMA), Bank and Financial Institutions, Education Institutions, etc.

❖ Mean personal problem is found high among SSLC qualified women entrepreneurs (i.e.) Women entrepreneurs with SSLC educational qualification have lack of self-initiative and self-confidence. To improve their self-confidence and make them self-initiative educational institutions and volunteers may share entrepreneurs success stories among women entrepreneurs and may organize necessary training programmes for improving their business decision making skills.

❖ Mean personal problem is found high among married women entrepreneurs. To reduce their personal problem, her spouse as well as their family members has to constantly motivate, extend necessary support and share family responsibilities, thereby women entrepreneurs may put her full attention towards their business development.

❖ Mean social problem is found high among women entrepreneurs, who reside in rural area. To reduce their social problem, women entrepreneurs should be equally treated by family members as well as from the society. Further, banks and financial institutions should not hesitate to extend financial assistance to women entrepreneurs. Moreover, women entrepreneurs should able to manage their work and family commitments in a balanced manner.

❖ Mean social problem is found high among women entrepreneurs, who are within the age of 30 years. In order to reduce their social problem, women entrepreneurs have to improve their business contacts by learning to make use of social media and digital marketing strategies.

❖ Mean financial problem is found high among SSLC qualified women entrepreneurs. Improper management of finance may be major reason for financial problem. Higher educational institutions in the Coimbatore district may come forward to educate women entrepreneurs with regard to method of managing finance and periodicity of credit that may be offered to their customers.

❖ Mean financial problem is found high among sole proprietor form women entrepreneurs, who carry out production oriented business. Shortage of working capital may hamper production process. Hence, women entrepreneurs may ascertain the working capital requirements well in advance and make necessary arrangements for mobilizing required quantum of working capital from banks and financial institutions. Employees of banks and financial institutions should not underestimate women entrepreneurs' efficiency and may sanction required quantum of loan to women entrepreneurs in time.

❖ Mean financial problem is found high among women entrepreneurs with five years of experience, who carryout tiny type of business and who have not attended any formal training programmes organized by the District Industries Centre. Hence, it is advised that women entrepreneurs yearly once should compulsorily attend training programme arranged by District Industry Centre, banks and financial institutions etc., thereby they may gain knowledge with regard to schemes introduced by government and the formalities to be fulfilled for availing assistance.

❖ Mean financial problem is found high among women entrepreneurs, who have low level of awareness on schemes introduced by Government for promotion and development of entrepreneurs. Even though Government has introduced numerous schemes for the promotion and development of entrepreneurs, it has not been properly advertised. Thus, in order to reduce financial problem of women entrepreneurs, Government in association with local authorities may organize awareness programme among women entrepreneurs to keep them informed about the various schemes and incentives offered by the government and the authorities to be contacted for availing such assistance.

❖ Mean raw material problem is found high among women entrepreneurs, who are sole proprietors and who carry out production oriented business. Hence, it is advised that women entrepreneurs may learn method of managing raw materials optimally. Further, in order to carry out production without any hindrance women entrepreneurs may practice of placing order well in advance. Faculty member of Higher Education Institutions may educate women entrepreneurs with regard to basic concepts of reorder level, minimum reorder level and maximum reorder level for proper and effective inventory management by women entrepreneurs.

❖ Mean human resource problem is found high among women entrepreneurs, who belong to partnership firm and who carry out production oriented business. Women entrepreneurs may be trained to manage their workers and to extract work from the workers. Decent pay scale may be offered for efficient workers, thereby efficiency workers may be retained and attracted.

❖ Mean managerial problem is found high among first generation women entrepreneurs and who have not attended any formal training programmes. Hence, it is advised that women entrepreneurs should undergo formal training programme organized by District Industry Centre, banks and financial institutions and higher educational institutions to keep them updated and for mastering their skills.

❖ Women entrepreneurs, who carry out production oriented business, located their business at rural area and suffers from shortage of finance have high level of infrastructure problem. In order to reduce infrastructure problem, Government may offer separate working space for women entrepreneurs, as like Special Economic Zone, where women entrepreneurs can enjoy uninterrupted power and water supply transport facility thereby women entrepreneurs infrastructure problem may be reduced.

❖ Mean lack of government support is found high among women entrepreneurs, who have low level of awareness on schemes introduced by Government for promotion and development of entrepreneurs. Officials of government authorities have to arrange necessary awareness and training programmes among women entrepreneurs to keep them informed the procedures to be followed for availing financial assistance and other support from government.

❖ Women entrepreneurs who have high level of social problem have low level of satisfaction. In order to increase their satisfaction, family members have to extend their necessary support and guidance to women entrepreneurs. Further, women entrepreneurs have to improve their social contacts thereby they can increase their sales and earning potential, which ultimately improves their satisfaction.

❖ Women entrepreneurs who are having moderate level of financial problem have low level of satisfaction. Thus, in order to raise their satisfaction, banks and financial institutions have to sanction loan sufficiently and in time.

❖ Women entrepreneurs who have high level of infrastructure problem have low level of satisfaction. The Government may construct special area exclusively for women entrepreneurs, similar to Special Economic Zones, with uninterrupted power and water supply and sufficient transport facilities. Improvement in infrastructure facilities will not hamper production process and will increase their business earnings and women entrepreneurs' satisfaction.

❖ Women entrepreneurs who have moderate level of problem on availing government assistance have low level of satisfaction. In order to enhance their satisfaction, government has to simplify the document formalities for availing assistance. Further, government officials should not follow any discrimination on extending assistance to women entrepreneurs and also to extend necessary assistance without expecting any bribe from women entrepreneurs.

5.5 Conclusion

The result of the study discloses that shortage of finance, raw material and human resources, lack of government support and infrastructure, lack of managerial, marketing and technical skills, personal and social problems hampers women entrepreneurs' growth, satisfaction and their sustainability. Meanwhile, role of entrepreneur's towards society

and economic development is highly appreciable. Hence, women entrepreneurs should not lose their self-confidence on confronting these problems and should put their maximum effort into their continuous existence in entrepreneurship profession and for their sustainability. Family members have to constantly motivates and extend necessary assistance towards the progress of women entrepreneurs. Further, bankers and financial institutions on their part may extend adequate financial assistance on time to women entrepreneurs. Further, prevalence of gender disparity and underestimation of women entrepreneurs' efficiency should be avoided and society members should understand that women are equally efficient and due respect should be offered to women entrepreneurs. Above all, Government should continuously introduce innovative schemes towards the promotion and development of women entrepreneurs, thereby women as well as nation as a whole will become empowered.

5.6 Scope for Further Research

The present study has been carried out to identify the Problems and Satisfaction of Women Entrepreneurs in Coimbatore District. The future research scholars may concentrate their research work on the following topics. COVID 19 has affected the entire economy in general and entrepreneurs in particular. More number of Engineering and Micro, Small and Medium Units functions at Coimbatore district. Hence, a study may be carried out to identify the impact of COVID 19 on performance of Micro, Small and Medium Enterprises in Coimbatore District. Government introduces numerous schemes and offers various incentives and subsidies for the promotion of entrepreneurs. Thus, a study may be carried out to ascertain the entrepreneur's perception towards various schemes offered by the Government. One of the important factors for the success of women entrepreneurs is efficiency of managing their work and life balanced. Therefore, a study may be carried out to ascertain method of managing work and life balanced by women entrepreneurs. Day-by-day online trading is gaining momentum. Customers too prefer to buy through online. Hence, a study may be conducted to identify to what extent online trading has affected retailer's sales and earnings. Success of a business men / women resides with their effective marketing strategy. Hence, a study may also be taken to ascertain the unique marketing strategies adopted by women entrepreneurs for marketing their products.

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