

## A STUDY ON STRESS IN WOMEN ENTREPRENEURS WITH SPECIAL REFERENCE TO THOOTHUKUDI DISTRICT.

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### Abstract:

Economic growth of the country can be in any kind of human interference. Women Folks nowadays know their traits and rights in order to assist themselves and face challenges to equip with the opportunities to turn into an effective entrepreneur. For Women entrepreneur is a person who has given opportunity to produce something new which is not solely to earn higher income but it is meant for the development of personality and self respect which is needed for the society. The purpose of this study is to know the problem faced by the women entrepreneur. Exploratory research design and simple random sampling is used in this study. The right kind of assistance provided by the society, family, government and non government institution make the women entrepreneur to prosper in their life.

### Introduction:

Economic growth of the country can be in any kind of human interference. This interference can act as an organizer, user or worker. Entrepreneur refers to any individual starting a new project. In India entrepreneurial world is largely dominated by men. But recently the importance of women in the development of the economy has changed the trends in entrepreneurial world. Women Folks nowadays know their traits and rights in order to assist themselves and face challenges to equip with the opportunities to turn into an effective entrepreneur. For Women entrepreneur is a person who has given opportunity to produce something new which is not solely to earn higher income but it is meant for the development of personality and self respect which is needed for the society. As the organization community grows more and more stress in the work is also increased. Stress is affected by the people of all age group. Stress can cause anxiety; worry; angry and pressure which leads every individual lower their performance. Stress conveys different meaning to different type of people. Finance stress, Interpersonal stress, Work stress, Family stress are the main causes of stress.

### Objectives of the study:

- To analyze the various factor that result in stress among women entrepreneur
- To indentify whether the social economic factor affect stress
- To offer valuable suggestion for the women entrepreneur to overcome stress.

**Statement of the problem:**

According to the economic survey report India ranked third in entrepreneurship as new organization has increased in India since 2014. Empowering women is an essential requirement for a virtuous nation and the society. Women entrepreneur in business world help to prove their uniqueness, innovation and the capabilities. With the increasing role of women in both family and the society this study helps us to understand the stress level of women entrepreneurs in Thoothukudi district.

**Scope of the study:**

The Sixth Economic census state that Tamil Nadu hold 13.51% of women entrepreneur with this percentage women entrepreneur had endure a long way from kitchen to professional activities. So this study helps us to understand the level of stress among women entrepreneur in Thoothukudi district.

**Method and Discussion:**

Exploratory research design and simple random sampling has been used in this study. In this study the researcher has used both primary and the secondary data. Primary data refers to the first hand information collected by framing questionnaire and the secondary data refers to the information collected through journal, research report, published articles etc.

**Data Analysis and Interpretation**

<b>Age</b>			
<b>S.No</b>	<b>Particulars</b>	<b>Frequency</b>	<b>Percentage</b>
1	Up to 25 yrs	8	16
2	26-35 yrs	20	40
3	36- 45 years	17	34
4	Above 46 yrs	5	10
<b>Total</b>		50	100
<b>Level of Education</b>			
1	Below high School	6	12
2	Graduate	32	64
3	Post Graduate	3	6
4	Others	9	18
<b>Total</b>		50	100
<b>Marital Status</b>			
1	Single	20	40
2	Married	30	60
<b>Total</b>		50	100
<b>Nature of Family</b>			
1	Nuclear	25	50
2	Joint	25	50

<b>Total</b>		50	100
<b>Nature of Business</b>			
1	Production	14	28
2	Trading	19	38
3	Service	17	34
<b>Total</b>		50	100
<b>Forms of Business</b>			
1	Sole proprietorship	38	76
2	Partnership	12	24
<b>Total</b>		50	100
<b>Awareness about Government Assistance</b>			
1	Yes	18	36
2	No	32	64
<b>Total</b>		50	100
<b>Factors influencing entrepreneurship</b>			
1.	Desire to be independent	14	28
2	Financial assistance	20	40
3	Technical & business Knowledge	12	24
4	Inspired by success Stories	4	8
<b>Total</b>		50	100

It is inferred that most of the women entrepreneur are in the age group of 26- 35 yrs of age and they are graduate. They are married in a joint family and they are doing sole proprietorship form of trading business. They started to do business for their financial assistance and they are not aware of the government assistance.

### Friedman Ranking test on Women Entrepreneurial Constraints

S.No	Particulars	Mean Rank	Chi Square	Df	Significance
1	Social attitude and support	6.64	199.283	7	.000
2	Marketing difficulties	3.66			
3	Bureaucratic officials	6.76			
4	Lack of Management skills	2.98			
5	Scarcity of raw materials	6.02			
6	Seasonal demand	4.76			
7	Technology	1.72			

	adaptation				
8	Infrastructure	3.46			

The above table shows that the p value is less than 0.05; Hence the null hypothesis is rejected at five percent level of significance.

### Suggestion:

- Stress management technique like yoga, meditation, celebration, good relationship with the co- worker, listening to music help us to reduce stress
- Women entrepreneur mainly fear to start their own business when bank and financial institution refuse to give loan to start a new enterprise so bank and financial institution can provide loan to the best project.
- Women entrepreneur has high stress due to lack of latest knowledge and technology. Thereby women folks can equip their knowledge with the advance technology.
- Women Folks can develop their skills by participating in various programs provided by the central and the state government.
- In today's digital environment women folks should gain knowledge in E- Commerce environment which helps to improve their business

### Conclusion:

Entrepreneurship is an important factor which provides employment opportunities to many numbers of people. Women Folks faced a lot of issues like non availability of finance, shortage of raw material, lack of education, lack of social and institutional support etc. due to technological advancement and information women folks develop the skills needed. The right kind of assistance provided by the society, family, government and non government institution make the women entrepreneur to prosper in their life.

### Reference:

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