

## **Women Entrepreneurs in Tamil Nadu: Problems and Challenges**

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Woman entrepreneurship in India is a recent phenomenon. Women in India started entering into the entrepreneurial world only after the 1970s with the introduction of the Women Decade (1975 to 1985). This phenomenon was visible only among women hailing from the metropolitan cities and state capitals. It took a much longer time to percolate to the other cities and municipalities of the nation. Even now rural women of the state are not showing any interest to alter their ascribed roles out of fear of social backlash and taboo. The spread of education and thereon the awareness developed out of it are helping urban women to spread their wings into areas which are hitherto the monopolized by men. As an entrepreneur today, they are emerging as potential entrepreneurs and started plunging into different entrepreneurial activities.

The entrepreneurial process is through the same for men and women, however; women have to confront many problems of varying dimensions and magnitude in practice, which prevent them from realizing their full potential as entrepreneurs. Entrepreneurship by definition implies being in control of one's life and activities. It is precisely this independence that societies in the region have denied women. It is a fact that problems follow women entrepreneurs like a shadow. When a woman has overcome a problem, much more will crop up. The women entrepreneur has to face initial problems, i.e. starting problems. She is confronted with more problems when the enterprise is in the running state. She, therefore, has to look after the entire spectrum of problems despite the great limitations under which she functions.

***Keywords:*** *Problems & Prospects, Woman Business, Woman Contribution, Woman Entrepreneur, Woman Enterprise*

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