



# A STUDY ON THE EMERGENCE OF WOMEN ENTREPRENEURS AND THEIR PROSPECTS AFTER COVID-19 WITH SPECIAL REFERENCE TO COIMBATORE CITY

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## ABSTRACT

The Covid-19 crisis had great impact on the economic activities everywhere the world, but on the opposite side it increased the presence of women as an entrepreneurs which has led to the change within the demographic characteristics of business and economic process of the country. The target is to spot the motivational factors which inspires women to start out business during Covid-19 situation and data collected through survey method with 120 respondents. During this study tools like simple percentage and Likert scale analysis are used. The study suggested that the Government must take more initiatives to market the women entrepreneurship especially within the times of Covid-19 which motivates them to figure hard to realize bigger. The study concluded that the foremost of the women entrepreneurs have faced challenges and that they emerged as a successful and striving for giant as an entrepreneurs even at the days of Covid-19.

**KEYWORDS:** Women entrepreneurs, Emergence, Motivational factors

## 1. INTRODUCTION

The COVID-19 has suffered the entire world's people collectively. Rich and poor, Manager and labour, or Entrepreneurs and employees, everyone has suffered during this pandemic situation. Women entrepreneurs have skilled the pandemic with enterprise, agility and optimism. In pandemic crisis other entrepreneur's network have given more support to the female entrepreneurs than spouse support during initial stages in their business. It's encouraged the women towards developing the business and utilising the opportunities to market their growth in entrepreneurship.

## 2. STATEMENT OF THE PROBLEM

Awareness among the women to be an entrepreneur, the factors influence women to be an entrepreneur even after Covid-19, the combating and

brewing innovations faced by the women entrepreneur and therefore the strategy among the women entrepreneurship to realize the balanced healthy mind-set.

## 3. OBJECTIVE OF THE STUDY

- To examine the socio-economic profile of the women entrepreneurs within the Coimbatore district.
- To study about COVID-19 and its effects on women entrepreneurship.
- To identify the motivational factors which inspires women to start out business during Covid-19 situation
- To analyse about the influence of family support in Covid-19 pandemic on the women entrepreneurs growth.



#### 4. RESEARCH METHODOLOGY

Source of Data	Primary and Secondary data
Sampling technique	Convenient sampling technique
Sample size	120 Respondents
Tools and technique	Simple percentage and Likert scale analysis

#### 5. STATISTICAL TOOLS

- Simple percentage Analysis
- Likert Scale Analysis

#### 6. REVIEW OF LITERATURE

According to **Fodor et al(2020)** as an entrepreneur and an employer, that they had to affect the restrictions of epidemiological measures and therefore the accompanying economic effects. On the opposite hand as women and mother they typically also took on the lion's share of household and residential care activities like studying with the youngsters, cooking for relations, or taking care of the elder members in family.

**Saipriya Salla (2020)**, identified how women entrepreneurs are affected in numerous areas of their business. The pandemic and subsequent lockdown

meant severe restrictions on travel and business. Women disproportionately impacted during crisis. Small and Growing Business (SGB's) have definitely been one of the toughest hit segments during the pandemic. Many support services for entrepreneurs have shifted online to verify that they access to the guidance they require even within the absence of physical convening.

**Davidsson (2019)**, as we consider Covid-19 impact on entrepreneurial business models, we see an extreme exogenous shock and its immediate impact on the prevailing businesses. It's important to notice that not all 'external shocks' are equal effective as they are doing not elicit or deserve an equivalent response from an equivalent effects from given agents.

#### 7. TABLE

##### Findings from Simple Percentage Analysis

**Table showing the rationale for starting business during Covid-19**

Reasons	Respondents	Percentage
To support the family	35	28.9
To earn & try something new	28	24
To be a role model	28	23.1
Make a difference in society	22	18.2
Other	7	5.8
TOTAL	120	100

#### INTERPRETATION

From the above data, 28.9% respondents need to support the family, 24% respondents need to earn & try something new, 23.1% respondents need to be a role model, 18.2% respondents have reason to

form a difference in society and 5.8% respondents produce other reasons.

Hence, the bulk of the respondents (28.9%) have reason to support the family

##### Findings from Likert Scale Analysis

**Table showing difficulties in professional and family life**

Factors	No of Respondents	Likert Scale value (x)	Total score (fx)
Strongly agree	12	5	60
Agree	30	4	120
Neutral	73	3	219
Disagree	4	2	8
Strongly Disagree	1	1	1
TOTAL	120		408



## INTERPRETATION

The Likert Scale is 3.40 which is bigger than the mid-value (3) which shows that the ladies entrepreneurs are ready to balance the professional and family life on a neutral level.

## 8. SUGGESTIONS

- A large number of finance cells could also be formed to supply the access and knowledge which makes easy finance for the women entrepreneurs
- They should provide finance with concessional rates of interest and with convenient repayment facilities
- Government must take more initiatives to market the women entrepreneurship especially within the times of Covid-19 which motivates them to figure hard to realize bigger
- Training and development programs, various welfare schemes play a pivotal role for the expansion of women entrepreneurship
- Through education, by conducting awareness programs motivates women to become an entrepreneur which can be useful for both family and economy.

## 9. CONCLUSION

From this study, it's concluded that the foremost of the women entrepreneurs have faced challenges and that they emerged as a successful and striving for giant as an entrepreneurs even at the days of Covid-19.

Most of the ladies entrepreneurs are lacking family and support, it should be focused certain, in order that it enhances their services and income to the state and to their family.

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