

## Stress Faced By Women Entrepreneurs in Madurai District

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**Abstract:** “Women entrepreneur” is an individual who agrees exciting role to come across her individual wants and become economically autonomous. The development of women entrepreneurs and their involvement to the development of the country is very much visible in India. In a short period of time the number of women entrepreneurs increased all over the country. Women entrepreneurs play a vital role in creating employment to others in the well organized sectors and set the trend for other Women entrepreneurs to develop. They should be praised for the increased contribution, utilization of advanced technology, identifying the niche in the export market and investing high in their business activities. Women are playing various role like mother, wife, and daughter – in – law and so on they need to strike hard to fulfil the role needs. Along with it they also need to perform the role of chief executives in their business.

**Keywords:** Women entrepreneurs, stress, causes of stress, role stress, entrepreneurial activity.

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### I. Introduction

The development of women entrepreneurs and their involvement to the development of the country is very much visible in India. In a short period of time the number of Women Entrepreneurs increased all over the Country. Women entrepreneurs plays a vital role in creating employment to others in the well – Organized sectors and set the trend for other Women Entrepreneurs to develop. They should be praised for the increased contribution, utilization of advanced technology, identifying the niche in the export market and investing high in their business activities. The capacity of the women entrepreneurs and the capability of contribution is more than what the women entrepreneurs already do. In the economic growth the women entrepreneurship is accepted as a significant source. The women entrepreneurs create new Jobs for themselves and also for others and render a great service to the society. The women entrepreneurs face lot of discrepancy regarding the gender based issues in starting the new businesses. In order to reduce those discrepancy, the government should take initiative to help women entrepreneurs by providing various schemes, incentives and promotional measures.

### Women Entrepreneurs:

In the past decades women are restricted to be there in the four walls of the house. The achievement made by the Women as a supportive role in the family is viewed exclusively. But now-a-days the scenario is completely changed. The women have proved that they are not less than their counter part in the life. The women face tasks in their life. Because of all these constraints they become stressed out in their actions. When perceived pressure exceeds a persons perceived ability to cope with it results in stress various complicated work performed by the women in the family and the entrepreneurial activities leads to greater stress which cause conflict in the workplace.

### Stress:

Stress in the distinct common response of the human body to a request made by it. Everyone in this world undergo some kind of stress or the other. In many cases the stress can be reduced with the passage of time or when an individual gets familiar to the condition. The demands of the work environment in the organization is on psychological situation which results in organizational stress.

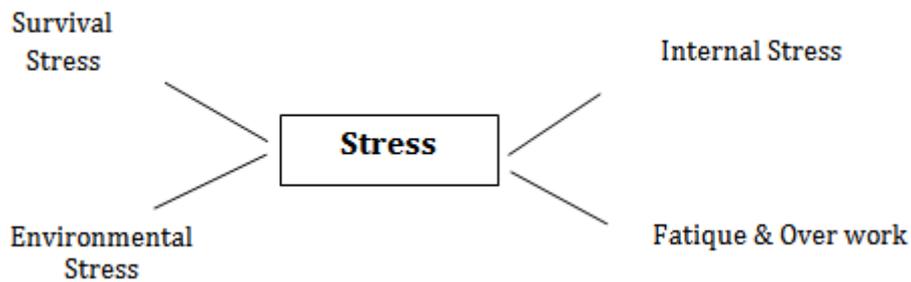
### Definition of stress by various Authors

Kahn et.al (1964) stress as a function or discrepancies between one’s expectations and one’s ability to meet demands and discrepancies between the individuals expectations and their personality. Vasumathi et.al (2003) stress is a result of our expectations, greed, desires, and ambitions, when there is a discrepancy between these and the outcome of our effects to achieve success.

### Causes of Stress:

In the fast growing technical environment everyone in this world face stress. There are many things which cause stress to an individual. These stress can be organized easily when it is under our control and view,

when the individual is under stress's control these comes the major issue. There are various methods to control the stress faced by the entrepreneur. Some of the most common stress sources are discussed below



### **Stress Faced by Women Entrepreneurs:**

In today's ever changing environment it is deliberated as a base of ill health, stress and related issues becomes an important topic for academic interest and research in the various area. There are numerous studies which examines the stress, management. The Internal position or reaction of anything imagined or real that a person knowingly or innocently classifies as a danger is known as stress. In most of the working atmosphere stress is experienced by all individuals which has become more popular and famous subject to explain the variety of work behaviour at work place.

### **II. Conclusion**

The women entrepreneurship is a combination of both women's situation in the society and the role of entrepreneurship in the similar society. The women entrepreneurs tackled many problems and difficulties regarding marketing their products as well as taking care of their family issues. Above all the entrance of rural women in small and micro enterprise (SME'S) is being stimulated and intensified, The rural women are having basic knowledge, potential, skill and capitals to inaugurate and manage enterprise.

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