

**SOCIO PSYCHO DOMAIN CONSTRAINTS OF WOMEN ENTREPRENEURS IN
MADURAI DISTRICT, TAMIL NADU, INDIA, TAMIL NADU, INDIA– A STUDY**

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Abstract

Indian Women are second to none in terms of intelligence and talents. The Main Constraint in Indian woman is her inability to abandon her domestic responsibility. Even when women have skills and capacities they are not oriented and trained towards successful entrepreneurship. In many cases, importing a skill to a girl is considered to be a drain on the resources as she is unlikely to contribute to the family economy once she gets married. Problems of women entrepreneurs are both self-imposed and imposed by the environment. The attitudes and motivation underlying career aspirations, plans and decision. Making of women are the products of special norms of socialization process. A women's role refers to the way she is expected to behave in certain situations. The Married and emigrated women entrepreneurs coming from nuclear families experience greater role stress than the unmarried local women entrepreneur coming from Joint family. Based on the above background the objectives are i) to find out the socio psycho constraints of women entrepreneurs in Madurai District, Tamil Nadu, India and ii) to provide suitable suggestions to overcome this problems.

Total of 200 samples are taken for the study and it includes 100 registered and 100 unregistered units. For the selection of 100 registered women entrepreneurs, proportionate sampling technique has been used. Simultaneously, for the selection of 100 unregistered women entrepreneurs, simple random sampling technique has been used as their population is unknown and infinite. The period of the study are January 2020 to March 2020. To verify the objectives Factor analysis techniques is used.

Keywords: Women entrepreneurs, Problems of women entrepreneurs and socio psycho constraints.