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PROBLEMS AND PROSPECTS OF WOMEN ENTREPRENEURS IN TELENGANA

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ABSTRACT: The study is concentrated on problems of Women Entrepreneurs relating to finance, working capital, Gender and raw material at Covid period. Enterprises are concentration of income generation, asset creation etc. It is found on the problems of entrepreneurs in general and women entrepreneurs in metropolitan cities like Bangalore, Chennai, New Delhi, Kolkata and Mumbai etc. As for as the knowledge, information and understanding of this empirical study on the problems and prospects of women entrepreneurs in Hyderabad city.

Key words: Women Entrepreneurs, Finance, Working Capital, Raw material and Gender.

Introduction

Entrepreneurship development is essential for increasing production and productivity in the primary, secondary and tertiary sectors; harnessing and utilizing material and human resources; solving problems of unemployment and under employment; effecting equitable distribution of income and wealth; increasing the Gross National Product (GNP) and per capita income; and improving the quality of life. Country's economic progress is found to be positively correlated with the rise in the number and quality of entrepreneurs. The entrepreneur is the determining factor in the creation of new wealth in the society. The need for a broad-based entrepreneurial class arises from the need to speed up the process of activating the factors of production, leading to a higher rate of economic growth; dispersal of economic activities; development of backward and tribal areas; creation of employment opportunities; improvement in the standard of living of the weaker sections of the society; and involvement of all sections of the society in the process of growth. It is more so in developing countries like India where there are ample opportunities to exploit the available resources and initiate entrepreneurial venture.

In India, the development of women entrepreneurs has been tardy inspite of offer of incentives and subsidies to them. Women have a separate set barriers, which are unique to them and directly related to their role in society. They have to encounter a number of problems in the form of family, marriage, religion, education, age, occupational mobility, economic background and psychological inhibitions due to social settings. In addition to these, there are internal and specific problems for women. These are referred to as business related problems. These include lack of adequate finance, managerial skill, inadequate market facilities, non-availability of accommodation, technical know-how etc. The problems are confronted with during different stages of setting up of units, running them successfully and developing them. In this chapter, an attempt is made to examine the non-business and business related problems encountered by the sample women respondents.

Literature Review

Indira in her study has examined women entrepreneurs in the slums of Hyderabad and Secunderabad. The author has focused on the problems faced by women entrepreneurs. It was found that women entrepreneurs are generally young or middle aged women, most of them were married and belonged to small families. It has also revealed that majority of women entrepreneurs seemed to have certain decision-making authority within the family. It showed that there was a dearth of proper guidance and training facilities for self-employed women. Another major problem faced by them was finance.

WalshKane and Nelson analysed the causes for the poor performance of business women. The authors found that the greatest constraints in the path of women's group business are socio-economic fabric of immediate environment. According to them, success is elusive. This is because of marginal economic climate, inadequate designs, persistent beliefs about appropriate activities and insufficient skills of women entrepreneurs.

Harnarayana Rao has organised a study on women entrepreneurship. The study reveals that majority of the respondents were from backward communities, illiterates and low literates. Majority of the respondents are in the income bracket of less than Rs. 3,600 per annum. Most of them belong to agriculture and a few are from business families. It was pointed out that poor financial status was found to be critical in the promotion of entrepreneurship. The hindrances in the way of entrepreneurship are

lack of cooperation from the family, ignorance of programmes like DWACRA, IRDP, TRYSEM etc, lack of managerial skills, apathy, sense of fear and insecurity and out- dated customs and traditions.

Objectives

1. To Evaluate the problems confronted by women entrepreneurs.
2. To Assess the prospects of women enterprises.

Methodology

Sample Design: The women entrepreneurs are stratified into three categories, namely, manufacturing, trade and service. Of the total women entrepreneurs in the study area, 216 are conveniently brought into the sample frame. The sample consists of 81 manufacturing, 36 trade and 99 service related enterprises. The data is processed, tabulated, analyzed and interpreted with the help of statistical tools like percentages.

Data collection

The study has made use of both the primary and secondary sources of data.

Gender Discrimination Among Respondents.

Response	Type of activity			Total
	Manufacturing	Trade	Service	
Gender discrimination	37 (45.68)	15 (41.67)	21 (21.22)	73 (33.80)
Equal opportunities	29 (35.80)	14 (38.89)	36 (36.36)	79 (36.57)
Conscious efforts	15 (18.52)	7 (19.44)	42 (42.42)	64 (29.63)
Total	81 (100)	36 (100)	99 (100)	216 (100)

Interpretation: Gender discrimination against women is an obstacle to entrepreneurship. There is no equal opportunity between men and women. Table reveals that among Gender discrimination was found for 33.80 per cent of respondents and equal opportunities were given for 36.57 per cent of respondents. It may be concluded that more than one third are of the opinion that there is gender discrimination and a little over (36.57 %) of this feel equal opportunity was given for both men and women. It can be observed

Number of Respondents Faced Problems during the Period of Project Formulation

Response	Type of activity			Total
	Manufacturing	Trade	Service	
Yes	39 (48.15)	30 (83.33)	59 (59.60)	128 (59.20)
No	42 (51.85)	06 (16.67)	40 (40.40)	88 (40.74)
Total	81 (100)	36 (100)	99 (100)	216 (100)

Interpretation: It can be observed that, of the total respondents, 59.20 per cent were subjected to problems during formulation of project /activity and the rest were free from it. In the case of manufacturing, It may be concluded that, out of the sample respondents, a little over 40.74 per cent encountered problems during the course of project implementation.

problem during project formulation

Response	Type of activity			Total
	Manufacturing	Trade	Service	
Finance	29 (74.36)	20 (66.67)	39 (66.10)	89 (68.75)
Technical	5 (12.82)	-	10 (16.95)	15 (11.72)
Skilled labour	5 (12.82)	10 (33.33)	10 (16.95)	25 (19.53)
Total	39 (100)	30 (100)	59 (100)	128 (100)

Source : Sample survey

Interpretation: The above Table reveals that, among the respondents belonging to all the respondents who have faced problems are considered as a whole, 68.75 per cent faced financial problem, 19.53 per cent non-availability of skilled labour and the remaining 11.72 per cent technical problem. It may be concluded that financial problem dominates the difficulties faced by the women entrepreneurs during the course of implementation of the project. These lead to the point that, in the matter of finance, enough guidance, help and counselling shall be given to women entrepreneurs.

Problems Faced in Procuring Raw Materials

Problem	Type of activity			Total
	Manufacturing	Trade	Service	
Irregular supply	10 (12.35)	-	12 (14.63)	22 (11.06)
High price	20 (24.69)	10 (27.78)	28 (34.15)	64 (32.16)
Fluctuations prices	20 (25.93)	15 (41.67)	22 (26.83)	57 (28.64)
Substandard materials	15 (18.52)	5 (13.89)	10 (12.20)	30 (15.08)
High transportation cost	16 (19.75)	6 (16.67)	10 (12.20)	26 (13.07)
Total	81 (100)	36 (100)	82 (100)	199 (100)

Note : Figures in brackets indicate the percentage to total

Interpretation: . It can be observed that, among the entrepreneurs, 88 per cent faced problem in raising funds . In the case of manufacturing, 35.80 per cent had to face problems in raising funds and the rest, (64.20%) did not. In the case of trade, the former and the latter formed 55.56 per cent and 44.44 per cent respectively. With regard to service sector, 60.61 per cent have not faced any problem regarding raising of funds. It may be summed up that majority of respondents were free from the problem of raising up of funds.

Number of Respondents Who have faced Problems while Rising Funds

Response	Type of activity			Total
	Manufacturing	Trade	Service	
Yes	29 (35.80)	20 (55.56)	39 (39.39)	88 (40.74)
No	52 (64.20)	16 (44.44)	60 (60.61)	128 (59.26)
Total	81 (100)	36 (100)	99 (100)	216 (100)

Interpretation: It can be observed that, among the entrepreneurs, 88 per cent faced problem in raising funds . In the case of manufacturing, 35.80 per cent had to face problems in raising funds and the rest, (64.20%) did not. In the case of trade, the former and the latter formed 55.56 per cent and 44.44 per cent respectively. With regard to service sector, 60.61 per cent have not faced any problem regarding raising of funds. It may be summed up that majority of respondents were free from the problem of raising up of funds.

Problems Faced by Respondents with Regard to Finance

Response	Type of activity			Total
	Manufacturing	Trade	Service	
Non availability of funds	6 (20.69)	3 (15)	10 (25.64)	19 (21.59)
Lack of collateral security	10 (34.48)	5 (25)	8 (20.51)	23 (26.14)
High rate of interest	6 (20.69)	-	10 (25.64)	16 (18.18)
Elaborate formalities	7 (24.14)	12 (60)	11 (28.21)	30 (34.09)
Total	29 (100)	20 (100)	39 (100)	88 (100)

Interpretation: The problems encountered by women entrepreneurs include inadequate availability, absence of security to offer, high rate of interest, lengthy procedures etc. Of the respondents in manufacturing, 34.48 per cent faced problem in offering collateral security, 24.14 per cent, lengthy formalities, 20.69 per cent each non-availability of funds and high rate of interest. In the case trade, 60 per cent opined that there is red tapism in the administration, 25 per cent faced the problem of collateral security and 15 per cent, inadequacy of funds. None of the respondents opined that the rate of interest is high. In respect of service sector, 25.64 per cent each felt that the funds are insufficient and the rate of interest is high. Another 28.21 per cent felt that the procedure of obtaining finance is a lengthy one. As many as 20.51 per cent have expressed the view that they do not have security to offer for raising finance. Of the total respondents, cumbersome formality dominates the scene with 34.09 per cent followed by lack of collateral security (26.14%), non-availability of funds (21.59%) and high rate of interest (18.18%). It may be concluded that the respondents are subjected to several problems while seeking finance. Of them, lengthy procedure is the most common problem faced by the respondents

Number of Respondents Who Faced Problem while obtaining Working Capital

Response	Type of activity			Total
	Manufacturing	Trade	Service	
Yes	13 (16.05)	9 (25)	7 (7.07)	29 (13.43)
No	68 (83.95)	27 (75)	92 (92.93)	187 (86.57)
Total	81 (100)	36 (100)	99 (100)	216 (100)

Interpretation: The working capital is required to make payments for purchase of raw materials, payment of wages and meet expenses. Apart from creating severe problems, working capital deficiency, spoils the reputation of the enterprise and earns the displeasure of workers. The entrepreneurs were asked to state the problem if any faced by them during the course of obtaining working capital. The women entrepreneurs may not calculate working capital requirement accurately because they are unable to visualise the events perfectly. It appears that 86.57 per cent of total respondents have not faced any problem with regard to working capital (see Table 6.10). Across the activities, the proportion of respondents who have not faced any problem concerning working capital are 83.95 per cent in manufacturing, 75 per cent in trade and 92.93 per cent service. The remaining respondents have faced problems relating to acquisition of working capital.

Details of Entrepreneurs Who were Subjected to Labour Problem

Response	Type of activity			Total
	Manufacturing	Trade	Service	
Yes	71 (87.65)	33 (91.67)	84 (84.85)	188 (87.04)
No	10 (12.35)	3 (8.33)	15 (15.15)	28 (12.96)
Total	81 (100)	36 (100)	99 (100)	216 (100)

Interpretation: In the case of service sector, 84.85 per cent faced the problem of labour. With regard to trade, the proportion of women entrepreneurs who were subjected to labour problem were 91.67 per cent. while in manufacturing, their share was 87.65 per cent. The percentage of problem free entrepreneurs was 12.35, 8.33 and 15.15 in manufacturing, trade and service respectively. It may be summed up that most of the entrepreneurs have faced labour problem as it varied between 84.85 per cent.

Findings:

1. The majority of the respondents in trade have faced problem while raising finance while the majority of the respondents were free from it under manufacturing (64.20%) and service (60.60%). The relationship between type of activity and the problem of raising funds is insignificant.
2. Of the problems faced in raising finance, lengthy procedures is the most common problem faced by the respondents. Out of the total respondents, less than 15 per cent faced problems relating to acquisition of working capital.
3. There is no significant association between type of activity and problem with raising working capital. Adequacy of working capital appears to be a serious problem as compared to lengthy procedure.
4. All the respondents have faced raw materials problem under manufacturing and trade. With regard to service sector, 82.83 per cent have faced obstacles relating to raw materials. Of the problems faced by the respondents while procuring raw materials, high prices (32.16%) seem to be the first followed by fluctuations in prices (28.64%), substandard materials (15.08 %), high transportation cost (13.07%) and irregular supply (11.06%).

Suggestions:

1. The time consuming procedures in obtaining loans from the financial institutions should be minimized.
2. The paper formalities should be made simple and lucid. It facilitates easy access to them.
3. Lady Officers have to be appointed to help illiterate and less educated women entrepreneurs.

Conclusion: The particular problems of women entrepreneurs are yet to be tackled. It would be appropriate to identify such of those problems which inhibit their growth as entrepreneurs at the grass-root level. The economic roles and the opportunities for participation in business activities are linked to a certain extent with the stage of development of the society. It is identified that financial, labour, working capital problems faced by the women entrepreneurs.

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