

A Study on the Problems and Prospects of Women Entrepreneurs in Nizamabad District of Telangana

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Abstract

Women entrepreneurship in India is fastly growing and rising entry of women to different cadres is making the nation as a fastly developing nation. As per thereports, presently 163 million women have their own enterprises and there has been a 10 percent growth each year since 2014. The gender gaps are now getting down by around 5 percent. Some of the important facts related to women entrepreneurship are presented here: Between 1997-2017, the women owned enterprises have grown 114 percent and the rate of growth is over 2.5 times in comparison with national growth in entrepreneurship. Women in India own 39 percent of all businesses but still the women own about 8 percent of employment and 4 percent share in revenues. As per the reports of Development Commissioner from Ministry of MSME, Government of India, the women participation in Small Scale Industries were been evaluated and the census is prepared on the basis of the number of enterprise units managed by the women and also the number of women owned enterprises in all the states and Union Territories in India. Thus, the study aim is the problems and prospects of women entrepreneurs in Nizamabad district of Telangana.

Keywords: Women entrepreneurs, entrepreneurship growth, key to success, problems, challenges.

Introduction

Need for Women Entrepreneurship —When a woman moves forward, the family moves, the village moves and the nation moves, these words of Pandit Jawaharlal Nehru are often repeated because it is an accepted fact. Employment gives economic status to women.

Economic status paves the way for social status. Uplift of women is an essential ingredient of human development. With the spread of education and new awareness, women entrepreneurs are spreading their wings to higher levels. Entrepreneurship for women can be planned and developed and the need for providing appropriate awareness and environment to promote entrepreneurship is of vital importance. Mishia has identified the following reasons for the women entering business. Women who take entrepreneurship because of dire economic needs. Women with a family background in some skill or trade and desire to earn extra income. Women with personality characteristics such as need for achievement, need for power and influence. Women who take it up as leisure time activity. On official advice and guidance.

The precise definition of the word development is often baffling as it is used in many ways. Yet, economic development basically means sustained, concentrated action by policy makers that increases the real per capita income of a country over a long period of time. On the other hand, entrepreneurship is defined as willingness to take risks in organizing, managing and developing business venture for profits Adam Smith, in his monumental work *An Enquiry into the Nature and Causes of the Wealth of Nations*, stated the rate of capital formation, where people save more and invest more, as an important determinant of economic development. In yet another theory of economic development, David Ricardo identified only three factors of production, namely, machinery, capital and labour, among whom the entire produce is distributed as rent, profit and wages respectively. According to him, profit leads wealth accumulation which eventually goes to capital formation. Thus, both the classical theories on economic development did not mention about entrepreneurship. And, economic development seems to be automatic and self-regulated. Thus, the approach of classical economists was very cold towards the role of entrepreneurship in economic development.

The crucial role played by the entrepreneurs in the development of the Western countries has made the people of underdeveloped countries to realize the importance of achieving the goal of economic development. According to some researchers, entrepreneurship is visualized as crucial in economic development because of its innovative nature and entrepreneurship is also considered as a necessary dynamic force which acts as a catalyst in economic development. Entrepreneur perceives opportunities, searches for change, and then combines the human resource, material resource and capital resource to respond to the challenges visualized. The role of entrepreneurship in economic development

changes from nation to nation depending upon its resources, industrial climate and the receptiveness of the political system to the entrepreneurial arena. The entrepreneurs contribute more to economies which provide favourable conditions and relatively less to economies that provide less favourable prospects. Less favourable conditions may be viewed in underdeveloped regions due to the lack of funds, lack of skilled labour and lack of social and economic overheads, therefore, entrepreneurs in such regions would be imitators rather than innovators as in developed economies, and, it is also felt that it does not mean imitation requires lesser ability on the part of entrepreneurs.

The important role that entrepreneurship plays in the economic development of an economy involves promoting capital formation by mobilizing public savings ; reduction of unemployment in the country; promoting balanced regional development; reducing the concentration of economic power; stimulating the equal distribution of wealth; encouraging effective resource mobilization of capital and skill; induces backward and forward linkages which stimulate the process of economic development in the country; and promotes exports. Thus, it is clear that entrepreneurship serves as a catalyst of economic development.

Review of Literature

Naila Aijay, Dahlan Bin Ibrahim and Ghazali Ahmed (2012) in their article “From Learners to Entrepreneurs: A study on the Inclination of University Students towards Entrepreneurship as a career option and the role of education” concluded that if parent’s education does not greatly influence the attitude of students towards entrepreneurial ventures, the University education (wish to learn) does a play major role in building future entrepreneurs⁴⁹

Vijay Kumbhar (2013) in his article entitled “Some Critical Issues of Women Entrepreneurship in Rural India” Women are an important human resource of the nation and every state should try to utilize them as mediators of economic growth and development⁵⁰

Dr. Deepti Maheshwari and Supriya Sahu (2013) in their article entitled “Present Scenario of Entrepreneurship in India” concluded that most researchers agree that the term entrepreneurship refers to entrepreneurial activities that receive organizational sanction and resource commitments for the purpose of innovative results. The awareness towards the path of entrepreneurship is now picking up a quick pace in our own country, and as a matter of

fact is seen as one of the countries that are par excellence with the rest of the Asian countries as far as growing entrepreneurship is concerned

Indira Kumari (2014) in her article entitled “A study on Entrepreneurship Development process in India” concluded that “EDP provides the necessary support to entrepreneurs by educating them about the test innovation and techniques of production to produce a large variety of quality goods and services at competitive prices. It will result in increase in per-capita income and thus helps in the improvement of standard of living of the people

Thiru.S. Vairavarajan Director, Entrepreneurs Guidance Cell, Tirunelveli (2015) in his article “Status of Women Entrepreneurs”. - “Prospects and Challenges of Women Entrepreneurs in the Indian Scenario.” Concluded the glass ceilings are shattered and women are found to be indulged in every line of business from papad to power cables. It can be said that today we are in a better position wherein women participation in the field of entrepreneurship is increasing at considerable rate, efforts are being taken at the economy as well as global level to enhance women’s involvement in the enterprise sector

According to Shrutu Athwal, in her article “Women Entrepreneurs in India” clearly agrees that the most of Women Entrepreneurs argued that semi-educated or uneducated class of workers cannot visualize a ‘female boss’ in their field of work

Rani (2015) in her article entitled, “Potential Women Entrepreneurs” mentioned that there is a significant association among economic status and the time spent towards managing the enterprise as well as on training. The high and middle-income groups received a better training compared to low - income group

Objectives of the Study

- 1). To find the demographic profile of the entrepreneurs who commence business Nizamabad District.
- 2). To analyse the problems faced by women entrepreneurs.

Research Methodology

Designing a suitable methodology and selection of reliable and accurate information is vital to draw valid conclusions. The present study is based on both primary and secondary data. The study focuses on the women entrepreneurs in selected Nizamabad District. The selected MSMEs with its good infrastructural facility, offers sound prospects for industrial

developments. The scope of the study encompasses women entrepreneurs in Nizamabad District and the problems faced by women entrepreneurs who are engaged in starting a new enterprise. The study is limited only to the women entrepreneurs of selected groups in Nizamabad District. To identify the right respondents which are also very essential for the collection of primary data the following process has been adopted scientifically finally 90 respondents were selected and included in the study from various mandals of Nizamabad district who have engaged to start an enterprise and running successfully. All these data are to be arranged in various form of tables and proposed to critically analyse with the help of number of statistical tools, percentage analysis and chi-square test are the various statistical tools applied.

Socio-Economic Background:

The personnel characteristics of the selected respondents like age, education status, marital status, family income, business type, size of the business, financial sources and spend expenses are discussed in this table:

Table 1: Socio-Economic Background of the Respondents:

Factors	Category	No.of Respondents	Percentages (%)
Age	Below-30	25	27.78
	30-40	32	35.56
	40-50	23	25.56
	50 and above	10	11.11
Marital Status	Married	62	68.89
	Unmarried	28	31.11
Education Qualification	Illiterate	03	3.33
	Primary	10	11.11
	Secondary	12	13.33
	Higher Secondary	40	44.44
	Graduate level	25	27.78
Annual Income	Below—10,000	15	16.67
	10,000-20,000	35	38.89
	20,000—30,000	23	25.56

	30,000–40,000	17	18.88
Business Type	Manufacturing	30	33.33
	Service	23	25.56
	Trading	24	26.67
	Combination	10	11.11
	Others	03	3.33
Sizeofthebusiness	Below 1lakh	22	24.44
	1–5lakhs	35	38.89
	5–10lakhsandabove	13	14.44
Source of financing	SpouseIncome	22	24.44
	Personal Savings	25	27.78
	Loan from Banks	32	35.56
	OtherSources	11	12.22
Spend the Business Income	Family Expenses	35	38.89
	Personal Savings	24	26.67
	Re– investment in her business	31	34.44

Source:Primarydata

Analysis and Interpretation:

This study is aims the problems and prospects of women entrepreneurs in Nizamabad district for this purpose the study conducted for 90 respondents of the rural women entrepreneurs. The table 1 shows that problems faced by women entrepreneurs like family responsibilities, shortage of finance, low level knowledge of business activities and socio-cultural barriers. The table shows that, the age of the respondents has been (30-40) in the majority of 35.56 per cent of women entrepreneurs in study are education is the level of 44.44 in the category of higher secondary school. So, the social factors of the respondents should be improved in many ways like proper training, better education about the entrepreneurship and strong leadership. Another important analysis of the table shows that, economic factor like income, expenditure, source of finance etc. the annual income of the respondents in the category of (10,000-20,000) 38.89 per cent annual income is earned by my study are.

Chi-Square Analysis:

The opinion of the respondents and socio-economic characteristic is applied for chi-square test. The chi-square test reveals that all factors are analysis in level of 5% significance.

S.No.	Factors	Chi-square	Degree of Freedom	Table Value	Results
1.	Age	11.24	3	7.851	Significant
2.	Education Qualification	47.67	4	9.488	Significant
3.	Marital Status	12.84	1	3.841	Significant
4.	Family Income	14.78	4	9.488	Significant
5.	Business Type	27.44	4	9.488	Significant
6.	Size of the Business	11.24	3	7.851	Significant
7.	Source of Finance	10.18	3	7.851	Significant
8.	Amount Spend	2.07	2	5.991	Not Significant

Note: Significant at 5% level. Source: Primary Data.

Problems for Women Entrepreneurs: With a view to ascertain the main problems faced by their clients, women entrepreneurs were provided with a list of possible business problems and were asked to indicate whether or not these represented a minor or major problem for women entrepreneurs, or if they were not a problem at all. Secondly, respondents were asked to indicate whether women entrepreneurs faced particular problems that are greater than those faced by small businesses in general. Patriarchal Society, Absence of Entrepreneurial Aptitude, Marketing Problems, Financial Problems, Family Conflicts, Credit Facilities, Shortage of Raw Materials, Heavy Competition, High Cost of Production, Social Barriers, Problems of Middlemen, Lack of Information, Lack of Self-Confidence, Competition, Paucity of finance, Low Mobility, Costly Raw materials, Family Responsibilities, Absence of Risk-bearing Skills, Lack of Education and Social Taboos are some of the problems faced by women entrepreneurs.

Findings:

1. 35.56% of the respondents are belonging to 30 – 40 years age group of the entrepreneurs. 25.56% of the respondents are between the age of 40 - 50 year. The 27.78% of the

respondents are below the 30 years age group and rest of the respondents are above the 50 years.

2. 44.44% of the respondents are belonging to higher secondary level of the entrepreneurs. 27.78% of the respondents are graduates and 13.33% of the respondents are secondary level of education. The 11.11% of the respondents are primary level and rests of the respondent are illiterates.

3. 38.89% of the respondents are belonging to 10,000 to 20,000 incomes of families. 25.56% of the respondents are Rs. 20,000 to 30,000 income group and only 18.88% of the respondents are their family income of 30,000 to 40,000.

4. 33.33% of the respondents are deals with manufacturing types of business. 26.67% of the respondents who are engaged in trading type of business. Only 16% of the respondents are doing our business for service sectors. 25.56% of the respondents are combined all type of business.

5. 68.89% of the respondents are married category and rest of the respondents are unmarried. Therefore, marital status is important factor to determine the women entrepreneurs.

6. 38.69% of the respondents are invested 1 to 5 Lakhs in their business. 14.44% of the respondents are 5 lakhs to 10 lakhs category.

7. 24.44% of the finance sources from spouse income, 27.78% of the respondents financed from personnel savings and 35.56% are loan from banks as well as 12.22% respondent's financial sources are other sources.

8. 38.89% of the respondent's opinion are to meet family expenses, 26.67% of the respondent's opinion are personnel savings, and 34.44% of the respondent's opinion are reinvestment in her business.

9. Problems faced by women entrepreneurs; the weighted ranking method applied. It inferred that the greatest number of the respondents have given First rank for Lack of strong leadership; the respondents have given Second rank for financial deficit. The third rank was lack of systematic planning and working and followed by health problem, Non-awareness of Government scheme, non-repayment of loan by the members, Leaders misusing the group's money, other problems, Lack of Education and Lack of proper training.

10. The chi-square analysis reveals that the factors are Age and Education are significant at 1% level. Marital status, business type and sources of finance are significant at 5% level of significance. The remaining factors are not significant at 5% level.

Suggestions:

1. Most of the women entrepreneurs are of the opinion that because of lack of training, they are not able to survive in the market. Hence, the government should conduct frequent training programmes with regard to new production techniques, sales techniques, etc, this training should be made compulsory for women entrepreneurs.
2. Finance is the first major problem for women entrepreneurs. Hence, the government can provide interest free loans to encourage women entrepreneurs. To attract more women entrepreneurs, the subsidy for loans should be increased.
3. Since the number of entrepreneurs from scheduled caste and most backward communities is very low, awareness is to be created those women, by providing special attention.
4. Women entrepreneurs should be encouraged to start their entrepreneurs as joint stock companies rather than as a sole trade and partnership concerns to avail the advantages of large scale operation.
5. parents of unmarried potential women entrepreneurs should be encouraged in spending money on setting up business rather than giving preference to their marriage.
6. Marketing product is one of the main problems for women entrepreneurs. Here, women co-operative societies can be started to procure the products from women entrepreneurs. They will help them in selling their products at a reasonable price.
7. Improper location and inadequate infrastructure facilities are the hurdles in the way of development of women entrepreneurship. Hence, separate industrial estates may be set up exclusively for women entrepreneurs to reduce the initial investment and to create a special environment.

Conclusion

In many parts of India, women belonging to certain communities are found to be very conservative due to their upbringing in orthodox family's insecurity for women is a common

phenomenon in many areas of the country and there is a requirement to educate the community about the need for transformation and to increase women's mobility beyond the home through long-term strategies. The conventional social roles assigned to women often proved to be handicap for their free mobility and freedom to work. It is thus evident that women entrepreneurs have to confront more challenged from their culture, family and society than their male counterparts. Efforts are being taken at the economy as brought promise of equality of opportunity in all spheres to the Indian women and laws guaranteed equal rights of participation in political process and equal opportunities and rights in education and employment were enacted. But unfortunately, the government sponsored development activities have benefited only a small section of women is the urban middle class women. Women sector occupies nearly 45% of the Indian population. At this juncture, effective steps are needed to provide entrepreneurial awareness, orientation and skill development programs to women. The role of women entrepreneur in economic development is also being recognized and steps are being taken to promote women entrepreneurship. Women entrepreneurship must be moulded properly with entrepreneurial traits and skills to meet the changes in trends challenged global markets and also be competent enough to sustain and strive for excellence in the entrepreneurial area. If every citizen works with such an attitude towards respecting the important position occupied by women in society and understanding their vital role in the modern business field too, then very soon we can pre-estimate our chances of out beating our own conservative and rigid thought process which is the biggest barrier in our country's development process. Culture, family and society than their male counterparts.

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