



A study on problems of women entrepreneurs in Warangal district

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Abstract

Women have been an integral part of our society however due to many societal norms; they stand behind male contributors of the family, not due to the fact they are incompetent but because of the male chauvinism that has continued across extraordinary eras. Women entrepreneurs privy to the numerous modification and problems that exist on this society. This research paper is to pick out the issue in the business by the women entrepreneurs due to commercial enterprise with the aid of women marketer's monetary problems, production problems, labour problems, advertising problems and personal problems and to offer suggestions based totally findings of the study.

Keywords: women entrepreneurs, financial problems, production problems

Introduction

Women entrepreneurship ought to be moulded properly with entrepreneurial trends and abilities to meet the changes in trends, challenges worldwide market and also be competent enough to sustain and strive for excellence within the entrepreneurial arena. Women constitute 50 consistent with cent of the overall population the of India. No matter it, women are still lagging behind men in numerous elements. Over the time, literacy rate of women and employment opportunities are being increased by leaps and bounds. Furthermore, of late, they are actively engaging in number of activities apart from employment. Women are involving and entering into business and establishing various types of industries. The Government of Indian and Telangana have been encouraging women to take up industrial establishments. Number of financial institutions are funding for establishment of industries. Hence, women started establishing industries and collaborating self and economic development and coming out with flying colours. In India, though women have played important role in the society, their entrepreneurial skills has not been properly tapped due to the lower status of women in the society

Review of Literature

Rani (1996) found that women entrepreneurs from higher income classes were motivated by the availability of leisure time. Contrary to the preceding, women entrepreneurs are compelled to pursue entrepreneurship because they do not have any other means of supporting their families. Greene *et al.*, (2003), evaluate the research & publication contribution in the area of women entrepreneurship. The study categorized various journal & resources of research on the basis of certain parameters concerned with women entrepreneurship like gender discrimination, personal attributes, financing challenges, business unit, context and feminist perspectives.

Sanjukta Mishra (2009) investigated the status of women entrepreneurs and the problems faced by them, when they ventured out to curve their own niche in the competitive world of business environment. He found that women in India faced many problems to go ahead in business. The

greatest determinant to women entrepreneurs was that they are women. The financial institution was sectional about entrepreneurial abilities of women. The male and female competition was another factor, which developed hurdles to women entrepreneurs in the business management process. Sharma K. L. (2018) in his book *Entrepreneurial Performance in Role Perspective* inspected the rising delineation of improvement of money managers, their show and issues. Against the foundation of government help with different plans, financial specialists and successor concerns call for sincere idea, for the solid and maintained money related advancement of Indian culture. The appraisal was composed to manage some hypothetical and foundational issues worried about the assessment of the imaginative control of similarity and to illuminate some related segments of venturesome improvement in the locale of Uttar Pradesh.

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Objectives of the study

The study was planned with the following objectives

- To identify the problems of women entrepreneurs in Warangal district.
- To give suitable suggestions based on analyze of the study.

Scope of the study

The present study was focused to identify the problems of women respondent in Warangal district and the data was analyzed the information gathered from 200 women entrepreneurs.

Research methodology

In this research both primary and secondary data has been used. The study is based on convenience sampling method. A sample of 200 women entrepreneurs was taken for the study. Primary data was collected by using questionnaire method and secondary data was collected from journals, magazines books websites etc,

Tools and techniques

The analysis of data is used for Likert’s five-point scale and to make clearly analyzed using tabulations.

Limitation of the study

- This study is relevant only to the women entrepreneurs in Warangal district.
- The accuracy and reliability of the data depends on the respondents.
- The sample respondents where 200 samples were selected for the study.

Problems of women entrepreneurs

Generally, women entrepreneurs are faced lot of problems, while the problems range from various resources including problem of finance, production, personal manpower, marketing, sales, technical knowledge, problem of water - land - electricity, lack of family support and government supports. The main problems faced by the women entrepreneurs can be analyzed the follows:

1. Financial Problems

1. Principle Amount
2. Difficulty in getting loan
3. Non-Availability of Credit

4. Tight repayment schedule
5. Inadequate fixed capital

2. Production Problems

1. More expensive new technology
2. Non availability of technical support
3. Raw material shortage
4. Lack of skilled workers
5. Power failure

3. Laboure Problems

1. Non-availability of Skilled workers
2. High wages cost
3. Laboure absenteeism
4. Low productivity
5. Managing male workers

4. Marketing Problems

1. Lack of marketing trend
2. Advertisement problems
3. High competitions
4. Problem of credit sales
5. Transportation

5. Personal Problems

1. Lack of family support
2. Lack of Government support
3. No appreciation of independent decisions
4. Lack of multi responsibility
5. Lack of knowledge

Results and discussion

Table 1: Distribution of sample respondents according to financial problems faced by Women Entrepreneurs

Problems	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Total	Mean
Principle Amount	70	55	20	28	27	200	2.43
Difficulty in getting loan	77	49	18	25	31	200	2.42
Non-Availability of Credit	59	31	30	29	51	200	2.91
Tight repayment schedule	55	23	38	34	50	200	3.00
Inadequate fixed capital	70	52	22	24	32	200	2.48

Source: Primary data

Interpretation

The above table No.1 shown that out of 200 respondents 2.91 of the women entrepreneurs are facing the problems for non-availability of credit. In addition to that 3.00 of the respondents point out that having tight repayment schedule,

followed by 2.48 of the respondents facing inadequate fixed capital is also another problem. 2.42 of the women entrepreneurs is of in the opinion that difficulty in getting loan and 2.43 of sample respondents are facing Principle amount.

Table 2: Distribution of sample respondents according to Production problems faced by Women Entrepreneurs

Problems	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Total	Mean
More expensive new technology	63	39	41	27	30	200	2.61
Non availability of technical support	53	47	34	34	32	200	2.72
Raw material shortage	48	59	36	30	27	200	2.64
lack of skilled labour	79	56	23	19	23	200	2.25
power failure	66	36	36	24	38	200	2.66

Source: Primary data

Interpretation

The above table no. 2 reveals that, 2.25 of the respondents are faced the mainly problem faced by lack of skilled worker, and also 2.64 of the respondents for shortage of raw

material. 2.66 of the respondents are met the power failure, 2.61 of the respondents are faced More expensive new technology. While only 2.72 are facing the problem for non-availability of technical support.

Table 3: Distribution of sample respondents according to Labour problems faced by Women Entrepreneurs

Problems	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Total	Mean
Non availability of skilled labour	73	54	20	22	31	200	2.42
High wages cost	69	53	26	30	22	200	2.41
labour absenteeism	58	46	34	30	32	200	2.66
Low productivity	55	42	48	31	24	200	2.63
Managing male workers	62	51	31	32	24	200	2.52

Source: Primary data

Interpretation

The above table no. 3, 2.42 of the respondents reported to Non-availability of Skilled workers. 2.66 of the respondents having common problem for Labour absenteeism, 2.42 of

the respondents are high wages cost. 2.52of the respondents are managing male workers and 2.63 of the respondents are faced low productivity.

Table 4: Distribution of Sample Respondents According To Marketing Problems Faced By Women Entrepreneurs

Problems	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Total	Mean
Lack of marketing trend	60	44	34	34	28	200	2.63
Advertisement problems	44	58	36	39	23	200	2.69
High competitions	59	42	32	33	34	200	2.70
Problem of credit sales	74	48	32	16	30	200	2.40
Transportation	72	48	28	28	24	200	2.42

Source: Primary data

Interpretation

The table no.4 reveals that 2.7 of the respondents specially most complained that high competition by all levels. 2.42 of the respondents are facing transportation, 2.63 of the respondents facing lack of marketing trend. Another main

problem of women entrepreneur commonly 2.40 of the respondents are facing problem of credit sales and 2.69 of the respondents handled in advertisement problems.

Table 5: Distribution of sample respondents according to Personal problems faced by Women Entrepreneurs

Problems	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Total	Mean
Lack of family support	53	55	52	22	18	200	2.48
Lack of Government support	57	57	34	25	27	200	2.54
No appreciation of independent decision	57	53	40	27	23	200	2.53
Lack of multi responsibility	56	47	44	30	23	200	2.58
Lack of knowledge	56	52	38	33	21	200	2.55

Source: Primary data

Interpretation

The table no. 5 reveals that, majority of the respondents 2.58 are facing the problem of lack of multiresponsibility. 2.54 of the respondents are having lack of government support, 2.53 of the respondents are facing no appreciation of independent decision. 2.48 of the respondents are met the lack of family support and the lack of knowledge are not having 2.55 of the respondents.

Findings

- The study found out that 2.91of the women entrepreneurs are met the major problem of Non availability of credit.
- The study reveals that majority of the 2.25women entrepreneurs to run the enterprise Having more problem of Lack of skilled workers.
- 2.42 of the women entrepreneurs reported Non-availability of Skilled workers as their main difficulty.
- The majority 2.63 of women entrepreneurs are facing major marketing problems for high competition in running their enterprise.
- 2.58 of the respondents are lack of multi responsibility in the study area.

Suggestions

- Financial institutions and banks should be provided easy and flexible credit to women entrepreneurs.
- To develop workers efficiency to make a training and conferences, women entrepreneurs Necessary to improve job skills and troubleshooting also.
- To face the high competition world, define your good customer service, brand and experience.
- Women entrepreneurs should improve technical, non-technical skills and multi skills also

Conclusion

Women entrepreneurs in Warangal district are facing many problems in this research study. Women entrepreneurs face obstacles in finance, production, labour, market identification and personal problems, but their contribution to the development and progress of our country is very essential.

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