



## A STUDY ON CONSTRAINTS FACED BY RURAL WOMEN ENTREPRENEURS IN COIMBATORE DISTRICT

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### **Abstract**

*Women entrepreneurs face a series of problems right from the beginning till the enterprise functions. Being a woman itself poses various problems to a woman entrepreneur, the problems of Indian women pertain to her responsibility towards family, society and work, there seems to exist a dearth of empirical knowledge on constraints faced by rural women entrepreneurs in Coimbatore District. Random sampling techniques have been employed in the selection of 250 rural women entrepreneurs. Data were collected primarily using interview schedule. Data were analysed using descriptive statistics. The result reveals that dual duties, very long procedure to obtain financial assistance, difficulty in processing raw materials, high cost price and high competition are the major constraints faced by rural women entrepreneurs.*

**Key words:** Rural, Women Entrepreneurs, Constraints.

### **Introduction**

Entrepreneurs are playing an important role in the economic development of underdeveloped country. Women's skills and knowledge, their talents and abilities in business and a compelling desire of wanting to do something positive are some of the reasons for the women entrepreneurs to organize industries. Empowering women in entrepreneurship leads to break the inequalities and reduces the poverty. Micro enterprises are an integral part of planned strategy for securing balanced development of the economy of the poor women. Rural women are having human and non-human resources to take up an enterprise need one an innovative mind and motivation. Entrepreneurship is the only solution to the growing employment among rural youth. It helps to generate employment for a number of people within their own social system. This is more beneficial for women in rural areas as it enables them to add to the family income while taking care of their own home and task. Rural women possess abundant resources to take up enterprises. On the contrary it is also a fact that the majority of rural entrepreneurs are facing many problems due to not availability of primary amenities in rural areas of developing country like India. Lack of education, financial problems, insufficient technical and conceptual ability it is too difficult for the rural entrepreneurs to establish industries in the rural areas.

### **Objective of the Study**

- To ascertain the constraints faced by rural women entrepreneurs.

### **Methodology of the study**

The present study has been taken up in the Coimbatore district, in the state of Tamilnadu. Both primary and secondary data have been used for this study. Random sampling technique is used in this study. An interview schedule was used to collect data from 250 rural women entrepreneurs. The study was conducted from October 2015 to July 2016.

### **Results and discussion**

#### **Socio economic constraints**

Women entrepreneurs see the establishment of a productive business as a means to improve their status in society as well as their family's standard of living and to serve their community by creating employment opportunities. The socio-economic constraints considered for the study are non-cooperation of family members, lack of self-confidence, indifferent attitude of the society, dual duties, lack of proper training and poor risk taking capacity.

Descriptive analysis is used to study the mean rating for the socio- economic constraints faced by the rural women is measured by using five point scales, the rating have been assigned as 5 for 'very high', 4 for 'high', 3 for 'moderate', 2 for 'low', and 1 for 'very low'. The minimum rating is assigned as 1 and the maximum rating is assigned as 5. The mean rating have been found out for each of the socio-economic constraints are given in the following table.



**Table 1 - Opinion of the Respondents on Socio- Economic Constraints Faced in the business**

Socio Economic Constraints	N	Range	Minimum	Maximum	Sum	Mean	SD
Non-cooperation of family members	250	4.00	1.00	5.00	531.00	2.12	1.05
Lack of self confidence	250	4.00	1.00	5.00	612.00	2.44	.96
Indifferent attitude of the society	250	4.00	1.00	5.00	656.00	2.62	.98
Dual duties	250	4.00	1.00	5.00	690.00	2.76	.93
Lack of proper training	250	4.00	1.00	5.00	677.00	2.70	.95
Poor risk taking capacity	250	4.00	1.00	5.00	665.00	2.66	.93
<b>Valid N (list wise)</b>	<b>250</b>						

**Source: primary data**

It is observed from the above table that high mean rating is found for dual duties (2.76), lack of proper training (2.70), poor risk taking capacity (2.66), followed by indifferent attitude of the society (2.62), and lack of self-confidence (2.44). The least score is found for non-cooperation of family members (1.12). The standard deviation is found to be low (0.93) for dual duties. It implies that respondents have highly agreed that dual duties are the major socio-economic constraint faced by rural women entrepreneurs. From the overall rating indicated in the above table it is clear that the minimum rating found is 6.00 and the maximum rating is 30.00 and the average rating is found to be 15.3.

It is found that dual duties, lack of proper training, poor risk taking capacity and indifferent attitude of the society are the major socio economic constraints faced by the rural women entrepreneurs.

### Financial Constraints

Finance is a most important aspect of any business. The financial constraints faced by women entrepreneurs taken for the study is as follows surety/security, high rate of interest, very long procedure and not sufficient amount for assistance.

Descriptive analysis is used to study the mean rating for the financial constraints faced by the rural women has been measured by using five point scales, the rating have been assigned as 5 for 'very high', 4 for 'high' 3 for 'moderate', 2 for 'low' and 1 for 'very low'. The minimum rating is assigned as 1 and the maximum rating is assigned as 5. The mean rating have been found out for each of the financial constraints are given in the following table.

**Table 2- Opinion of the Respondents on Financial Constraints Faced in the Business – Descriptive Statistics**

Financial Constraints	N	Range	Minimum	Maximum	Sum	Mean	SD
Surety/ Security	250	,4.00	1.00	5.00	578.00	2.31	1.01
High rate of interest	250	4.00	1.00	5.00	637.00	2.54	.90
Very Long procedure	250	4.00	1.00	5.00	677.00	2.70	.86
Not sufficient amount for assistance	250	4.00	1.00	5.00	677.00	2.70	1.00
<b>Valid N (listwise)</b>	<b>250</b>						

**Source: primary data**

It is observed from the above table that high mean rating (2.70) is found for very long procedure and not sufficient amount for assistance, followed by high rate of interest (2.54), the least score(2.31) is found for surety/security. The standard deviation value is low (0.86) for very long procedure. It implies that the respondents have highly agreed that very long procedure is the major financial constraint faced by the rural women entrepreneur. From the overall rating indicated in the above table it is clear that the minimum rating found is 4.00 and the maximum rating is 20.00 and the average rating is found to be 10.25.



It is found that very long procedure, not sufficient amount for assistance are the major financial constraints faced by rural women entrepreneurs.

### Production Constraints

Production Constraints faced by maximum women are lack of adequate power supply, lack of technical assistances, inadequate appliances, difficult in processing raw materials, and skilled labour problem

Descriptive analysis is used to study the mean rating for the production constraints Faced by the rural womenis measured by using five point scale, the rating have been assigned as 5 for 'very high', 4 for 'high' 3 for 'moderate', 2for 'low' and 1 for 'very low'. The minimum rating is assigned as 1 and the maximum rating is assigned as 5. The mean rating have been found out for each of the production constraints are given in the following table.

**Table 3– Opinion of the Respondents on Production Constraints Faced in Business**

Production Constraints	N	Range	Minimum	Maximum	Sum	Mean	SD
Lack of adequate Power supply	250	4.00	1.00	5.00	546.00	2.18	1.11
Lack of technical assistances	250	4.00	1.00	5.00	601.00	2.40	.98
Inadequate appliances	250	4.00	1.00	5.00	645.00	2.58	.87
Difficult in processing raw materials	250	4.00	1.00	5.00	664.00	2.65	.97
Skilled labour problem	250	4.00	1.00	5.00	664.00	2.65	.99
<b>Valid N (listwise)</b>	<b>250</b>						

Source: primary data

It is observed from the above table that high mean rating (2.65) is found for difficulty in processing raw materials and skilled labour problem, followed by (2.58) for inadequate appliance and (2.40) for Lack of technical assistances. The least score (2.18) is found for non-availability of raw materials.From the overall rating indicated in the above table it is clear that the minimum rating found is 5.00 and the maximum rating is 25.00 and the average rating is found to be 12.46.

It is found that difficulty in processing raw materials and skilled labour problem are the major production constraints faced by rural women entrepreneurs.

### Marketing constraints

During the process of marketing of products women entrepreneurs faced certain constraints like, Indifferent attitude of customers, availability of spurious products, long distance to market, lack of information on changing market condition, delay payment, inadequate publicity, high cost price, high competition and method of price fixing.

Descriptive analysis is used to study the mean rating for the marketing constraints faced by the rural women entrepreneurs is measured by using five point scales, the rating have been assigned as 5 for 'very high', 4 for 'high' 3, for 'moderate', 2for 'low' and 1 for 'very low'. The minimum rating is assigned as 1 and the maximum rating is assigned as 5. The mean rating have been found out for each of the marketing problems are given in the following table.

**Table 4– Opinion of the Respondents on MarketingConstraints Faced in Business**

Marketing Constraints	N	Range	Minimum	Maximum	Sum	Mean	SD
Indifferent attitude of customers	250	4.00	1.00	5.00	496.00	1.98	1.03
Availability of spurious product	250	4.00	1.00	5.00	569.00	2.27	.91
Long distance to the market	250	4.00	1.00	5.00	616.00	2.46	.88
Lack of information on changing market	250	4.00	1.00	5.00	634.00	2.53	.86
Delay payments	250	4.00	1.00	5.00	649.00	2.59	.92



Inadequate publicity	250	4.00	1.00	5.00	662.00	2.64	.91
High cost price	250	4.00	1.00	5.00	695.00	2.78	.87
High Competition	250	4.00	1.00	5.00	695.00	2.78	.98
Method of price fixing	250	4.00	1.00	5.00	690.00	2.76	1.03
<b>Valid N (list wise)</b>	<b>250</b>						

Source: primary data

It is observed from the above table that high mean rating (2.78) is found for high cost price and high competition, method of price fixing (2.76), inadequate publicity (2.64), delay payments (2.59), lack of information on changing market condition (2.53), followed by long distance to the market (2.46) and availability of spurious product (2.27). The least score is found for indifferent attitude of customers (1.98). The standard deviation is value is low (0.87) for high cost price, it implies that the respondents have highly agreed that high cost price is the major constraints faced by respondents in marketing.

From the overall rating indicated in the above table it is clear that the minimum rating found is 9.00 and the maximum rating is 45.00 and the average rating is found to be 22.76

It is found that high cost price, high competition, method of price fixing and inadequate publicity are the major marketing constraints faced by rural women entrepreneurs.

### Suggestion

- Vocational training to be extended to women community that enables them to understand the production process and production management.
- Skill development to be done in women's polytechnics and industrial training institutes. Skills are put to work in training-cum-production workshops.
- Activities in which women are trained should focus on their marketability and profitability.
- Making provision of marketing and sales assistance from government part.
- The financial institutions should provide more working capital assistance both for small scale venture and large scale ventures.
- Industrial estates could also provide marketing outlets for the display and sale of products made by women.
- A Women Entrepreneur's Guidance Cell set up to handle the various problems of women entrepreneurs all over the state.
- District Industries Centers and Single Window Agencies should make use of assisting women in their trade and business guidance.
- More governmental schemes to motivate women entrepreneurs to engage in small scale and large-scale business ventures.

### Conclusion

Women entrepreneurs should endeavour to always check and review their marketing strategy regularly. They should analyse the market condition, according to the demand, competition and customers need and revise the strategies accordingly. Variety of product has to be introduced, since it will help them to increase the sale. Training programs by government or women organisations has to be organized to develop professional competencies in managerial, marketing, financial, production process, procedural knowledge about availing financial assistance and handling legal issues. This will help the women to understand business better and solve the problems that evolve.

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