



## PROBLEMS OF WOMEN ENTREPRENEURS IN ANANTAPURAMU DISTRICT

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### **Abstract**

Entrepreneurship development among women can be reflected a possible approach to economic empowerment of women. Indian women are striking a balance between traditional and progressive values of the society in transition through playing dual responsibility at home and at the work place. In spite of the increasing number of women entrepreneurs, their participation remains inconsiderable and their share in the growth of national economy is significantly low, reason being the influence of rigid social attitudes and discriminating treatment towards women. Low mobility, high cost of production, low rate of achievement, shortage of finance, insufficient marketing facilities, shortage of raw materials and majorly the fulfilment of dual role at home and work place. Though women entrepreneurs possess good leadership qualities they do face many obstacles influenced by social and financial factors. It is important to promote entrepreneurship among women to improve the economic situation of the women. A proper environment with support from society, primarily their own family, and government can solve many of the issues and as such, government has rolled out several initiatives and schemes to help women entrepreneurs to overcome the barriers. The present paper highlighted the problems of women entrepreneurs in Anantapuramu district.

**Key words:** *Women, Entrepreneur, Competition, Leadership.*

### **Introduction**

Women Entrepreneurship has a tremendous potential in empowering women and transforming society and it has been recognized as an important source of economic growth. The emergence of women on the economic scene as entrepreneurs is a significant development in the emancipation of women and securing them a place in the development of society. The potential of women has gradually changing and plays an important role in the improvement of economic status of the society. Entrepreneurship development is concerned with the study of entrepreneurial behaviour, the dynamics of business set-up, development and expansion of the enterprise. Women are a significant force in the entrepreneurial world, as they make a noteworthy contribution to the economic development, and women-owned businesses are critical to economic prosperity. A Women Entrepreneur is the one who starts business and run it successfully by taking all the risks and aiming to be successful. Women Entrepreneurship has crossed the stage of transition and it is finally in pace but it still has a long way to go to stand as successful one.

Women entrepreneur was described as “a confident, innovative and creative women capable of achieving self-economic independence individually or in collaboration, generates employment opportunities for others though initiating, establishing and running the enterprise by keeping pace with her personal family and social life”. The Economist explains that “educating more women in developing countries is likely to raise the productive potential of an economy significantly”. According to, The Female Poverty Trap 2001, Women Entrepreneurs means making the women self-reliant giving her the liberty to make choices in her life and providing her with information and knowledge to take decisions. Education and employment are the only two methods that can empower women. A women



entrepreneur is defined as an enterprise owned and controlled by women having a minimum financial interest of 51% of the capital and giving at least 51 per cent employment generated to women.

Entrepreneurship development among women can be reflected a possible approach to economic empowerment of women. Indian women are striking a balance between traditional and progressive values of the society in transition through playing dual responsibility at home and at the work place. In spite of the increasing number of women entrepreneurs, their participation remains inconsiderable and their share in the growth of national economy is significantly low, reason being the influence of rigid social attitudes and discriminating treatment towards women. Low mobility, high cost of production, low rate of achievement, shortage of finance, insufficient marketing facilities, shortage of raw materials and majorly the fulfilment of dual role at home and work place. Though women entrepreneurs possess good leadership qualities they do face many obstacles influenced by social and financial factors. It is important to promote entrepreneurship among women to improve the economic situation of the women. A proper environment with support from society, primarily their own family, and government can solve many of the issues and as such, government has rolled out several initiatives and schemes to help women entrepreneurs to overcome the barriers.

### **Need for and relevance of the Study**

A major factor undermining women empowerment is that large proportion of women entrepreneurs and their status and development in any economy and the underlying factors i.e., motivating factors and inhibiting factors which are leading to their well being of the financial condition. The causes are geographical, social and economic which are often discussed by the economists. Any employment opportunities cannot be effective unless the financial condition can be established or improved.

### **Objectives**

1. To know the concept of women entrepreneurs
2. To analyse the problems of the women entrepreneurs

### **Methodology**

Random sampling method is adopted for the present study. Of all women enterprises in Ananthapur district, 3 major activities were listed i.e., granite units, food & agro based industries and silk power looms. These units are concentrated At Tadpatri, Ananthapur urban, Bukkarayasamudram, Dharmavaram, Hindupur and Somandepalli mandals. Out of the major enterprises- the researcher has selected 180 sample women entrepreneurs. Among these, each enterprise 60 sample respondents were selected in Anantapuramu district of Rayalaseema region.

Generally the small business enterprises have been establishing in local/rural areas and run by the single owner manager. And also majority of the owners of small business organization leaders were unable to read & write English, telugu and also hindi due to illiteracy or low educational levels of them.

In these reasons small enterprise leaders/managers do not have much awareness and knowledge about the enterprise especially women entrepreneurs. It is quite interestingly expressed that women are not freely community and move in the society so that there is no empowering society, politically and economically.



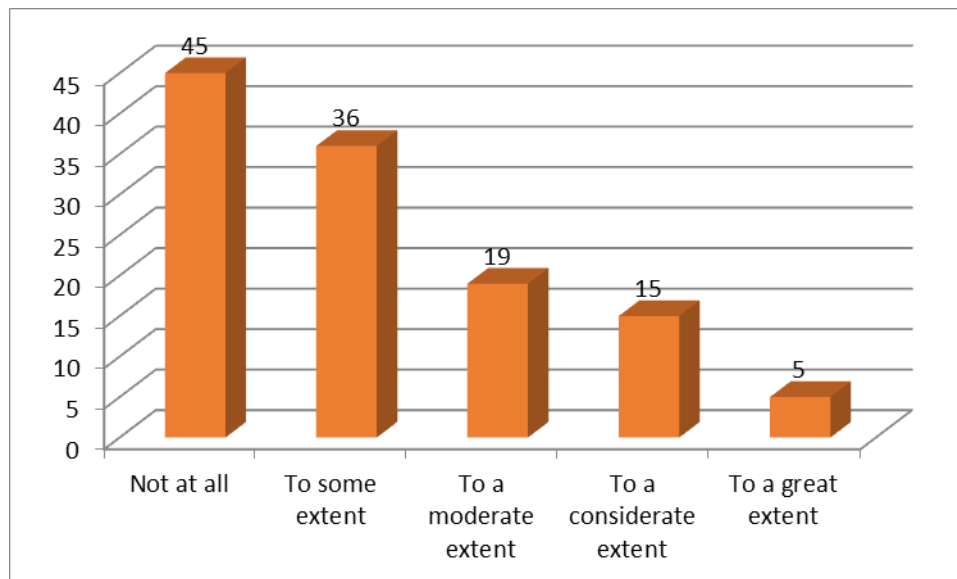
**Table -1. Problem of lack of Awareness and Knowledge for Women Entrepreneurs**

S. No	Firms	Lack of Awareness and Knowledge about enterprise					Total
		Not at all	To some extent	To a moderate extent	To a considerate extent	To a great extent	
1	Granite	13 (43.33)	11 (36.66)	1 (3.33)	3 (10.00)	2 (6.67)	30 (100)
2	Transport	11 (36.67)	9 (30.00)	2 (6.67)	8 (26.66)	0 (00.00)	30 (100)
3	Food & Agro Based Industries	2 (6.67)	14 (46.67)	7 (23.33)	4 (13.33)	3 (10.00)	30 (100)
4	Silk Power looms	19 (63.33)	2 (6.67)	9 (30.00)	0 (00.00)	0 (00.00)	30 (100)
	Total	45 (37.5)	36 (30)	19 (15.83)	15 (12.5)	5 (4.17)	120 (100)

Source: Field Survey

Here, the researcher has raised a statement like “lack of awareness and knowledge about the enterprise” is one of your problem and collected respondents at 5 point scale like (a) To a great extent (b) To a considered extent (c) to a moderate extent (d) To some extent (e) Not at all.

According to the above statement, Granite women entrepreneurs were not agreed and found to be ‘not at all’ with 43.33 percent and same extent opinion were given by 36.66 per cent in study . transportation and Silk power looms entrepreneurs were also expressed negative response on above statement, and food & agro based industries were stated to some what extent with 46.67 per cent in the study.





In male dominated society there is a less chance of female members to emerge as a women entrepreneurs. But economic conditions, needs and wants, silks, finance will motive to men and women – men will support women to fulfill their above desires effectively.

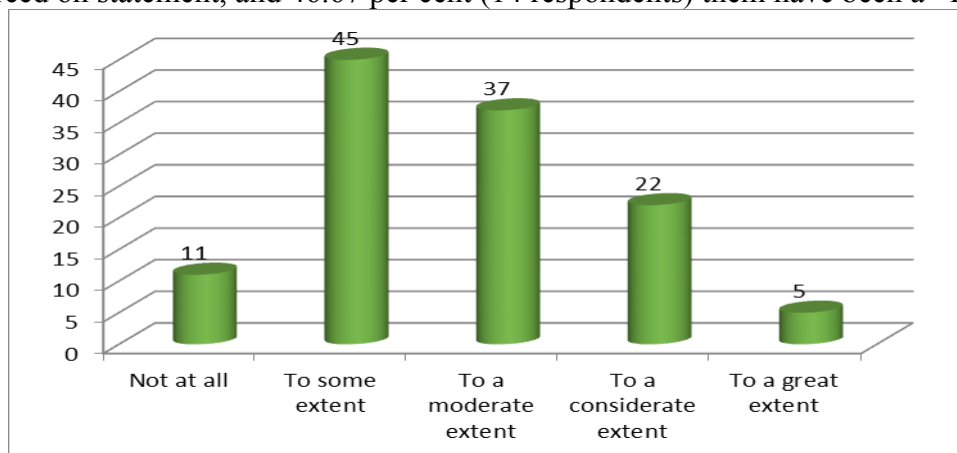
**Table- 2,Details of Women Entrepreneurs according to Non acceptance of their leadership in business**

S.No	Firms	Non acceptance of women’s leadership in business					Total
		Not at all	To some extent	To a moderate extent	To a considerate extent	To a great extent	
1	Granite	4 (13.33)	7 (23.33)	11 (36.67)	5 (16.67)	3 (10.00)	30 (100)
2	Transport	6 (20.00)	11 (36.67)	9 (30.00)	4 (13.33)	0 (00.00)	30 (100)
3	Food & Agro Based Industries	0 (00.00)	1 (3.33)	15 (50.00)	12 (40.00)	2 (6.67)	30 (100)
4	Silk Power looms	1 (3.33)	26 (86.67)	2 (6.67)	1 (3.33)	0 (00.00)	30 (100)
	Total	11 (9.17)	45 (37.5)	37 (30.83)	22 (18.33)	5 (4.17)	120 (100)

Source: Field Survey

Here the researcher raised a statement “are you agree non acceptance of female leadership”. After sought the opinion from the respondents by using five point scale- ‘To be moderate extent’ and it is indicate 36.67 per cent and to some extent is taken a place 23.33 per cent by the granite women entrepreneurs., the transportation entrepreneurs were expressed their opinion – to same extent- it messes they just agreed above statement with 36.67 per cent and also moderate & agreed with 30 per cent of women respondents.

The half of the sample women entrepreneurs who are belong to food & agro based industrial units are moderates agreed on statement, and 46.67 per cent (14 respondents) them have been a ‘Yes’ agreed.



It means they are really dominated criticized by same body in the society. Of silk power loom women entrepreneurs has stated their opinion that the 86.67 per cent same what extent in the study.



### Stiff Competition

In any business organization product or services have been facing problem from the same line of business organization. That is clearly known to every entrepreneur before starting their enterprise- i.e., competition the competition will take a position all business people will accept and then only survival their business organization.

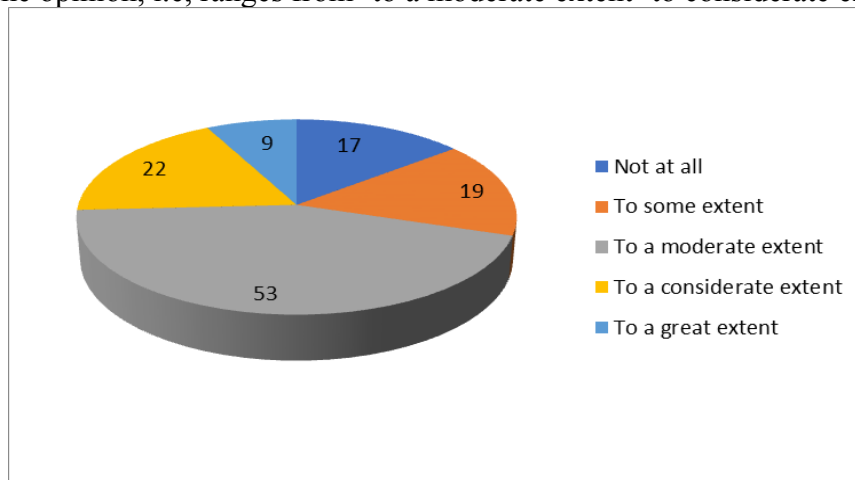
Where the competition will emerge all business organization will produce quality product, quality service with low price. It is indicated healthy business environment and also benefited to custom which product privets will come down in particular society.

**Table- 3,Sample Women Entrepreneurs details according to Stiff Competition**

S.No	Firms	Stiff competition among enterprises					Total
		Not at all	To some extent	To a moderate extent	To a considerate extent	To a great extent	
1	Granite	3 (10.00)	8 (26.67)	12 (40.00)	5 (16.67)	2 (6.66)	30 (100)
2	Transport	9 (30.00)	3 (10.00)	9 (30.00)	8 (26.67)	1 (3.33)	30 (100)
3	Food & Agro Based Industries	1 (3.33)	5 (16.67)	11 (36.67)	7 (23.33)	6 (20.00)	30 (100)
4	Silk Power looms	4 (13.33)	3 (10.00)	21 (70.00)	2 (6.67)	0 (00.00)	30 (100)
	Total	17 (14.17)	19 (15.83)	53 (44.17)	22 (18.33)	9 (7.5)	120 (100)

Source: Field Survey

In this concept the researcher calls to women respondents to present their opinion on “stiff competition”. Granite entrepreneurs was stated that 40 per cent among 30 respondent – to moderate extent, and 26.67 per cent were stated to same extent, while Transportation entrepreneurs 30 per cent of them have stated that there is no competition and same percentage of respondents were state moderately agreed, and 26.67 per cent of them to a considered extent, even food & agro based units leaders have also expressed same opinion, i.e, ranges from ‘to a moderate extent’ to considerate extent.





Who have been running managing of silk power looms by female leader’s perception on stated statement. They have been facing competition lie moderately that means there no high competition in their respective field.

It clearly concluded from the above table that average opinion of all select enterprise leaders that there is a moderate capitation in all respective business organization in the study area

### Marketing facilities

After effective implementation liberalization, privatization and globalization (LPG) through new Industries policy1991 there was drastic changes wre observed in industrialization in India. Especially small business organization point of view. There is < big problem have been facing by the small business organization product & service in Globalization.

It is negative impact on domestic product & services it was directly impact on nation GDP. These all reasons there is no sufficient fund provided to small business organization technology machineres, skill, knowledge and sufficient marketing facilities.

The researcher stressed on one of the problem & tender your opinion on “lack of sufficient marketing facilities” among small business organization product & service.

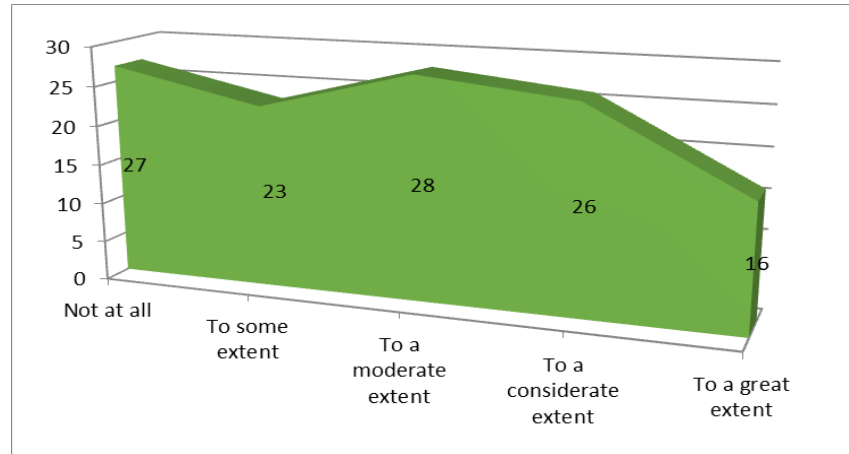
**Table -4,Lack of sufficient marketing facilities among Select Women Entrepreneurs**

S.No	Firms	Lack of sufficient marketing facilities					Total
		Not at all	To some extent	To a moderate extent	To a considerate extent	To a great extent	
1	Granite	3 (10.00)	10 (33.33)	7 (23.33)	9 (30.00)	1 (3.34)	30 (100)
2	Transport	13 (43.33)	8 (26.67)	5 (16.67)	4 (13.33)	0 ( )	30 (100)
3	Food & Agro Based Industries	2 (6.67)	1 (3.33)	11 (36.37)	10 (33.33)	6 (20.00)	30 (100)
4	Silk Power looms	9 (30.00)	4 (13.33)	5 (16.67)	3 (10.00)	9 (30.00)	30 (100)
	Total	27 (22.5)	23 (19.17)	28 (23.33)	26 (21.67)	16 (13.33)	120 (100)

Source: Field Survey

The Granite entrepreneurs were stated that they have been facing little problem while marketing their product in the market and it is reported that 33.33 per cent, and 30 per cent is considered the lack of marketing facilities by selling of Granite in the society.

Food and agro based units entrepreneurs were expressed that they are really facing problem while marketing their products and it is statistically evident that 53 per cent were highly accepted. In case of silk power loom entrepreneurs. 30 per cent of the is satisfied with marketing facilities and same percent of the respondents were given negative response in ATP.



It is clearly concluded from the above table that Transportation service provide has been satisfying their marketing facilities and rest of them are not satisfied – because of impress the facilities for marketing their products & services.

### Conclusions

A major factor undermining women empowerment is that large proportion of women entrepreneurs and their status and development in any economy and the underlying factors i.e., motivating factors and inhibiting factors which are leading to their well being of the financial condition. The causes are geographical, social and economic which are often discussed by the economists. Any employment opportunities cannot be effective unless the financial condition can be established or improved.

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