

## Constraints faced by women entrepreneurs and suggestions for strengthening the entrepreneurial capabilities

M N Swathi Mounika, P L R J Praveena, V Jyothi and D Ramesh

Department of Agricultural Extension, Acharya N G Ranga Agricultural University,  
Agricultural College, Bapatla-522101, Andhra Pradesh, India

### ABSTRACT

Entrepreneurship is an essential pre-requisite to initiate the process of economic development especially for the developing countries like India. Women entrepreneurship plays a crucial role in a country's economic growth and contributes greatly to the prosperity. Development of any nation has economic, social and political dimensions and it is considered inclusive only when the development of women who constitute about 50 per cent of total population, is achieved. A woman entrepreneur is a risk-taker who pursues personal goals while contributing to family and societal well-being. The study was conducted in Konaseema district of Andhra Pradesh to analyse the constraints faced by women entrepreneurs and document their recommended strategies for enhancing their entrepreneurial capacities to overcome these Constraints. Data was collected from 120 respondents with the help of well-structured interview schedule during the year 2024. *Ex-post facto* research design was used for the study. The obtained data was analysed by using Garrett ranking. Inadequate working capital (I), dual duties (II), non-availability of skilled workers (III), High labour cost (IV), Poor knowledge in financial management (V) were being the major constraints faced by women entrepreneurs. Some major suggestions drawn from the women entrepreneurs were organizing training programmes (I), providing loans at low rate of interest (II), providing subsidies for purchasing processing units/improved machinery (III) for women owned enterprises.

**Keywords:** *Constraints, Entrepreneurship, Suggestions and Women entrepreneurs.*

The rise of women entrepreneurs is a significant recent development, empowering them to secure a place in society and drive economic growth. Most of the women entrepreneurs faced by women entrepreneurs were gender inequality, lack of education, problem of finance (Siddiqui, 2012). Despite facing unique challenges, women possess strengths like hard working nature, patience, and effective communication. Entrepreneurship offers rural women a promising solution in order to generate self-employment, contribute to family income, and utilize local resources. Women entrepreneurs can significantly contribute to GDP and social change, but their numbers remain low in India due to societal expectations and cultural barriers. Key drivers for women's entrepreneurship include skill, knowledge, and adaptability. As women's economic participation increases, so does their contribution to household income and economic development. Hence the present study was undertaken with an objective to find out the constraints and elicit suggestions for

strengthening the entrepreneurial capabilities of women entrepreneurs.

### MATERIAL AND METHODS

The research study was instigated in four mandals Viz. Atreyapuram, Ravulapalem, Kothapeta and Mandapeta of Konaseema district of Andhra Pradesh during the year 2023-2024. *Ex Post Facto* research design was followed. A door-to-door survey of 120 households was conducted to assess the socio-economic status, awareness, and capacity building of women among other factors. During the survey period, relevant information was gathered from participants through a series of questions, providing valuable insights for this study. Konaseema district was selected for the study purposively owing to the large number of rural women engaged in entrepreneurial activities and it is well known as hotspot for many value added products. A total number of eight villages with two representative villages from each mandal *i.e.*, Atreyapuram and

**Table-1 Constraints faced by women entrepreneurs**

S.No	Problems	Garrett Score	Rank
1	Lack of cooperation from family members	32.44	X
2	Inadequate working capital	70.66	I
3	Poor knowledge in financial management	46.77	V
4	Dual duties	69.29	II
5	Lack of social contacts	34.72	IX
6	High labour cost	55.69	IV
7	Low sale price for the product	40.19	VIII
8	High cost of inputs	46.36	VI
9	Lack of market information	40.75	VII
10	Non-availability of skilled worker	58.09	III

Narkedamilli from Atreyapuram mandal, Ravulapalem and Ubalanka from Ravulapalem mandal, Kothapeta and Kandriga from Kothapeta mandal, Mandapeta and Dwarapudi from Mandapeta mandal were purposively selected. From each of the selected villages, 15 respondents were selected by following simple random sampling procedure, thus making a total of 120 respondents. Information was gathered through literature review, expert consultations, and discussions. The statistical procedure Garrett ranking was used for processing the data. The data was quantified in terms of the number of respondents who gave the rank based on the importance. Garret's formula for converting ranks into per cent is given below, Percent position =  $100 (R_{ij} - 0.5) / N_j$

Where,

$R_{ij}$  = Rank given for the  $i^{\text{th}}$  item by  $j^{\text{th}}$  respondents

$N_j$  = Number of items ranked

## RESULTS AND DISCUSSION

Table 1 clearly presents the constraints faced by women entrepreneurs which were ranked according to their score. The constraints faced in the rank order were inadequate working capital (70.66) followed by dual responsibilities (69.29), non-availability of skilled workers (56.09), high labour cost (55.69), poor knowledge in financial management (46.77), high cost of inputs (46.36), lack of market information' (40.75), low sale price for the product (40.19), lack of social contacts (34.72) and lack of cooperation from family members (32.44). This results were not in line with the findings of Basit *et al.* (2020).

Women entrepreneurs suffer a lot in raising and meeting the financial needs of the business because of

lack of own funds and resources. Women entrepreneurs face substantial barriers in accessing loans, stemming from rigid regulatory norms, insufficient credit history, and entrenched gender disparities. This results in inadequate funding being cited as the major hindrance by most respondents, highlighting the urgency for tailored financial interventions and gender-sensitive policies to bridge the financing gap. Hence, there is a need to educate them on modalities for formation into self-help groups and schemes available for women entrepreneurs by organizing training programmes. The rural societies were male dominated and as an entrepreneur, the women had to take the dual responsibilities of both home and business and this might be the reason for most of the respondents ranking this constraint in II order. The constraint in the order was non-availability of skilled labour as the labour after getting experience in the enterprise left the enterprise as they were expecting higher wages or to establish their own enterprises like dairying, boutiques, and preparation of pickles.

High labour costs, lack of knowledge in financial management, high cost of inputs, lack of market information, low sale price were some other constraints faced by the women entrepreneurs. Labour problem can be overcome to certain extent by installing improved machinery. New techniques of production, attractive packing, publicity for the products were some of the measures to promote the sales and compete the sales with other enterprises. Hence, there was a need to organize training programmes in the vicinity of the village and upgrade t knowledge and skills of the entrepreneurs by KVKs or FTC.

**Table 2 Suggestions for strengthening the entrepreneurial capabilities of women entrepreneurs.**

S. No.	Suggestions	Garrett Score	Rank
1	Providing subsidies for purchasing processing units/improved machinery for women owned enterprises	52.56	III
2	Creating awareness on government schemes	42.47	VI
3	Exposure visits for outdoor exposure	43.94	V
4	Organizing training programmes	68.25	I
5	Providing loans at low rate of interest	63.15	II
6	Organizing personality improvement workshops for increasing the confidence level of women	45.96	IV
7	Improving transport facilities	30.63	VII

It was evident from the Table 2, that among all the suggestions offered by women entrepreneurs to overcome the constraints faced by them, the major suggestion was organizing training programmes (68.25) followed by providing loans at a low rate of interest (63.15), providing subsidies for purchasing processing units or improved machinery for women owned enterprises (52.56), organizing personality improvement workshops for increasing the confidence level of women (45.96), arranging exposure visits for outdoor exposure (43.94), creating awareness on government schemes (42.47) and improving transport facilities (30.63).

Majority of the respondents expressed that training programmes must be conducted for imparting skills in entrepreneurial activities and to develop management skills. Though the CTRI KVK is conducting on campus training programmes for the women, most of the women entrepreneurs were unable to attend as it was situated far off from the villages. So, necessary steps must be taken by the DRDA to organize the training programmes at the village itself involving master trainers. Other important suggestions given by the respondents were providing subsidy for purchasing the processing units and to reduce the rate of interest on loans so that the investment costs could be reduced. The entrepreneurs had to be encouraged to form into self-help groups so that they can avail the schemes. To empower rural respondents, particularly women entrepreneurs, rural banks, Financial Training Centers (FTCs), District Rural Development Agencies

(DRDAs), and Agricultural Technology Management Agencies (ATMAs) should organize personality development classes and exposure visits to successful enterprises. These initiatives will foster self-confidence, entrepreneurship skills, and motivation, bridging the gap between potential and success. Last in the rank order was providing good transport facilities which can be solved by group action and involving local panchayat.

#### LITERATURE CITED

- Basit A, Wong S, Hassan Z and Sethumadhavan S 2020** Entrepreneurial Success: Key Challenges Faced by Malaysian Women Entrepreneurs in 21st Century. *International Journal of Business and Management*. 15(9): 122-138.
- Lakshmi Devi C 2019** Marketing behaviour of women agripreneurs in Kadapa district of Andhra Pradesh. *M.Sc. (Ag.) Thesis*. Acharya N. G. Ranga Agricultural University, Guntur.
- Siddeswari G K 2018**. A Study on women entrepreneurship through self-help groups in Andhra Pradesh. *Ph.D. Thesis*. Acharya N. G. Ranga Agricultural University, Guntur, India.
- Siddiqui A B 2012**. Problems encountered by women entrepreneurs in India. *International Journal of Applied Research & Studies*. 1(2): 01-11.