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## Problems faced by women entrepreneurs in Telangana state

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### Abstract

In the world over 1/3rd of the entrepreneurial ventures are run by woman entrepreneurs. Women entrepreneurs play a vital role and women entrepreneurship is gaining importance in light of economic development. Women are getting opportunities in the entrepreneurship as well as they are facing challenging also. The present study attempts to identify the problems faced by women entrepreneurs while running an enterprise. A total of 180 respondents selected for the study from Adilabad, Sangareddy and Rangareddy districts of Telangana state. From each districts 60 respondents were selected. The study revealed that multiple responsibilities, stiff competition, lack of information were the major problems faced by women entrepreneurs.

**Keywords:** women entrepreneurs, entrepreneurship, challenges, problems and obstacles

### Introduction

Government of India defined that "A woman entrepreneur is defined as an enterprise owned and controlled by a woman having a minimum financial interest of 51 per cent of the capital and giving at least 51.00 per cent of the employment generated in the enterprise to women". There are an estimated 13.5 million to 15.7 million women-owned and controlled enterprises are creating direct employment for 22 million to 27 million people in India (Women Entrepreneurship in India report, 2019). Women entrepreneurship around the globe and India is booming. There are many opportunities in entrepreneurship and public and private organizations are encouraging women to take up new ventures. Along with the opportunities, there are many more problems, barriers for women entrepreneurs who undertake business. In India women entrepreneurs facing various problems such as financial deficit, marketing product, health problem, lack of awareness on Govt. schemes, education, training, leadership were the major problems faced by women entrepreneurs (Pharm and Sritharan (2013) [1].

### Materials and Methods

The study was conducted in three districts of Telangana state i.e Adilabad, Sangareddy and Rangareddy districts. From each district 60 respondents were selected, thus a total of 180 respondents were selected purposefully. The data were collected by personal interview method with the help of a structured schedule. The collected data were analyzed using Statistical Package for the Social Sciences (SPSS), version 16.0 software.

### Results and Discussion

Table 1 exhibits the various problems faced by women entrepreneurs while running their enterprise. It was observed from Adilabad district that, majority of the respondents opined that multiple responsibilities was their major problem with 68.33 per cent, followed by stiff competition (58.33%), lack of information (46.67%), scarcity of raw material (45.00%), financial problems (40.00%), worker issues (36.67%), lack of experience (35.00%), marketing of products (30.00%), lack of education (26.67%) and non-co-operation by family members (25.00%).

Considering Sangareddy district, majority (65.00%) of the respondents expressed that multiple responsibilities was their major problem, followed by stiff competition (46.67%), lack of information (41.67%), scarcity of raw material (40.00%), financial problems and worker issues (31.67%), lack of experience (30.00%), non-co-operation by family members (21.67%), marketing of products (20.00%) and lack of education (18.33%).

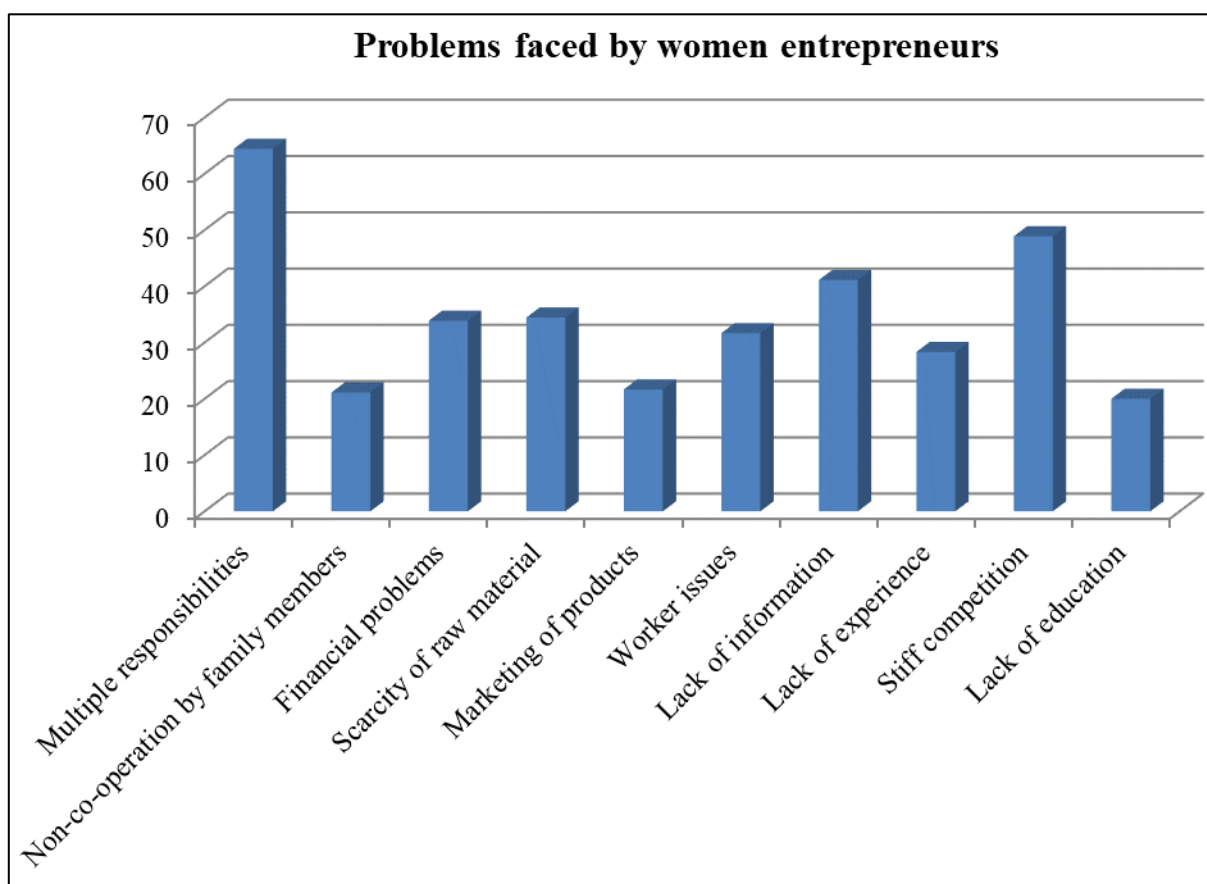
Further in Rangareddy district, majority (60.00%) of the respondents opined that multiple responsibilities was their major problem, followed by stiff competition (41.67%, lack of information (35.00%), financial problems (30.00%),

worker issues (26.67%), lack of experience (20.00%), scarcity of raw material (18.33%), non-co-operation by family members (16.67%), marketing of products and lack of education (18.33%) respectively,

**Table 1:** Problems faced by women entrepreneurs

S. No	Problems	Adilabad (n1=60)		Sangareddy (n2=60)		Rangareddy (n3=60)		Total (n=180)	
		%	R	%	R	%	R	%	R
1	Multiple responsibilities	68.33	I	65.00	I	60.00	I	64.44	I
2	Non-co-operation by family members	25.00	X	21.67	VII	16.67	VIII	21.11	IX
3	Financial problems	40.00	V	31.67	V	30.00	IV	33.89	V
4	Scarcity of raw material	45.00	IV	40.00	IV	18.33	VII	34.44	IV
5	Marketing of products	30.00	VIII	20.00	VIII	15.00	IX	21.67	VIII
6	Worker issues	36.67	VI	31.67	V	26.67	V	31.67	VI
7	Lack of information	46.67	III	41.67	III	35.00	III	41.11	III
8	Lack of experience	35.00	VII	30.00	VI	20.00	VI	28.33	VII
9	Stiff competition	58.33	II	46.67	II	41.67	II	48.89	II
10	Lack of education	26.67	IX	18.33	IX	15.00	IX	20.00	X

Figures in parentheses indicate percentage



**Fig 1:** Problems faced by women entrepreneurs

Out of the total population, it was observed that majority (64.44%) of the respondents revealed that multiple responsibilities was their major problem while running their enterprises, followed by stiff competition (48.89%), lack of information (41.11%), scarcity of raw material (34.44%), financial problems (33.89%), worker issues (31.67%), lack of experience (28.33%), marketing of products (21.67%), non-co-operation by family members (21.11%) and lack of education (20.00%).

Siddiqui (2012) [2] identified women's family obligations, gender inequality, problem of finance, low-level risk taking attitude and the male - female competition were the major problems faced by the women entrepreneurs. Suresh and

Kumar (2016) [3] revealed that majority of the respondents faced shortage of finance problem, followed by stiff competition, scarcity of raw materials, technology and market knowledge, absence of entrepreneurial aptitude, lack of education, shortage of power and high cost of production were identified as major problems faced by women entrepreneurs.

**Conclusion**

It can be concluded that, multiple responsibilities, stiff competition, lack of information were the major problems faced by women entrepreneurs. Dual kind of duties such as having responsibility for children, home and other family

members are the building block to them in a way towards their entrepreneurial activities. Stiff competition not only among women but also with male entrepreneurs is another major problem faced by them. Women entrepreneurs have to face a stiff competition with the men entrepreneurs who thinks that women are physically weak and lesser confident to be able to shoulder the responsibility of entrepreneur. This gender bias is another major problem faced by the women entrepreneurs. Scarcity of raw materials, financial problems, worker issues were the other problems faced by them. This could be resolved by providing financial assistance to them and creating awareness on loans and subsidies provided for them. Non-co-operation by the family members is discouraging women to participate in business hence support and encouragement from family members should be given to succeed women in the business.

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