

# Problems Encountered by the Women Entrepreneurs of MSMEs in SPSR Nellore District

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**Abstract-**Women entrepreneurship has been recognized as one of the important foundations for the economic progress. Women entrepreneurs are creating the new jobs for themselves and also for others and provide different solutions to the management, organisation and business problems. Women entrepreneurs are the women who initiate a business, gather all resources, take risks, face challenges, provide employment to others and manage the business independently. The importance of female entrepreneurship for economic development is widely recognized. Women entrepreneurs are in the minority and they have to face many obstacles on their journey. Women entrepreneurs often face gender-based barriers to starting and growing their businesses, like discriminatory property, matrimonial and inheritance laws and/or cultural practices; lack of access to formal finance mechanisms; limited mobility and access to information and networks, etc. Besides, the women entrepreneurs are facing difficulties while getting loans, Problem of Raw material, Problem with Competition, Marketing problems, Problem of Finance and Problem of Labour in the study area. In this paper, an attempt is made to find out the problems of women entrepreneurs of MSMEs in Nellore District.

**Keywords:** Women Entrepreneurs, Entrepreneurship, MSMEs (Micro, Small and Medium Enterprises).

## INTRODUCTION

In a developing country like India, the role and importance of Micro, Small, and Medium Enterprises are very significant towards poverty eradication, employment generation, rural development and creating regional balances in the promotion and growth of various development activities. It is necessary to utilize the given resources to the optimum extent to ensure better standards of living for the people and to attain sustained growth in any economy. Women entrepreneurship has been recognized as an important source of economic growth. Women entrepreneurs create new jobs for themselves and others and also provide to society with different solutions to management, organisation and business problems. Women entrepreneurs often face gender-

based barriers to starting and growing their businesses, like discriminatory property, matrimonial and inheritance laws and/or cultural practices; lack of access to formal finance mechanisms; limited mobility and access to information and networks, etc.

Women entrepreneurs are the women who initiate a business, gather all resources, take risks, face challenges, provide employment to others and manage the business independently. The importance of female entrepreneurship for economic development is widely recognized. Women entrepreneurs are in the minority and they have to face many obstacles on their journey.

## REVIEW OF LITERATURE

Sharma K. L. (2018) in his book Entrepreneurial Performance in Role Perspective investigated the rising example of growth of entrepreneurs, their performance and problems. Against the foundation of government help with different structures, entrepreneurs and their problems call for sincere consideration, for the solid and supported financial growth of Indian society. The examination was directed to handle some hypothetical and methodological issues worried about the investigation of the entrepreneurial job of similarity and to toss light on some connected parts of entrepreneurial growth in the territory of Uttar Pradesh. The investigation exposed the absence of reaction of entrepreneurs to the offices made accessible by the government. One may get a kick out of the chance to investigate its reasons, which might be recognized as the insufficiency of entrepreneurs, the lacking terms and states of the offices, the ineffectualness of the foundations giving the offices, and the inefficiency of the personnel employed in it.

Prasanthi Goyal (2019) in her study, the increasing presence of women as entrepreneurs has led to the change in the demographic characteristics of business and economic growth of the country. Women-owned businesses enterprises are playing a prominent role in society inspiring others and generating more

employment opportunities in the country. There is a need for sustainable growth of women entrepreneurs, to promote a balanced growth in the country and Start-ups. India is committed to strengthening the women entrepreneurship ecosystem through policies and initiatives and creation of enabling networks.

Narendranath Singh (2020) in his study World over one-third of the entrepreneurial ventures is run by women entrepreneurs. Due to economic progress, better access to education, urbanization, spread of liberal and democratic cultures and recognition by society, there has been a spurt in woman entrepreneurship in India. Special incentives and drives have been created in India to bolster the growth of women entrepreneurs. Schemes like Startups India and Standup also make special case to promote entrepreneurial drive among women. Gradually but steadily, world over, women entrepreneurs have emerged as successful entrepreneurs while earning many accolades for themselves.

Vital Chandra (2021) Development of Women Entrepreneurship in India-An investigation of public and projects uncovers that financial factors are influencing the women entrepreneurs. The discoveries about financial factors influencing the women entrepreneurs are as under (1) As far as the time of women entrepreneurs is concerned, larger part of the entrepreneurs is young and have all the power and time to seek after their dare to see them completely grown. (2) Majority of women did not have a place with business families. They were young entrepreneurs who took the challenge without anyone else activity and inspiration. (3) Marital status or family ties in greater part of the cases did not meddle essentially in proceeding with the endeavour (4) About 60 percent entrepreneurs had experienced some training before beginning their undertaking (5) Religion astute appropriation demonstrated lion's share having a place with Hindu religion. (6) Majority of the entrepreneurs did not have any involvement in any business adventures before beginning their own business.

**OBJECTIVES OF THE STUDY**

The main objective of this paper is to study the problems encountered by the women entrepreneurs of MSMEs in SPSR Nellore district.

**SAMPLING**

Primary data is collected from the selected Women Entrepreneurs of MSMEs in SPSR Nellore district from three administrative revenue divisions, viz. Nellore, Gudur and Kavali. A random sample of 10 per cent of total 4012 Women Entrepreneurs in the district is chosen equals to 400 units (rounded off) covering all categories of Women Entrepreneurs units belonging to different groups and different product lines in MSMEs. In selecting the sample enterprises, the researcher is adopted “Stratified Random Sampling without Replacement”.

*Sector-wise problems encountered by the Women Entrepreneurs of MSMEs*

Table 1 reveals that the sector wise problems faced while getting loan by women entrepreneurs of MSMEs in SPSR Nellore District. It can be seen from the table in micro enterprises, while getting loan by women entrepreneur problem faces by security reason were 32 (18.50 percent), bank employee was 36 (20.81 percent), by group members were 50 (28.90 percent) and by government regulations were 55 (31.79 percent) out of 173 sample women entrepreneurs.

Table 1-Problems encountered by Women Entrepreneurs while getting loans in the District

S. No	Face problem while getting loan to Women Entrepreneurs	Micro Enterprise	Small Enterprise	Medium Enterprise	Total
1	Security reason	32 (18.50)	27 (21.43)	21 (20.79)	80 (20.00)
2	Bank employee	36 (20.81)	33 (26.19)	26 (25.74)	95 (23.75)
3	By Group members	50 (28.90)	36 (28.57)	24 (23.76)	110 (27.50)
4	By Government regulations	55 (31.79)	30 (23.81)	30 (29.70)	115 (28.75)
Total		173 (100)	126 (100)	101 (100)	400 (100)
X <sup>2</sup> Value = 1.5276, Sig at 5 percent Level 15.507					

Note: Figures in parenthesis represent the percentages  
Source: Field Survey

In small enterprises, while getting loan by women entrepreneur problem faces by security reason were 27 (21.43 percent), bank employee was 33 (26.19 percent), by group members were 36 (28.57 percent), and by government regulations were 30 (23.81 percent) out of 126. In medium enterprises, while

getting loan by women entrepreneur problem faces with security reason were 21 (20.79 percent), bank employee was 26 (25.74 percent), by group members were 24 (23.76 percent) and by government regulations were 30 (29.79 percent) out of 101.

In the Chi-Square results, table value of Chi-Square at 5 percent level of significance for 8 degree of freedom is 15.507. Calculated value is 1.5276. Calculated value is less than the table value, it can be accepted the null hypothesis. It may be concluded that there is goodness of fit. There is significance in problems encountered while getting loans by women entrepreneurs of MSMEs.

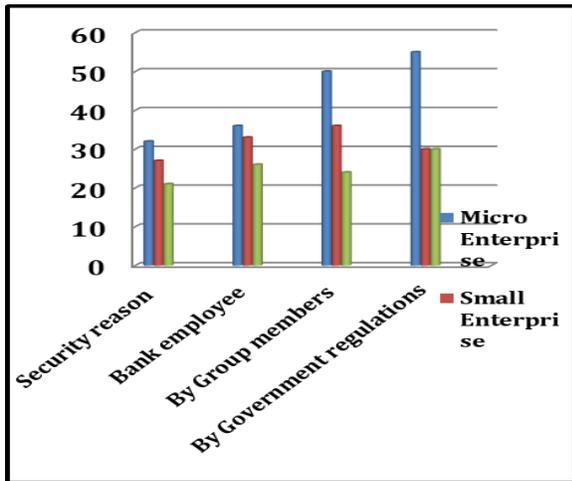


Fig 1 Face problem while getting loan to Women Entrepreneurs of MSMEs

Sector-wise Problem of Raw material of Women entrepreneurs of MSMEs

Table 2 describes the sector wise problem of raw material of women entrepreneurs of MSMEs in SPSR Nellore District. Women entrepreneurs are problem facing with raw material i.e., not available in required quantity, high price and not good quality. In micro enterprises, not available in required quantity was 52 (30.06 percent), high price was 65 (37.57 percent) and not good quality 56 (32.37 percent) out of 173 sample entrepreneurs. In small enterprises, not available in required quantity was 52 (41.27 percent), high price was 44 (34.92 percent) and not good quality 30 (23.81 percent) out of 126 sample entrepreneurs. In medium enterprises, not available in required quantity was 41 (40.59 percent), high price was 25 (24.75 percent) and not good quality 35 (34.65 percent) out of 101 sample entrepreneurs. The women entrepreneurs face the majority problem with not available in required quantity.

Table 2-Sector-wise Problem of Raw material encountered by Women entrepreneurs of MSMEs in SPSR Nellore District

S. No	Problem of Raw material	Micro Enterprise	Small Enterprise	Medium Enterprise	Total
1	Not available in required quantity	52 (30.06)	52 (41.27)	41 (40.59)	145 (36.25)
2	High price	65 (37.57)	44 (34.92)	25 (24.75)	134 (33.50)
3	Not good quality	56 (32.37)	30 (23.81)	35 (34.65)	121 (30.25)
Total		173 (100)	126 (100)	101 (100)	400 (100)

Note: Figures in parenthesis represent the percentages  
Source: Field Survey

Data taken from the Table 2, the ANOVA results' calculated value of F is 5.7190. Table value of F at 5 percent level of significance for 2.6 degree of freedom is 5.1433. As the calculated value is more than the table value, rejected the null hypothesis. It can terminate that there is a significant difference in the sector wise problem of raw material faced by women entrepreneurs of MSMEs.

Variation	Sum of Square	Degree of Freedom	Mean Square	F-Value	P-value	Table value
V1	890.8889	2	445.4444	5.7190	0.0407	5.1433
V2	467.3333	6	77.8889			
Total	1358.222	8				

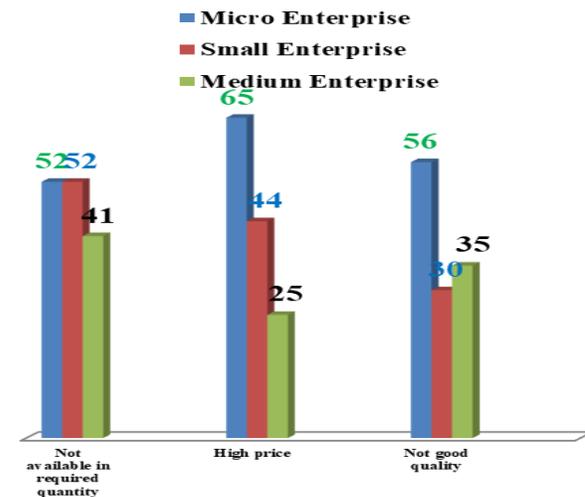


Fig 2 Problem of Raw material of Women entrepreneurs of MSMEs

Sector-wise Problem of Competition encountered by women entrepreneurs

Table 3 exhibits that the sector wise women entrepreneurs faced the problem of competition by women entrepreneurs of MSMEs in SPSR Nellore District. Out of 173 micro enterprises, competition from large units IMNCs were 55 (31.79 percent), competition from imported substitutes were 50 (28.90 percent), established small scale units in other regions were 36 (20.81 percent) and, well-established small-scale units in the region were 32 (18.50 percent). Out of 126 sample entrepreneurs, competition from large units IMNCs were 30 (23.81 percent), competition from imported substitutes were 36 (28.57 percent), established small scale units in other regions were 33 (26.19 percent), and well-established small-scale units in the region were 27 (21.43 percent). Out of 101 sample entrepreneurs, competition from large units IMNCs were 30 (29.70 percent), competition from imported substitutes were 21 (20.79 percent), established small scale units in other regions were 26 (25.74 percent and well-established small-scale units in the region were 24 (23.76 percent).

Table 3 Sector-wise Problem of Competition encountered by the women entrepreneurs of MSMEs in SPSR Nellore District

S. No	Problem with Competition	Micro Enterprise	Small Enterprise	Medium Enterprise	Total
1	Competition from large units IMNCs	55 (31.79)	30 (23.81)	30 (29.70)	115 (28.79)
2	Well-established small-scale units in the region	50 (28.90)	36 (28.57)	24 (23.76)	110 (27.50)
3	Established small scale units in other regions	36 (20.81)	33 (26.19)	26 (25.74)	95 (23.75)
4	Competition from imported substitutes	32 (18.50)	27 (21.43)	21 (20.79)	80 (20.00)
Total		173 (100)	126 (100)	101 (100)	400 (100)

Note: Figures in parenthesis represent the percentages

Source: Field Survey

As from the Table 3, the ANOVA results', calculated value of F is 6.6743. Table value of F at 5 percent level of significance for 2.9 degree of freedom is 4.2565. As

the calculated value is bigger than the table value, we reject the null hypothesis. It can finish that there is significant difference in problem with competition of the Women Entrepreneurs of MSMEs.

ANOVA:

Variation	Sum of Square	Degree of Freedom	Means Square	F-value	P-value	Table value
V1	668.1667	2	334.0833	6.6743	0.0167	4.2565
V2	450.5	9	50.0556			
Total	1118.6667	11				

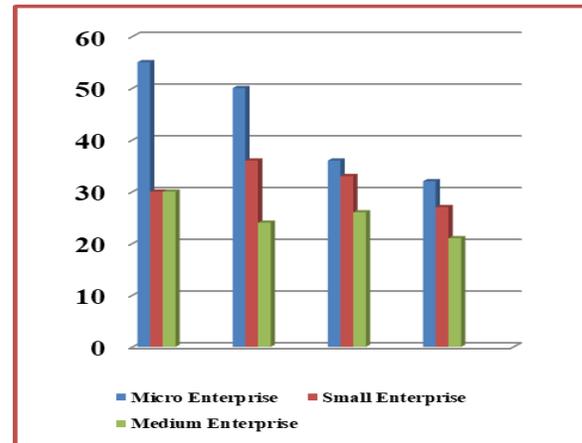


Fig 3 Problem with Competition women entrepreneurs of MSMEs

Sector-wise Marketing Problems Encountered by Women Entrepreneurs of MSMEs

Table 4 reveals that the sector-wise marketing problems faced by women entrepreneurs of MSMEs in SPSR Nellore District. There are so many marketing problems faced by the MSME women entrepreneurs i.e., Competitors reaction, In-efficient sales force, High cost of marketing, Inadequate sales promotion, Customer resistance, Inferior quality, Ineffective after sales service, improper distribution strategy, untimely introduction of product, Governmental regulations, like levy and High cost of advertisement.

Out of 173 micro enterprises, faced by the marketing problems, competitors reaction was 22 (12.72 percent), insufficient sales force and high cost of marketing and Ineffective after sales service was 20 (11.56 percent), inadequate sales promotions was 19 (10.98 percent), customer resistance was 11 (6.36 percent), untimely introduction of product was 10 (5.78 percent), inferior quality was 16 (9.25 percent), improper distribution strategy was 13 (7.51 percent), Governmental regulations was 12 (6.94 percent), and

High cost of advertisement was 10 (5.78 percent). Out of 100 sample entrepreneurs in Small Enterprises, faced by the competitors reaction was 15 (11.91 percent), insufficient sales force was 18 (14.29 percent), high cost of marketing was 15 (11.91 percent), inadequate sales promotions was 13 (10.32 percent), customer resistance was 12 (9.52 percent), inferior quality was 11 (8.73 percent), Ineffective after sales service was 10 (7.94 percent), improper distribution strategy and Governmental regulations was 9 (7.14 percent), untimely introduction of product was 10 (7.94 percent), and High cost of advertisement was 4 (3.18 percent). Out of 100 sample entrepreneurs in Medium enterprises, faced by the competitors reaction was 12 (11.88 percent), insufficient sales force was 13 (12.87 percent), high cost of marketing was 12 (11.88 percent), inadequate sales promotions was 11 (10.89 percent), customer resistance was 10 (9.90 percent), inferior quality and Ineffective after sales service was 9 (8.91 percent), improper distribution strategy was 7 (6.93 percent), Governmental regulations was 8 (7.92 percent), and High cost of advertisement was 4 (3.96 percent).

Table 4-Sector-wise Marketing problems encountered by women entrepreneurs of MSMEs

S. No	Marketing problems	Micro Enterprise	Small Enterprise	Medium Enterprise	Total
1	Competitors reaction	22 (12.72)	15 (11.91)	12 (11.88)	49 (12.25)
2	In-efficient sales force	20 (11.56)	18 (14.29)	13 (12.87)	51 (12.75)
3	High cost of marketing	20 (11.56)	15 (11.91)	12 (11.88)	47 (11.75)
4	Inadequate sales promotion	19 (10.98)	13 (10.32)	11 (10.89)	43 (10.75)
5	Customer resistance	11 (6.36)	12 (9.52)	10 (9.90)	33 (8.25)
6	Inferior quality	16 (9.25)	11 (8.73)	9 (8.91)	36 (9.00)
7	Ineffective after sales service	20 (11.56)	10 (7.94)	9 (8.91)	39 (9.75)
8	Improper distribution strategy	13 (7.51)	9 (7.14)	7 (6.93)	29 (7.25)
9	Untimely introduction of product	10 (5.78)	10 (7.94)	6 (5.94)	26 (6.50)

10	Governmental regulations, like levy. Etc.	12 (6.94)	9 (7.14)	8 (7.92)	29 (7.25)
11	High cost of advertisement	10 (5.78)	4 (3.18)	4 (3.96)	18 (4.50)
Total		173 (100)	126 (100)	101 (100)	400 (100.0)

Note: Figures in parenthesis represent the percentages  
Source: Field Survey

Data taken from the table 4, to analyse the ANOVA results, calculated value of F is 8.3870. Table value of F at 5 percent level of significance for 2.3 degree of freedom is 3.3158. As the calculated value is bigger than the table value, we reject the null hypothesis. It can close that there is significant difference in sector-wise marketing problems women entrepreneurs of MSMEs.

Variation	Sum of Square	Degree of freedom	Means Square	F-Value	P-value	Table value
V1	242.9697	2	121.4848	8.3870	0.003	3.3158
V2	434.5455	30	14.4848			
Total	677.5152	32				

Sector-wise Problem of Finance encountered by women entrepreneurs of MSMEs

Table 5 shows that the sector wise problem of finance faced by the women entrepreneurs of MSMEs in SPSR Nellore District. In micro enterprises that there are so many finance problems faced by the women entrepreneurs like Shortage of fixed Capital and Shortage of Working Capital was 42 (24.28 percent), Increase in product Cost was 35 (20.23 percent), Delays in realization of bills was 34 (19.65 percent) and Un-favourable trade terms was 20 (11.56 percent) out of 173 sample enterprises.

In small enterprises, Shortage of fixed Capital was 33 (26.19 percent), Shortage of Working Capital 30 (23.81 percent), Increase in product Cost was 24 (19.05 percent), Delays in realization of bills was 21 (16.67 percent) and Un-favourable trade terms was 18 (14.29 percent) out of 126 sample enterprises.

In Medium enterprises, Shortage of fixed Capital was 26 (25.74 percent), Shortage of Working Capital 24 (23.761 percent), Increase in product Cost was 21 (20.79 percent), Delays in realization of bills was 16 (15.84 percent) and Un-favourable trade terms was 14 (13.86 percent) out of 101 sample enterprises.

Table 5-Sector-wise Problem of Finance faced by women entrepreneurs of MSMEs

S. No	Problem of Finance	Micro Enterprise	Small Enterprise	Medium Enterprise	Total
1	Shortage of fixed Capital	42 (24.28)	33 (26.19)	26 (25.74)	101 (25.25)
2	Shortage of Working Capital	42 (24.28)	30 (23.81)	24 (23.76)	96 (24.00)
3	Increase in product Cost	35 (20.23)	24 (19.05)	21 (20.79)	80 (20.00)
4	Delays in realization of bills	34 (19.65)	21 (16.67)	16 (15.84)	71 (17.75)
5	Un-favourable trade terms	20 (11.56)	18 (14.29)	14 (13.86)	52 (13.00)
Total		173 (100)	126 (100)	101 (100)	400 (100)

Note: Figures in parenthesis represent the percentages

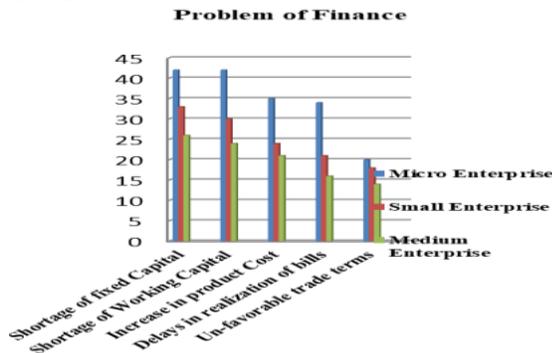
Source: Field Survey

From the table 5 to analyse the ANOVA results calculated value of F is 4.4966. Table value of F at 5 percent level of significance for 2.12 degree of freedom is 3.8853. As the calculated value is greater than the table value, we reject the null hypothesis. It can conclude that there is significant difference in sector wise problem of finance faced by the women entrepreneurs of MSMEs.

ANOVA:

Variation	Sum of Square	Degree of freedom	Means Square	F-Value	P-value	Table value
V1	488.9333	2	244.4667	4.4966	0.0349	3.8853
V2	652.4000	12	54.3667			
Total	1141.3333	14				

Fig 4 Problem of Finance to women entrepreneurs of MSMEs



Sector-wise Problem of Labour faced by the Women entrepreneurs of MSMEs

Sector-wise Problem of Labour faced by Women entrepreneurs of MSMEs in SPSR Nellore District presented in Table 6. Out of 173 micro enterprises, many labour problems faced by the women entrepreneurs similar to; non-availability of skilled labour was 42 (24.28 percent), non-availability of casual labour was 45 (26.01 percent), Demand for high wages was 36 (20.81 percent), Low productivity / Low efficiency was 28 (16.18 percent) and Absenteeism was 22 (12.72 percent).

Table 6-Sector-wise Problem of Labour encountered by Women entrepreneurs of MSMEs in SPSR Nellore District

S. No	Problem of Labour	Micro Enterprise	Small Enterprise	Medium Enterprise	Total
1	Non-availability of skilled labour	42 (24.28)	32 (25.40)	26 (25.74)	100 (25.00)
2	Non-availability of casual labour	45 (26.01)	26 (20.63)	19 (18.81)	90 (22.50)
3	Demand for high wages	36 (20.81)	24 (19.05)	22 (21.78)	82 (20.50)
4	Low productivity / Low efficiency	28 (16.18)	21 (16.67)	19 (18.81)	68 (17.00)
5	Absenteeism	22 (12.72)	23 (18.25)	15 (14.85)	60 (15.00)
Total		173 (100)	126 (100)	101 (100)	400 (100)

Note: Figures in parenthesis represent the percentages

Source: Field Survey

Out of 126 small enterprises, non-availability of skilled labour was 32 (25.40 percent), non-availability of casual labour was 26 (20.63 percent), Demand for high wages was 24 (19.05 percent), Low productivity / Low efficiency was 21 (16.67 percent) and Absenteeism was 23 (18.25 percent). Out of 101 medium enterprises, non-availability of skilled labour was 26 (25.74 percent), non-availability of casual labour and Low productivity / Low efficiency was 19 (18.81 percent), Demand for high wages was 22 (21.78 percent), and Absenteeism was 15 (14.85 percent). Eventually, a majority labour problem faced by the women entrepreneurs' non-availability of skilled labour with 100 (25 percent).

From the table 6, to analyse the ANOVA results calculated value of F is 6.3534. Table value of F at 5 percent level of significance for (2.12) degree of freedom is 3.8853. As the calculated value is larger than the table value, we reject the null hypothesis. It can conclude that there is significant difference in Problem of Labour of Women entrepreneurs of MSMEs.

ANOVA

Variation	Sum of Square	Degree of Freedom	Means Square	F-value	P-value	Table value
V1	534.5333	2	267.2667	6.3534	0.0131	3.8853
V2	504.8	12	42.0667			
Total	1039.3333	14				

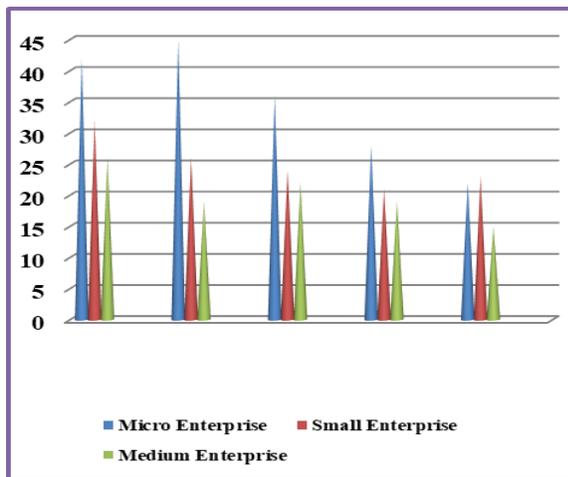


Fig 5 Problem of Labour of Women entrepreneurs of MSMEs

CONCLUSION

It is concluded that the Women from various classes and societal backgrounds are now welcomed with open arms in the MSME sector, which once overflowed with businessmen. In India, the introduction of several government incentives for women entrepreneurs has prompted more women to step forward. Both state and central government programs are included. The MSMEs in India are facing a tough situation due to extreme competition from large industries. Though Globalization has increased competitiveness in Indian women entrepreneurs of MSMEs to certain extent, Indian women entrepreneurs of MSMEs are not adequately prepared to compete with the global players. There has been a definite change in attitude of the Government

from protection to promotion of the women entrepreneurs of MSMEs. The Govt. has taken several policy initiatives but needs to ensure proper co-ordination and implementation of such schemes. The women entrepreneurs of MSMEs must convert the threats of globalization into opportunities through increased productivity, product diversification, supply chain management, Research and Development activities. It is suggested that, the government and the district authorities should take measures to reduce all the above problems through providing skill development programmes and technical support through advisors to women entrepreneurs in the study area.

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