

Empirical Study of Problems of Self Help Group Women Entrepreneurs in Small-Scale Industries in Tribal Region

Abstract

Self Help Group(SHG) is an organization of rural poor, particularly of women that delivers micro credit to undertake the entrepreneurial activity. Entrepreneurship development and income generating activities are a feasible solution for empowering women. Group of individuals who are generally below the poverty line, are pooled together for generating income through small business activities. It is challenging for both men and women to start and sustain a business enterprise. Women either individually or in a group face unique challenges, and the same is more prominent in tribal region. Women entrepreneurship in small-scale industries in tribal region through SHG is different from non-tribal region largely. The social conditioning and the environment in the form of age-old isolation, hostile geographical conditions and feudal exploitation have influenced significantly the structure and functioning of group women in tribal region. Further, the major reason for the backwardness of women entrepreneurs is their dual responsibility towards family, society and works. The attitude of the society towards them and constraints under which they live and work are hostile. The objective of this study was to investigate the problems of SHG women entrepreneurs in small-scale industries in Koraput, an under developed district of Odisha and to suggest measures to overcome these problems for furtherance of entrepreneurship.

Key Words Entrepreneurship, Women Entrepreneur, Self Help Group, Problems

Introduction

The success of any strategy for economic development needs complete mobilization and utilization of a country's human and other resources. Women who constitute half of our population can provide an answer to the country's need for dynamic and innovative entrepreneurs in this 21st century, which has opened floodgates for major industrial investments in an era of liberalization and globalization. Entrepreneurship is the process of creating value by pooling together a package of resources to exploit an opportunity. The very essence of the concept, therefore, requires the existence of economic opportunity, sympathetic cultural forces, supportive government action and above all, strong personal qualities and traits. Not all these have been gender neutral.

Entrepreneurship is a necessary condition for economic development. Joseph A. Schumpeter was of the view that the rate of economic progress of a nation depends upon its rate of innovation, which in turn depends on the rate of increase in the entrepreneurial talent in the population. He considered economic development as a "discrete technological change". Such changes in economic life are not forced upon it outside but arise by its own initiative within (Schumpeter, 1967). Development does not occur spontaneously as a natural consequence when economic conditions in some sense are right. A catalytic agent is needed. This catalyst is "entrepreneur" (Meier and Baldwin, 1957).

Women entrepreneurship is the process where women organize a business or industry and provide employment opportunities to others. Women entrepreneurs can engage in both unorganized and organized sectors. Of the various schemes to reduce poverty and promote the gainful employment, the more attractive scheme with less finance is "Self Help Group(SHG)". It is a tool to remove poverty and improve the rural development. "An SHG is a small, economically homogeneous and affinity group of rural poor voluntarily formed to save and mutually agree to contribute common fund to be lent to its members as per group decision for their socio-economic development"(NABARD). The origin of SHGs is from

P.Gahan

Post Graduate Department of
Business Administration
Sambalpur University,
Jyotivihar, Sambalpur.
Odisha, India



Bibhuti Bhusan Lenka

Senior Lecturer in Commerce
Aeronautics College,
Sunabeda, Koraput, Odisha,
India

the brainchild of Grameen Bank of Bangladesh, which was founded by Mohammed Yunus. SHGs were started and formed in 1975. In India NABARD took the initiative in 1986-87. But the real effort was taken after 1991-92 by the linkage of SHGs with the banks. SHGs are working in demographic manner. The upper limit of members in a group is restricted to 20 among them a member is selected as president and another as secretary. The group members meet every week. They discuss about the group savings, rotation of group funds, bank loan, social and community action programmes.

Self-help group can take a lead in any of the income generating activities by which group members can get employment and enhance their family socio-economic status. The group provides a platform to women for income generation with co-operative and mutual helping attitude by setting small-scale enterprises. Despite the abundance of raw materials especially in small-scale sector, Koraput is still an industrially backward district. Therefore, it needs a group of dedicated real entrepreneurs. Can women as a group come up and fill the gap?

Statement of the Problem

Women constitute about half of our human resources. Both men and women of working age constitute the main strength of economic development of a nation. Women's role cannot be isolated from the framework of development (Boserup, 1970). This has been rightly recognized in all international forums and in official policies of the Govt. of India.

However, after six decades of independence the position of women has not been improved in our country in spite of the pledge made by the constitution of India for equality of status and opportunities. Literacy rate of women remains at the level of 53.7 percent as against 75.3 percent of their counterparts as per 2001 census. As per the provisional estimates of 2011, it is 65.46 percent as against 82.14 (Census India, 2001 and 2011).

As per the report on employment and unemployment survey 2011-12 published by Govt. of India Ministry of Labour and employment it is distressing to observe that the females in India, particularly in urban areas have very low Labour Force Participation rate. Based on usual principal status approach, only 17.9 percent of the females in urban areas are in the labour force, i.e., either employed or available for employment, as against 73.3 percent males in the urban areas. Despite such low Labour Force Participation Rate among the urban females, the rate of unemployment is as high as 12.5 percent as against 3.4 percent for urban males. Similarly, 28 percent of the females in rural areas are in the labour force as against 78.5 percent males. The rate of unemployment is as high as 5.6 percent as against 2.7 percent for males.

Odisha continues to be the forerunner in poverty and backwardness. In 2001 census, Odisha is presented as the poorest state based on below poverty line (BPL). Koraput has the distinction of being one of the largest districts of Odisha and higher concentration of tribal population. The total tribal population of district is 5, 85,830 which constitute

almost 50 percent of its total population. Despite having stupendous bounty of natural resources, Koraput lags behind economically. About 85 percent of the workforce is engaged in agriculture without having any access to the scientific methods of farming. As women are hard working and responsible in Koraput as compared to men, they join in the form of SHG to start enterprises in a small scale against the possible constraints. The problems and constraints experienced by women entrepreneurs restrict the expansion of women entrepreneurship particularly in a tribal area, which needs further research.

Brief Review of Literature

A few studies have been carried out pertaining to the entrepreneurship through SHG women:

Kuratko and Richard (2001) stated that entrepreneurship is the dynamic process of creating incremental wealth. This wealth is created by individuals who take the major risks in terms of equity, time and career commitment of providing value to some products or Services. The product or service itself may or may not be new or unique but value must somehow be infused by the entrepreneur by securing and allocating the necessary skill and resources. The delivery of micro finance to the poor is smooth, effective and less costly if they are organized into SHGs. SHG is promoting micro enterprise through micro-credit intervention. Micro enterprise is an effective instrument of social and economic development. The micro finance is agenda for empowering poor women.

Dogra, B. (2002) stated that for the purpose of the study he took SHG in villages of Sarsawa and Sadhavli, Kadim Block (Sataraapur district of UP). The SHGs of these areas were organized by DISHA, a voluntary organization. In these areas, the moneylenders exploit the women and they are forced to pay a compound interest of 5 percent per month. Therefore, DISHA has organized several SHGs to uplift the rural women of these areas and rupees 5000 was arranged, by this NGO for the SHG women and they have taken various steps for prompt repayment of loans by the SHG women. However, the author has not mentioned about other problems.

Patnaik, S. (2003) reveals that SHGs are continuously striving for a better future for rural women as participants, decision-makers and beneficiaries in the domestic, economic, social and cultural spheres of life. But due to certain constraints like gender inequality, exploitation, women suffer for which various SHGs are not organized properly and effectively. Members in SHG agree to save regularly and convert their savings into a common fund and to use this common fund for management and business activities.

Rao, S.P. (2007) observed in his study that poverty and illiteracy are the basic reasons of the low rate of women entrepreneurship in our country. The educational level and professional skills also influence women participation in the field of enterprise. We are providing education to the women but not providing professional education. If we look in the professional schools we find that there is a very few number of

women students. If we analyze rural - urban ratio of enrolled women in professional education we realize that there are very few rural female students enrolled in this type of education. Even parents are not ready to send their daughters for undergoing professional education. Sometimes it happens., however, that many women taking the training by attending the entrepreneurial development programme do not have an entrepreneurial bent of mind.

Kadhavilal, A. and Premavatha, D.N. (2008) in their article titled "Govt. Initiatives for women entrepreneurial Development in Tamilnadu" published in Kurukshetra mentioned that women owned businesses have the potential to make significant contribution to job creation and economic growth. Economic empowerment of women will allow the women to grow on their own strength. The authors have explained the different schemes those are playing an important role in Tamilnadu. They have also mentioned that the total number of SHGs and different programmes conducted by the SHGS .But they have not mentioned anything about their socio-economic status and constraints faced by them.

Sigh,P. (2009) Stated that development of the society is directly related with the Income Generation Capacity of its members with agriculture, as the key income generation activity the entrepreneurship on farm and home can directly affect the income of a major chunk of our population. The growth of modernization processes such as industrialization, technical change; urbanization and migration further encourage it. Entrepreneurship on small scale is the only solution to the problems of unemployment and proper utilization of both human and non-human resources and improving the living condition of the poor masses.

There is dearth of studies in exploring the problems of SHG women entrepreneurs in the tribal region. The present study attempts to analyze the problems encountered by such entrepreneurs in small-scale industries in Koraput, a tribal dominated district of Odisha.

Scope of the study

This study is a descriptive one and aims at understanding the problems encountered by SHG women entrepreneurs in Koraput District of Odisha.

Objectives of the study

The study focuses on:

1. To analyze the problems encountered by the SHG women entrepreneurs of Koraput
2. To priorities the problems for emphasizing on their solution
3. To suggest possible measures for solving the problems

Hypothesis of The Study

The study tests the following hypothesis:

1. Problems encountered by SHG women entrepreneurs affect entrepreneurship.

Methodology

(a) Area of the Study

This study makes an analysis of the problems of SHG women entrepreneurs in Koraput district of Odisha. Koraput is a tribal dominated district of Odisha of which about 50 percent of total population is scheduled tribes as per 2001 census.

The district also holds a unique position at the central level as a beneficiary of the Koraput, Bolangir and Kalahandi (KBK) project.

(b) Period of the Study

The study covers a period of ten years ending on 31 March 2012.

(c)Sample Design

According to the list of registered SSI units in District Industries Centre (DIC), Jeyore, Koraput by, the end of 31 March 2012, 32 units are in operation by women Self Help Groups (SHG). Present study takes into consideration all the 32 SHG women operated enterprises and from each SHG three respondents the President, the Secretary and one member have been taken into consideration for the purpose of collecting data, making the number to 96. These 96 group women of 32 units will be referred to as the sample units of the study.

(d) Collection of data

Primary data have been collected by the help of a structured schedule and through personal interview of the group members. Secondary data have been collected from old official records, census reports, district handbook, published works, books, journals, newspapers etc.

(e)Tools of analysis

The collected data have been analyzed using percent analysis and chi-square test. Summary tables have been prepared to make the data processing and tabulation easier using the **IBM SPSS version 20**.

Limitations

1. The study covers only Koraput district of Odisha. Hence, the findings of the study are applicable to this district only.
2. The study is based on the perceptions of the women entrepreneurs and their contemporary views on the prevailing conditions that may change with the change of times.

Problems Encountered By SHG Women Entrepreneurs

The SHG entrepreneurs face various types of problems at different stages of starting and operating a business unit. The study attempts to enlist the important problems faced by the respondents in Koraput and seeks to test whether such problems affect entrepreneurship or not. The problems were rated in a five-point Likert scale by the respondents as strongly disagree, disagree, non-committal, agree and strongly agree to assess the perception of the respondents to a particular problem. The respondents were then asked to rank all the problems, which have been prioritized using Henry Garrett's ranking technique. A detailed analysis of all such problems is given in table 1.1.

Table 1.1
Problems encountered by SHG women entrepreneurs

Sl. No	Problem	Strongly disagree	Disagree	Non-committal	Agree	Strongly agree	Total	χ^2	D.F	Sig.
1	Social constraints	6 [6.3]	21 [21.9]	16 [16.7]	30 [31.3]	23 [24.0]	96 [100]	16.004	4	.002
2	Personal problems	8 [8.3]	24 [25.0]	8 [8.3]	33 [34.4]	23 [24.0]	96 [100]	24.938	4	.000
3	Gender discrimination	5 [5.2]	36 [37.5]	21 [21.9]	14 [14.6]	20 [20.8]	96 [100]	26.813	4	.000
4	Educational deficiency	7 [7.3]	30 [31.3]	13 [13.5]	23 [24.0]	23 [24.0]	96 [100]	17.333	4	.002
5	Insufficient properties and finance	10 [10.4]	33 [34.4]	10 [10.4]	17 [17.4]	26 [27.4]	96 [100]	21.396	4	.000
6	Managerial problem	5 [5.2]	26 [27.1]	28 [29.2]	27 [28.1]	10 [10.4]	96 [100]	24.521	4	.000
7	Low risk taking capacity	8 [8.3]	19 [19.8]	19 [19.8]	41 [42.7]	9 [9.4]	96 [100]	36.708	4	.000
8	Lack of entrepreneurial aptitude	5 [5.2]	20 [20.8]	25 [26.0]	17 [17.7]	29 [30.2]	96 [100]	17.542	4	.002
9	Lack of training	12 [12.5]	30 [31.3]	9 [9.4]	27 [28.1]	18 [18.8]	96 [100]	17.438	4	.002
10	Improper marketing channel	9 [9.4]	37 [38.5]	14 [14.6]	19 [19.8]	17 [17.7]	96 [100]	23.583	4	.000
11	Shortage of raw materials	6 [6.3]	27 [28.1]	7 [7.3]	29 [30.2]	27 [28.1]	96 [100]	28.167	4	.000
12	Production problem	7 [7.3]	26 [27.1]	20 [20.8]	32 [33.3]	11 [11.5]	96 [100]	22.229	4	.000
13	Challenges of competition	6 [6.3]	19 [19.8]	18 [18.8]	43 [44.8]	10 [10.4]	96 [100]	43.063	4	.000
14	Lack of information	5 [5.2]	21 [21.9]	17 [17.7]	24 [25.0]	29 [30.2]	96 [100]	17.125	4	.002

Source: Computed from own survey

Result and Discussion

A detailed discussion of all such problems is given below:

▪ **Social constraints**

In our men dominating society women entrepreneurs are seen with suspicious eyes. Situation in rural areas is too worse. Women suffer from male reservations about entrepreneurship. Traditionally the roles of women in India have been many- daughter, sister, wife, mother but rarely an entrepreneur. It is considered beneath their status for families to allow them to venture outside the home. Due to reproductive role ascribed to them and being workers of the 'care economy' women's role is that of providing love, care and nurturing to the family. This adds to constraints for the establishment of enterprise by women. Hence, it is hypothesized that:

Hypothesis - There is association between social constraints and women entrepreneurship.

Out of 96 SHG women members, 23 strongly agree and 30 simply agree. Hence, altogether 54.3percent of the SHG women say that they do face problem from social corner in carrying on entrepreneurial activities. 6.3 percent strongly disagree and 21.9 percent disagree with the issue. 16 remains non-committal. This indicates that group members do face the social hurdles in the district. Since, value of χ^2 is significant the hypothesis is valid.

▪ **Personal problem**

Mostly women feel that they are 'women' and less effective than men are. Secondly, Family and home maintenance is their moral duty. If they are engaged in work, how can they manage both or play a dual role. "Having primary responsibility for children, home and older dependent family members, few

women can devote all their time and energies to their business" (Starcher, 1996). Based on above, it is hypothesized that:

Hypothesis - Personal problems affect women entrepreneurship. 24 percent strongly agree and 33 percent simply agree. Hence, altogether 58.4 percent of the SHG women say that they do face problem on personal front in carrying on entrepreneurial activities. The percent of disagreed members is less. As the value of χ^2 is highly significant, women entrepreneurship and personal problems are not independent of each other.

• **Gender discrimination**

Women suffer from male reservations about their role, ability, capacity and are treated accordingly. Due to some taboos and restrictions, which are still prevalent in our society a woman is not getting enough support from her husband and family members to undertake any entrepreneurship. Due to the inherent gender inequalities, women have been relegated to the role of 'puppets' in the hands of men. Based on this the Hypothesis set is:

Hypothesis - Gender discrimination does hamper women entrepreneurship.

As regards the SHG women, the revelation is that. 42.7 percent are either strongly disagree or disagree that they do not face problem from their male counterparts in running a business enterprise. 20.8 percent strongly agree and 14.6 percent go with them on the issue. Overall, it is observed that women are affected by male members of the family and society in successful running of a business enterprise. As the value of χ^2 is significant, there is an association between the women entrepreneurship and gender disparity.

▪ **Educational deficiency**

Girl children are not allowed to study in many villages and also beyond a particular age thus contributing to their ignorance of opportunity for employment, development of skills, in learning the know-how or technological developments, awareness of the market functioning etc. In our society, more importance is given to educate male child as compared to female. This results in lack of schooling and vocational training of women. This has a direct effect on the preparation of viable project report. Many a time the application for the loan is rejected due to faulty preparation of the project report. Therefore, the next hypothesis is:

Hypothesis - Educational deficiency creates problems for women in setting up and smooth running of a business enterprise. 24 percent of the women strongly believe that education is required for success of business and the equal percent does support this. As majority favours education, as an important criterion in the growth of entrepreneurship and χ^2 is highly significant, it indicates that women entrepreneurship is highly dependent upon level of education.

▪ **Insufficient properties and finance**

Finance is the lifeblood of every business organization. The success or failure of small-scale entrepreneurs largely depends on the ability to arrange cheap, adequate and timely finance (Rashid Ali, 1995). Therefore, another problem faced by

SHG women entrepreneurs of the district is lack of access to funds, as they do not possess any tangible security and credit in the market. According to a report by the United Nations Industrial Development Organization (UNIDO), "despite evidence that woman's loan repayment rates is higher than men's, women still face more difficulties in obtaining credit". Further, they face problems in obtaining working capital for financing day-to-day operations of the enterprises. The chronic shortage of working capital leaves women entrepreneurs extremely vulnerable to competition and other emergencies. Hence, the hypothesis is:

Hypothesis - Insufficient properties and finance in the name of women do create obstacles for entrepreneurship. 27.1 percent of the SHG women strongly agree that lack of property in their names and sufficient bank balance have affected their business endeavours. 17 of Group women do agree with them. A larger section of the women entrepreneurs face the problem of inadequate finance and lack of tangible properties for which they are pulled down on many occasions. The hypothesis is valid due to significant value of χ^2 .

▪ **Managerial problem**

Women do have lack of confidence in their own capabilities. Since long women are accepting a subordinate status. They may not be expert in every managerial function of the enterprise. Although it is common with all entrepreneurs, women are particularly disadvantaged in this respect and this is more prominent in backward areas. Because, they have lower propensity of previous business experience. The support providers also discriminate against women entrepreneurs largely in providing these skills. Thus, the next hypothesis is:

Hypothesis - Women entrepreneurs do face managerial problem. 10.4 percent of the SHG women do strongly agree and 28.1 percent agree that they face managerial problem in running a business venture. However, only 5.2 percent of the SHG women strongly disagree and 26.1 percent disagree that lack of managerial skill is a problem of women entrepreneurs. As, the value of χ^2 is significant, the hypothesis that women entrepreneurs do face managerial problem is found valid.

▪ **Low risk taking capacity**

Women have lack of self-confidence and always feel that they may not be successful and hence hesitate to take risk. Entrepreneurship demands the key factors of (1) Innovation (2) Risk taking (3) Vision and (4) Organizing skill. They have comparatively a lesser ability to bear economic and functional risks because they lead a protected life. Some of them lack entrepreneurial initiative or specialized training. They are less educated and economically not self-sufficient. All these reduce their ability to bear risk involved in running an enterprise. Thus, the hypothesis is:

Hypothesis - Risk taking capacity of women entrepreneurs tends to be low.

Nine of the group women strongly agree and forty-one agree on the low risk taking capacity of the women entrepreneurs. They are of the opinion that because of low risk taking ability the women find it difficult to carry on entrepreneurial activities

successfully. As the value of χ^2 is significant, the hypothesis is sustained.

▪ **Lack of entrepreneurial aptitude**

One of the problems of women is the lack of entrepreneurial aptitude. Many of them are lacking with entrepreneurial bent of mind. The basic characteristics of an entrepreneur such as innovation, risk-bearing etc. are wanting in women entrepreneur. Need for achievement independence and autonomy are the pre-requisites for entrepreneurial success. However, their preconceived notions about their role, which inhibits achievement and independence, hold women back. In the absence of the required urge to achieve, women fail to succeed as entrepreneurs. The hypothesis is:

Hypothesis - Entrepreneurial aptitude is lacking with the women 30.2 percent of the SHG women strongly agree that lack of entrepreneurial aptitude creates problem in success of the enterprise. Similarly, 17.7percent of the group women also agree on this aspect. Overall analysis indicates that majority of the women agree on the fact that women have lack of entrepreneurial aptitude. The hypothesis set valid.

▪ **Lack of training**

Large numbers of women have no proper and sufficient technical and professional training to set-up new venture. It is a matter of concern that many women entrepreneurs in Koraput are not willing to leave their villages and attend training courses at the far off places. Lack of training programmes has created problem in taking up right kind of entrepreneurial mission. Hence, the hypothesis is:

Hypothesis - Lack of training affects entrepreneurship. It is evident that 18.8percent of the SHG women also strongly agree on this and 28.1percent of group women do express similar type of opinion. A sizable group of entrepreneurs disagree that training programmes do not affect entrepreneurship. In totality the observation is that there is need of training programmes for the very success of entrepreneurship and deficiency on this matter is really a great challenge in the success of a business enterprise in tribal areas. As, the value of χ^2 is significant, entrepreneurship and training are dependent.

▪ **Marketing problem**

Marketing is one of the vital aspects of any industry. If there is no market for the items produced by the industry, that industry cannot exist for a long time (Gupta, 1987). Generally, women entrepreneur have lack of marketing skills as compared to men. Sometimes market is far away from their resident so they could not directly connect with market. This problem is acute in rural and remote areas. Intermediary plays a role of bridge between the entrepreneur and consumer who eats a substantial amount of margin. The low-key market development efforts and error in marketing strategy keep the sales at low ebb affecting the growth of the unit. Heavy competition in the market, lack of mobility of women makes the dependence of women entrepreneurs on intermediaries indispensable. Therefore, the Hypothesis is:

Hypothesis – Improper marketing channel affects women entrepreneurship.

17.7percent of the SHG women expressed that they strongly agree that marketing is one of the major problems faced and 19.8 percent did express a similar feeling. However, the percent of disagreed members is higher. SHGs are able to sell their products or goods by the help of shops run by them. For them marketing is not a major problem.

▪ **Shortage of raw materials**

The material locally available is not adequate to satisfy the entire need of the enterprise. Knowledge of alternate source of raw materials availability and high negotiation skills are the basic requirement to run a business. Getting the raw materials from different sources with discounted prices is the factor that determines the profit margin. Lack of knowledge of availability of the raw materials and low- level of negotiation and bargaining skills are the factors that affect the success of SHG enterprises. Based on the above it is hypothesized that:

Hypothesis - Shortage of raw materials affects continuity of women operated enterprises.

28.1percent of group women strongly agreed that shortage of raw materials affects continuity of their production and business. Another 30.2 percent also agreed on this. The proportion of disagreed women is less. The hypothesis is found valid with the value of χ^2 .

▪ **Production problem**

Production in manufacturing enterprise involves coordination of a number of activities. While some of these activities are in the control of women, others are not. Improper coordination and delay in execution of any activity cause production problems. Inability of women entrepreneurs in tribal region to keep pace with latest advances in technology, acquisition and machinery utilization stand on the way of entrepreneurship. These problems result in increasing the cost of production and adversely affect the profitability of the unit. The hypothesis is:

Hypothesis - Women entrepreneurs are not free from hassles of production.

11.5percent of SHG women affirm strongly and 33.3percent of the group women agreed on the issue. Majority of the women entrepreneurs are of the opinion that the business is affected largely due to hassles of production. Therefore, the hypothesis is sustained.

▪ **Challenges of competition:**

The male-female competition is another factor that hinders women in the business process. Travelling across day and night and to distant locations are constraints with the women. Further, many of the women enterprises have imperfect organizational setup. They face stiff competition from organized industries and established entrepreneurs in making quality products at a reasonable cost and marketing the same. Hence the hypothesis is:

Hypothesis - Competition puts a challenge to women entrepreneurs.

10.4percent of group women strongly agreed that stiff competition from the men affects largely their production and business and 44.8percent of the latter also agreed on this. Thus, majority of women state that their enterprises are affected due to competition. The proportion of disagreed women is

less. The value of χ^2 suggests that women do face serious problem due to competition.

▪ **Lack of information**

Women entrepreneurs lack information regarding advance and innovative technology. Even they lack of knowledge regarding govt. policies, bank finance, training facilities, schemes run by the government, legal aspects involved not only at each step of starting the enterprise but for their development and expansion. Hence, they cannot widen their market. It is hypothesized that:

Hypothesis- Lack of information affects entrepreneurship.

It was asked to the respondents of the district that do they face any problem due to want of information. 30.2 percent of SHG women opine strongly and 25 percent of the group women agreed on the issue. Hence, Majority of the women entrepreneurs are of the opinion that the business is affected largely due to unavailability of timely information and the hypothesis is found valid.

Garrett's Ranking Technique of Prioritizing the Problems

The constraints and problems faced by SHG women in pursuing entrepreneurship are not equally important. Some have more weightage than others do. Hence, they were prioritized by using Henry Garrett's ranking technique in the following manner:

$$100 (R_{ij} - 0.5)$$

$$\text{Percent position} = \frac{\quad}{N_j}$$

Where,

R_{ij} = Rank given for the i^{th} item by the j^{th} respondent and

N_j = Number of items ranked by the j^{th} respondent

The percent position of each rank was converted into scores using Garrett's table. For each constraint, scores of individual respondents were added together and were divided by total number of respondents for whom scores were added. Thus, mean score for each constraint was ranked by arranging them in the descending order. The important problems confronted by the SHG women in Koraput have been ranked in Table 1.2

It is observed that the most important problem faced by them is insufficient properties and finance, which is followed by educational deficiency. Gender discrimination comes at third place and social constraints is the fourth major problem faced by group women. Lack of training is the fifth constraint encountered by the women, which is followed by personal problems. The other problems faced by the group women in order are shortage of raw materials, low risk taking capacity, improper marketing channel, challenges of competition, managerial problem along with several other problems. Production problem comes at the last place. The analysis reveals an important aspect that for SHG insufficient properties and finance is the matter of concern as many of them belong to below poverty line categories.

Table 1.2
Ranking of the problems faced by the SHG women entrepreneurs

Sl. No.	Problems	Total score	Garrett score (Mean)	Rank
1	Insufficient properties and finance	6294	64.52	I
2	Educational deficiency	5905	61.51	II
3	Gender discrimination	5654	58.9	III
4	Social constraints	5625	58.59	IV
5	Lack of training	5552	57.83	V
6	Personal problem	5479	57.07	VI
7	Shortage of raw material	5333	55.55	VII
8	Low risk taking capacity	4684	48.79	VIII
9	Improper marketing channel	4646	48.4	IX
10	Challenges of competition	4217	43.93	X
11	Managerial problem	3948	41.13	XI
12	Lack of entrepreneurial aptitude	3873	40.34	XII
13	Lack of information	3453	35.97	XIII
14	Production problem	3309	34.47	XIV

Source: Computed from own survey

Suggestions

The following suggestions are recommended to overcome the problems:

- Need to change negative social attitudes towards women by spreading this message in society that –“Progress of women is progress of family and society”.
- Need for “Better Time Management “to shoulder dual responsibilities of an entrepreneur and homemaker. The family members can also be involved in the business for sharing the burden.
- Need for coolness and persistent convincing to tide over the resistance from husband and family members at the time of setting up of venture.
- Curriculum change along with proper career guidance in educational institutions will shape the career of girl students to become capable for entrepreneurship. Practical knowledge needs to be given through “Skill Development Programmes” at school level.
- Success stories of women entrepreneurs from varied backgrounds need to be popularized through text books of Schools and Colleges.
- The women entrepreneurs feels the necessity of, “proper sheds and plots”, financial subsidies, adequate and proper transport facilities etc.It is recommended that necessary programmes for establishing and strengthening of the facilities like assistance of “venture capital, technical and expert’s assistance should be provided.
- Financial institutions should disburse “Target loan” through “special cells” and by dispensing the collateral security because women have hardly any property in their name to be guaranteed as collateral security.
- Margin money should be less. Subsidy under the schemes should also be given to the women entrepreneurs at the initial phase itself.
- Provision should be made for micro credit system and enterprise credit system to the women entrepreneurs at local level.
- Proper identification and establishment of training institutions that impart vocational training programmes to develop entrepreneurial skill and make women aware of the technology and facilities.
- Scarce and imported raw materials need to be available to women entrepreneurs on priority basis. Subsidy may also be given to make the products manufactured by a woman entrepreneur cost competitive.
- For marketing of products, women entrepreneurs must establish their credibility first in terms of quality and competitiveness of product or service. Assistance should be provided to women entrepreneurs for setting up marketing cooperatives.
- Opportunities should be provided to the homemakers having entrepreneurial potentialities.
- “Confidence building training” should be given to women entrepreneurs to do away with traditional feelings that women are inferior to men and are

dependent on men so that they could undertake risk.

- Adequate training programmes on management skills need to be provided at village level to understand production process and management by involving non-governmental organizations(NGOs).
- Seminars and workshop from time to time can help greatly the women in the preparation of project reports, registration, licensing and to know about Govt. Schemes, subsidy, rebates, tax benefits, easy procedure, financial assistance, training opportunities etc.
- Effective and efficient use of information technology like internet can help in assimilating information about variety, range and quality of products, publicity and marketing of products and services.
- The “association of women entrepreneurs” at block, district and state level need be established in order to have proper coordination among them.
- The District level Single Window Clearance Authority (DLSWCA) needs to be activated in all the districts and the DICs should be empowered to act as District Level Nodal Agency (DLNA).
- The Project Monitoring and Information System (PMIS) should be made effective and operational in all the DICs to monitor the implementation of single window system.

Conclusion

Women entrepreneurs through SHG can play the role of catalysts in social and economic development. Unfortunately, opposition from the society and the family is discouraging women to take up entrepreneurship. Lack of education and training put them on a back foot. The responsibility of the stereotype role of a woman as the homemaker and caretaker still haunts them. Lack of tangible properties and adequate financial assistance along with their not so sound personal economic background is a major practical hurdle in the area. Exploitation by the intermediaries undermines their prospect largely. Along with this, low risk taking capacity, lack of entrepreneurial aptitude, limited managerial talent, challenges of competition etc. multiplies the misfortunes. However, the rural women have basic indigenous knowledge, skill and potential to establish and manage enterprise. They need right kind of orientation and support.

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