

An Empirical Study on Problems of Tribal Women Entrepreneurs in Nellore District

Dr. T. Sobha Rani, Associate Professor, SPMVV & Project Director, ICSSR

Dr. P. Neeraja, Assistant Professor, SPMVV & Project Co-Director, ICSSR

Dr. G. Vijayalakshmi, Assistant Professor, VSU, Nellore & Project Co-Director, ICSSR

Abstract:

Pandit Jawaharlal Lal Nehru had stated “When women move forward, the family moves, the village moves and then ultimately the Nation moves forward. If you talk about Entrepreneurship, Empowerment of Yanadi Women is an essential part of human resource in the nation. But the development of Yanadi women entrepreneurship is very low in Nellore District especially in rural areas, compared with the other districts in Andhra Pradesh. This study has explored the problems of Yanadi women in Nellore District as an Entrepreneur. Researcher After the data collection and analysis came out with identification of three types Problems Personal, financial and Marketing Problems. Those are hindering the women to be a successful entrepreneur. Researcher has found

Key Words: Tribal Women Entrepreneur, Yanadi Women, Personal, Financial, Marketing Problems.

INTRODUCTION:

Tribal Women Entrepreneurs:

A tribal woman plays a prominent role in the development of tribal economy than tribal men folk by contributing their efforts for participating in the process of cultivation to produce fruits, vegetables, rice and ect. And to maintain the interconnection with forest and follow the traditional ways to get the natural resources and resources producing the products which are related to the forest resources.

Tribal Women can do the wonders as an Entrepreneur with their active involvement in the entrepreneurial activities and the tribal women have basic knowledge, ability, skills and resources to establish the business and to produce the products in their inheritance. But they are facing lot of problems to be recognized as an entrepreneur in the society. Now they need

awareness regarding loans, various funding institutions, awareness on government welfare programmes related to tribes, motivation and support from their family members, they required support and empowerment from the government and other organizations. More over that tribal women need to build the network and communication and these are the major sources for getting knowledge about entrepreneurship and recognized as tool for development and promotion of the entrepreneurs.

Problems faced by the Tribal Women Entrepreneurs:¹

The poor tribal women have a strong compulsion to participate in the income generating activities through their own production. But the tribal women entrepreneurs are facing and fight with the numerous challenges in the society. Below are some of the top challenges or problems that female tribal entrepreneurs need to overcome in general in order for woman owned businesses to be more successful as a whole. The below table shows that the problems faced by the tribal Women entrepreneurs.

Problems	Problem Faced by the tribal Women Entrepreneurs in income generating			
	1	2	3	4
Personal Problems	Lack of Support from the Family members	Caring children	Lack of Confidence and Education	Physical Problems
Financial Problems	Lack of Adequate capital	Improper use of capital	Not getting loan at right time	High rate of interest
Social Problems	Problem for being a Women	Problem of social Recognition	More Dependence on the Male	Inferiority Complex
Marketing Problems	Problems of ready Market for Products	Problems of Market Prediction	Problems of High competition	Dependence on Intermediaries
Management Problems	Lack of proper training	Low Mobility	Lack of Crisis Managing skills	Lack of Communication Skills

¹ Mondal, T., & Sarkhel, J. (2015). An analysis of the problems faced by poor tribal women members in Self Help Groups (SHGs): a study of tribal inhabited rural areas from the district of Bankura, West-Bengal. *International Journal of Management Research and Reviews*, 5(3), 179.

Literature review:

Balasubramanian, G., K., et.al. (2008), this study shows the snap-shot of domestic fish marketing scenario in India. The domestic fish marketing system in India is not very efficient, modern, still this marketing is done by private traders with a large number of intermediaries between producer and consumer. It is highly unorganized and unregulated in India. If government regulates the marketing system, it will reduce demand – supply gap of fishers and it will increase fishermen income. And with this government should also establish hygienic fish markets, ice factories, etc.²

IFAD (2008), Women are often concentrated in handicrafts, basic food processing and sale which are traditionally considered to be women's domain. And also women show their interest and their susceptibility in farming activities and starting Micro enterprise.³

Dr. Vijayakumar, et.al. (2013), This paper focused on the problems, challenges faced by women entrepreneurs and suggestions to overcome them. With the development of education and awareness, women shifted from home activities to professional activities. Women are willing to initiate business and contribute to the national development. Women in India are faced so many problems like shortage of finance, stiff competition, high cost of production, low risk taking ability, family conflicts, etc. Entrepreneurship is not an easy task especially for the women. She has to face many challenges such as fear, wanting to please everyone, not being taken seriously. To overcome these problems and challenges women has to provide the opportunities such as education, training facility, team building, getting to close with employees. Media plays vital role in entrepreneurial development by creating and highlighting these businesses which can create awareness and encourage women.⁴

² Kumar, B. G., Datta, K. K., Joshi, P. K., Katiha, P. K., Suresh, R., Ravisankar, T., ... & Menon, M. (2008). Domestic fish marketing in India—changing structure, conduct, performance and policies.

³ The World Bank, FAO, IFAD, (2008) Gender and Rural Micro Finance: Reaching and empowering Women, Guide for practitioners. Module 3

⁴ Vijayakumar, A., & Jayachitra, S. (2013). Women entrepreneurs in India-Emerging issues and challenges. International Journal of Development Research, 3(4), 12-17.

Research Methodology:**Objectives**

1. To explore the problems of tribal women entrepreneurs in marketing their produce.

Hypothesis:

H1: Different problems are influencing tribal women entrepreneurs in marketing of their product

Research Methodology:

Research type: Descriptive research design

Sample Size: 650 respondents (yanadi Women tribes) were being considered for research from Nellore District.

Type of Data:

Primary data: Primary data is first hand information. Primary data had collected from the 650 respondents through questionnaire and interview.

Secondary data: Secondary data is the Second hand information. Secondary data was abstracted from existing records, published sources or unpublished, government officials, websites, bank people, and ITDA people.

Scope: This study has been limited to the Nellore Rural with respect to 650 respondents only. The scope of this research could be increased by conducting the research in different parts of India which might give a better picture of tribal yanadi women entrepreneurs marketing problems.

Data collection Tools: Questionnaire and interview schedule related to problems of tribal women entrepreneurs to market their products and services.

Data analysis: Different techniques have been used such as Descriptive Statistics

Analysis:

1. Problem of caring of children

Table:1 Problem of caring of children

	Frequency	Percentage	Mean	Standard Deviation
Strongly Disagree	92	14.2	3.59	1.367
Disagree	38	5.8		
Neither Disagree nor Agree	130	20.0		
Agree	176	27.1		
Strongly Agree	214	32.9		
Total	650	100.0		

Inference: In the above table, the highest percentage (32.9%) of Women entrepreneurs strongly agree with problems of caring children. The mean and standard deviation values (3.59 and 1.367) represent normality of facing a problem of caring of children.

2. Had the opposition from the family members

Table: 2. Had the opposition from the family members

	Frequency	Percentage	Mean	Standard Deviation
Strongly Disagree	34	5.2	3.32	0.990
Disagree	96	14.8		
Neither Disagree nor Agree	195	30.0		
Agree	276	42.5		
Strongly Agree	49	7.5		
Total	650	100.0		

Inference: In this study, the majority of Women entrepreneurs agree regarding they had opposition from the family members (42.5%), The mean and standard deviation values 3.32 and 0.990 showing normality of Tribal women entrepreneurs had opposition from the family members.

3. Faced the problem of lack of confidence on me as I am a woman.

Table: 3. faced the problem of lack of confidence on me as I am a woman.

	Frequency	Percentage	Mean	Standard Deviation
Strongly Disagree	130	20.0	2.53	1.117
Disagree	195	30.0		
Neither Disagree nor Agree	215	33.1		
Agree	68	10.5		
Strongly Agree	42	6.5		
Total	650	100.0		

Inference: In this table, 33.1% of Women entrepreneurs neither disagree nor agree regarding they had faced the problem of lack of confidence on them as they are woman. The mean and standard deviation values 2.53 and 1.117 represents normality of they had faced the problem as they are woman.

4. Lack of adequate capital is a problem

Table : 4. Lack of adequate capital is a problem

	Frequency	Percentage	Mean	Standard Deviation
Strongly Disagree	119	18.3	3.49	1.429
Disagree	29	4.5		
Neither Disagree nor Agree	112	17.2		
Agree	195	30.0		
Strongly Agree	195	30.0		
Total	650	100.0		

Inference: In this study, 30% agree and 30% strongly agree with lack of adequate capital.. The mean standard deviation values 3.49 and 1.429 are showing normality of the Tribal women entrepreneurs are faced lack of adequacy of capital.

5. There was improper usage of capital/funds

Table: 5. There was improper usage of capital/funds

	Frequency	Percentage	Mean	Standard Deviation
Strongly Disagree	130	20.0	3.15	1.347
Disagree	96	14.8		
Neither Disagree nor Agree	35	5.4		
Agree	327	50.3		
Strongly Agree	62	9.5		
Total	650	100.0		

Inference: In above table, 50.3% of Women entrepreneurs agree regarding the improper usage of capital funds. The mean and standard deviation values 3.15 and 1.347 showing normality of Tribal women entrepreneurs said that there was improper usage of capital/funds.

6. Getting the loan at the right time is a problem

Table: 6. Getting the loan at the right time is a problem

	Frequency	Percentage	Mean	Standard Deviation
Strongly Disagree	83	12.8	3.60	1.299
Disagree	26	4.0		
Neither Disagree nor Agree	151	23.2		
Agree	195	30.0		
Strongly Agree	195	30.0		
Total	650	100.0		

Inference: In this Table, 30% of Women entrepreneurs strongly agree, 30% agree with getting loan at the time is a problem. The mean value 3.60 its represents s Tribal women entrepreneurs had a positive opinion with getting loan at the right time. And Standard deviation value 1.229is showing normality of the statement.

7. Awareness about different schemes introduced by the government is a problem.

Table: 7. Awareness about different scheme introduced by the government is a problem.

	Frequency	Percentage	Mean	Standard Deviation
Strongly Disagree	30	4.6	3.65	1.189
Disagree	100	15.4		
Neither Disagree nor Agree	130	20.0		
Agree	195	30.0		
Strongly Agree	195	30.0		
Total	650	100.0		

Inference: In this Table, 30% of Women entrepreneurs strongly agree, 30% agree with Awareness about different scheme introduced by the government is a problem. The mean and Standard deviation values 3.65 and 1.189 showing normality of awareness about different scheme introduced by the government is a problem.

8. Problems of marketing their products/services

Table: 8. Problems of market

	Frequency	Percentage	Mean	Standard Deviation
Strongly Disagree	71	10.9	3.59	1.166
Disagree	59	9.1		
Neither Disagree nor Agree	25	3.8		
Agree	404	62.2		
Strongly Agree	91	14.0		
Total	650	100.0		

Inference: In this Table, 62.2% of the respondents agree with that they are facing the problem of ready market for the product. The mean and standard deviation values 3.73 and 1.166 are showing facing the problem of ready market for the product.

9. Problem of high competition exists in general.

Table: 9. Problem of high competition exists in general.

	Frequency	Percentage	Mean	Standard Deviation
Strongly Disagree	31	4.8	3.50	1.091
Disagree	82	12.6		
Neither Disagree nor Agree	195	30.0		

Agree	212	32.6		
Strongly Agree	130	20.0		
Total	650	100.0		

Inference: In this Table, 32.6% respondents agree with that they are facing high competition. The mean and standard deviation values 3.50 and 1.019 are showing of that they are facing high competition.

10. Lack of proper training programmes on Marketing

Table: 10.Lack of proper training programmes on marketing

	Frequency	Percentage	Mean	Standard Deviation
Strongly Disagree	130	20.0	3.26	1.371
Disagree	28	4.3		
Neither Disagree nor Agree	167	25.7		
Agree	195	30.0		
Strongly Agree	130	20.0		
Total	650	100.0		

Inference:In this Table, 30% of Women entrepreneurs agree, with that they are facing problems due to lack of proper training programmes on Marketing. The mean value 3.26 its represents Tribal women entrepreneurs had a positive opinion lack of proper training programmes. And standard deviation 1.371 is showing normality of the statement.

Conclusion:

Yanadi Women tribes took up an essential role in the socio-economic construction of her community as an Entrepreneur in Nellore District because the yanadi women in comparison with the women of the caste hierarchy enjoy more freedom from various walks of life. Hence there is a scope for becoming an entrepreneur, but they are facing numerous problems to start their own business. In this study, researcher focused on Major problems of yanadi women Entrepreneurs in their path at Nellore. According to this empirical study, the researcher found that the Majority of the yanadi women facing personal, financial and Marketing problems in their platform as well as they don't have awareness and proper training in their platform. Researcher came out with the findings with appropriate suggestions as below:

Personal problems: majority of the yanadi women entrepreneurs facing children caring and opposition from the family members (79% of the respondents). They should keep empowered to overcome these problems with the support of family members and friends.

Financial Problems: 80% of the yanadi women entrepreneurs are not getting loans at the right time and they are not aware of the government schemes. If the government, non-governmental organizations and research institutions conduct training programs for yanadi women Entrepreneurs on government schemes related to entrepreneurship at least once in a month in nearby their place. This will empower the yanadi women to overcome the problems as an entrepreneur in study area.

Marketing Problems: Majority of the Respondents (80%) has a problem with high competition in the market and unable to marketing their products like fish, bamboo products, honey, organic products ect. To overcome this problems organizations and institutions should conduct they training on marketing related issues.

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