



Problems And Suggestions From Members Of Podupu Laxmi Ikya Sangam

***Md.Mubeena¹, T.Lakshmi², S.V.Prasad³ and N.Sunitha⁴**

PG¹ Student, Professor², Professor and head³, Scientist⁴

Acharya N G Ranga Agricultural University,

Department of Agricultural Extension

S.V. Agricultural College, Tirupati-517 502.

Email: mubeenasultana38@gmail.com

ABSTRACT

Women have been exposed to gender biases with men at various levels. Women should themselves fight for getting the equal status in society. Empowerment of women is a solution to lower down these inequalities. Improvement of economic condition is the first step for women's empowerment. Involvement of women in income generating activities helps to empower them economically. But, it is difficult for women to start up a new enterprise alone because of problems faced while establishing an enterprise. The study was undertaken with an objective to elicit the problems and suggestions from members of Podupu Laxmi Ikya Sangam in operation of their groups. Information on the entrepreneurial problems was gathered and analyzed. Based on the analysis it was revealed that marketing constraints, technical constraints, economic constraints, social constraints were the major constraints faced by the respondents and suggestions given by the members of PLIS for better entrepreneurship.

Keywords: PLIS, gender

Received 23.07.2017

Revised 10.08.2017

Accepted 29.08. 2017

INTRODUCTION

Women have been successful in breaking their confinement within the limits of their homes by entering into varied kinds of professionals and services women entrepreneurs have proved to be on par with their men counterparts in business acumen and are emerging as smart and dynamic entrepreneurs. Women owned businesses are highly increasing in the economies of almost all countries. The hidden entrepreneurial potentials of women have gradually been changing with the growing sensitivity to the role and economic status in the society. The government has an important catalytic role in helping rural population mobilize their own entrepreneurship. An appropriate role of government agencies is therefore to create an enabling environment allowing rural SHGs to grow and perform their functions more effectively to the extent that they become independent, some such groups are unable to function effectively because of lack of professionalism, technical competence and entrepreneurial skills. The government thus also has an important capacity building role so that the SHGs develop into self-reliant organizations over time. A different orientation is required in rural sector and an altogether different outlook is required for developing women entrepreneur that should be based on understanding of the dynamics of rural behaviour. The present effort was made to study problems faced by rural women entrepreneurs in Kurnool District. So that a clear picture of entrepreneurial activities in rural areas is drawn, which may work as road map of entrepreneurial development in rural India and can help estimate how far have we come and how much is to be done in order to make rural women self-reliant.

MATERIAL AND METHODS

The study was conducted in Kurnool district of Andhra Pradesh during the year 2016-17. Ex-post facto research design was followed. Three mandals and two villages from each mandal viz., Hussainapuram and Nannuru villages from Orvakallu mandal, Bramhanakotkur and Bollavaram villages from Nandikotkur mandal and Lakshmipuram and Pandipadu villages from Kallur mandal were selected by using simple random sampling method from which 120 women entrepreneurs as sample was selected. Pre tested

interview schedule was used to collect the primary data and statistical techniques like Arithmetic mean, Standard deviation, Frequencies and percentage were used. Here, the problems and suggestions of the respondents was calculated based on the frequencies and percentages and ranking were given based on the percentages

Problems encountered by the Podupu Laxmi Ikya Sangam women for better entrepreneurship.

A list of problems perceived by the Podupu Laxmi Ikya Sangam women for better entrepreneurship is presented in Table 1 Under the problems related to marketing of the products which was conceived as the main problem, lack of own retail shop for selling is the major restraint (33.33%) followed by lack of local general store for selling (29.16%), lack of nearby town for selling (20.83%) and lack of local sale and mobile vans (16.66%) were the main marketing constraints faced by the respondents.

Table 1: Problems faced by the members of PLIS

S.No	Problems	Respondents		Rank
		Frequency	Percentage	
1.	A.Economic Constraints			
a	Lack of finance	30	25.00	III
b	Lack of availability of inputs and raw materials	8	6.66	
c	Lack of marketing facilities	22	18.33	
d	High cost of credit	28	23.33	
e	High transaction cost	5	4.16	
f	Delay in repayment	10	8.33	
g	Poor fund rotation	4	3.33	
		107	89.14	
2.	B.Technical Constraints			
a	Lack of training	10	8.33	II
b	Lack of awareness	26	21.66	
c	Lack of direction and encouragement	25	20.83	
d	Lack of technical person for supervision	20	16.66	
e	Lack of knowledge about loan procedure	10	8.33	
f	Lack of infrastructure facility	10	8.33	
g	Lack of regular meetings	5	4.16	
		132	98.30	
3.	C.Social Constraints			
a	Lack of motivation	20	16.66	IV
b	Lack of support from family	25	20.83	
c	Lack of education	35	29.16	
d	Lack of mutual understanding among members	10	8.33	
e	Poor attendance in the meeting	5	4.16	
		95	79.14	
4.	D.Marketing Constraints			
a	Lack of own retail shop for selling	40	33.33	I
b	Lack of local general store for selling	35	29.16	
c	Lack of near by town for selling	25	20.83	
d	Lack of local sale, mobile vans	20	16.66	
		120	99.98	

In the technical constraints, in which lack of awareness (21.66%) which is a leading constraint followed by lack of direction and encouragement (20.83%), lack of technical person for supervision (16.66%), 8.33 per cent lack of knowledge about loan procedure, lack of infrastructure facility, lack of training and (4.16%) reported lack of regular meetings were the major technical constraints.

Under the economic constraints lack of finance (25.00%) as the main problem followed by high cost of credit (23.33%), lack of marketing facilities (18.33%), delay in repayment (8.33%), lack of availability of inputs and raw materials (6.66%), poor fund rotation (3.33%) were the major problems under economic constraints.

In social constraints lack of education (29.16%), lack of support from family (20.83%), lack of motivation (16.66%), lack of mutual understanding among members (8.33%), poor attendance in the meeting (4.16%) were the major problems faced by the respondents. The above result was in conformity with result of Gangadevi [1].

Suggestions given by members of Podupu Laxmi Iky Sangam for better entrepreneurship

In the study it is found that the members of Podupu Laxmi Iky Sangam are confronting with a myriad of problems. However a lot of suggestions were put forward by them to effectively tackle these problems and thereby for better entrepreneurship. A list of suggestions given by the Podupu Laxmi Iky Sangam members were presented in the Table 2.

Table 2: Suggestions given by the members of PLIS for better entrepreneurship

S. No.	Suggestions	Respondents		Rank
		Frequency	Percentage	
1.	Suggestions related to economic constraints			III
a.	Repayment of money for the products purchased should be made regular basis but on installments	25	20.83	
b.	Timely availability of finance	10	8.33	
c.	Proper marketing facilities such as Melas, Exhibitions etc.	4	3.33	
	Sub total	39	32.49	
2.	Suggestions related to technical constraints			II
a.	Advertisements and guidance to bring awareness about loan procedure	10	8.33	
b.	To meet the customer demands, more improved machineries are needed which should be provided.	30	25.00	
c.	More skill oriented trainings to do the works more efficiently.	8	6.66	
	Sub total	48	39.99	
3.	Suggestions related to social constraints			IV
a.	Educating and encouraging the respondents	13	10.83	
b.	More credit facilities with lower interest rates through cooperative societies.	9	7.50	
c.	Attendance in the meetings should be made compulsory.	3	2.50	
	Sub total	25	20.83	
4.	Suggestions related to marketing constraints			I
a.	Providing facilities like retail shops of their own to selling of their produce	40	33.33	
b.	Mobile vans, local sale should be provided to attend near markets	20	16.66	
	Sub total	60	49.99	

From the Table 2 it is evident that majority (49.99%) of the members had given suggestions related to the marketing constraints. It is followed by suggestions related to the technical constraints (39.99%), economic constraints (32.49%), and related to social constraints (20.83%).

It is observed that majority (49.99%) of the members of Podupu Laxmi Iky Sangam had given suggestions related to the marketing constraints. Under that majority opined that (33.33%) providing facilities like retail shops of their own for selling the produce, providing mobile vans and local sale (16.66%) may help to over come the constraints.

Regarding suggestions related to technical constraints among women entrepreneurs (39.99%) of respondents had given the suggestions as follows to meet the needs of customer demands (25.00%). Women entrepreneurs suggested that more improved machineries were needed followed by 8.33 per cent of them suggested to provide advertisements and guidance to bring awareness about loan procedure and (6.66%) suggested more skill oriented trainings should be provided to do the work more efficiently.

Third ranking was given to suggestions related to economic constraints in those (20.83%) of respondents suggested that repayment of money for the products purchased should be made on regular basis but on installments, (8.33%) of respondents suggested timely availability of finance followed by (3.33%) proper marketing facilities such as melas and exhibitions.

Under the suggestions related to social constraints which was ranked fourth major suggestion was related to educating and encouraging the respondents (10.83%), followed by providing more credit facilities with lower interest rates through cooperative societies (7.50%) and (2.50%) respondents suggested attendance should be made compulsory in meetings.

The major suggestions given by PLIS members were regarding marketing constraints and technical constraints and if those suggestions were implemented then they would establish better enterprises which in turn led to direct and indirect changes. The above result is in conformity with the results of Sreeram [2].

CONCLUSION

The study shows that the problems faced by respondents and suggestions to overcome the problems while establishing an enterprise under PLIS scheme is as an important mechanism for empowering rural women. Briefly, it can be concluded that despite of few problems, involvement of women in enterprise setting, training, demonstrated a number of positive attributes in terms of operational simplicities, better accessibilities, wider outreaches, emphasis on successful establishment of enterprises and suggestions made aware of availability of a wide range of credit and non- credit services.

REFERENCES

1. Gangadevi. (2012). Constraints faced in functioning of Self Help Groups by the members under Rajasthan condition. *Indian Journal of Extension Education*.48(1):48-51.
2. Sreeram. (2013). A study on entrepreneurial behaviour of members of kudumbasree NHGs in palakkad district of kerla. *M.Sc. (Ag.) Thesis*. Acharya N. G. Ranga Agricultural University, Hyderabad.

CITATION OF THIS ARTICLE

Md.Mubeena, T.Lakshmi, S.V.Prasad and N.Sunitha. Problems And Suggestions From Members Of Podupu Laxmi Ikya Sangam. *Bull. Env. Pharmacol. Life Sci.*, Vol 6 Special issue 1, 2017: 01-04