

Constraints Faced by the Women Entrepreneurs in Agribusiness in District of Allahabad, U.P

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Abstract: *Entrepreneurship in the state of mind which every women has in her but has not been capitalized in India in way should be. This study is intended to find out problems of women entrepreneurs in agribusiness in Allahabad district(U.P). Primary data were collected using structured questionnaire on 155 women entrepreneurs. Constraints were divided in to social and personal constraints, entrepreneurial business constraints and technical constraints. The respondents were asked to rank up their problems in descending order. The results shows that under social and personal constraints distribution of time in work was ranked first due family responsibilities followed by market behavior .Similarly under entrepreneurial and business constraints getting loans from bank was ranked first by the women entrepreneurs because of the complicated procedure, repayment procedures etc. At the mean time women entrepreneur has to face perishability problems in their agri-enterprises since agricultural raw materials are perishable in nature which was ranked first under the technical constraints followed by the non-availability of raw materials in their villages. The study also recommended that government should necessary steps in making financing procedures uncomplicated and aid educational and vocational centers in their own villages. And the women entrepreneurs should look forward to involve them in developmental planning and policies both in designing and implementation stage*

Keywords: *Agribusiness, Constraints, Garrett ranking, Study area, Women Entrepreneurs*

I. Introduction

Woman participation in agriculture plays important role in farming as almost in all the agricultural activities their involvement is closely associated. They are playing an economic contribution to family and society. Karl H. Vesper defined the overall field of entrepreneurship as the creation of new ventures by individuals or small groups. Marshal expanded entrepreneurship as: a) Structuring of organization through division of labor, b) formulating plans and policies to be executed by subordinate, c) innovating and d) bearing risk. E.E. Hagen described entrepreneurship as creating opportunities for investment and production, establishing an organization capable of introducing production and non-production process, accumulation of capital, collection of raw materials, innovating new production techniques and new products, searching for new sources of raw materials, the selection of efficient manager to run the day-to-day affairs of the organization. In case of Indian society, entrepreneurship was more challenging for them. Entrepreneurship requires an entrepreneur to be a person of Superior ability who pursues her goals despite of obstacles, opposition, setbacks, and failure.

The emergence of women entrepreneurs and their contribution to the national economy is quite visible in India. The number of women entrepreneurs has grown over a period of time, especially in the 1990s. Women entrepreneurs need to be lauded for their increased utilization of modern technology, increased investments, finding a niche in the export market, creating a sizable employment for others and setting the trend for other women entrepreneurs in the organized sector. While women entrepreneurs have demonstrated their potential, the fact remains that they are capable of contributing much more than what they already are.

She must persist in the face of adversity, unknown challenges, and risks and learn from failures, have confidence in her capacity to deal with the world, and take practical rational steps in the pursuit of the goals. The successful women entrepreneur tends to be a visionary, competent, independent, action-oriented, passionate, confident, and virtuous person who uses reason to focus her enthusiasm on reality in the efforts to attain the goals.

Hence the women entrepreneurs face many challenges while starting their business. It includes financial related problem, government related problem, production related problem and labor related problem. It discuss about the various barriers and how they overcome the barriers by solving the problem.

I.1 Objective

Identify the constraints associated with women enterprises in the study area

I.2 Review of literature

Dr.R.Sivanesan studied to find out various Problems, motivating and de-motivating factors of women entrepreneurship in both rural and urban areas in Kanyakumari district of Tamilnadu with respect to garrett ranking method. The study also suggested the way of eliminating and reducing hurdles of the women entrepreneurship in rural and urban areas.

T.Sasikala studied the socio-economic status of the women entrepreneurs in Salem district of Tamil Nadu. Study portrays that the first and foremost problem of women entrepreneurs as indicated by the total and mean scores of Garrett ranking technique was the frequent arguments with labours, which is followed by difficulties with administrative staff and feeling of restlessness quite often followed by the was the lack of support from husband/family members and was the inability of women entrepreneurs to compete with men entrepreneurs.

Dr.Vipin kumar and Silky Jain studied that women entrepreneurs encounter a large number of challenges like male domination, family obligations, lack of education, lack of self confidence, finance problem, limited mobility, limited managerial skills, etc. Although, Government of India has taken a large number of policy measures in this regard, yet, there is a long way to go. This paper focuses on the role of women entrepreneurs in 21st century and challenges faced by women entrepreneurs in India, how to overcome them and to enumerate the policies of Indian government for their empowerment.

Dr.(Mrs.)R.Tamilarasi studied the problems of women entrepreneurs in Salem district, Tamil Nadu. The study was confined to 97 service enterprises and was chosen random sampling. Garrett ranking technique has been applied to bring out the major problem faced by the women entrepreneurs. Women entrepreneurs were asked to rank by the both start up and growth up phase of their enterprise. The finding of the study states that that at the time of start-up phase, the women entrepreneurs suffer a lot due to poor access to financed was and poor business skill. During the growth phase, the major constraints affecting the women entrepreneurs are poor access to finance, tax harassment and finding qualified labour. In respect of gender-related problems, spatial mobility and time distribution between family and business have been severely affecting the women entrepreneurs at the initial phase while time distribution between family and business and non-acceptance of women's authority have been the major problems of women entrepreneurs at the growth phase. Thus, the policy makers have to consider drafting policies to ensure easy access to finance for women entrepreneurs. Business skills could be developed through experience only and hence they could be educated to face the challenges with courage and confidence. Time distribution between family and business affairs has been the most significant constraint for women entrepreneurs both at the starting up phase and growth phase.

Dr.Y.V.Subrahmanyn Sarma, Dr.A.Kondaian this studied exploring the introspection of women entrepreneurs with the help of the Garrett ranking approach. For the study of introspection, he selected three components, conceive the idea of doing business, the perception of women entrepreneurs on their entrepreneurial ability and the way they are perceive and face the business challenges and risks. The finding reveals from the study was women who expertise their hobby and further it may be converted into the business. 'Ability to deal with the situation' is the most important talent they have for their success. Communication skills or ability helps the women entrepreneurs for their success in the business. **The 'entry of large business players' is the greatest problem of women entrepreneurs.** The women entrepreneurs should perceive the risks as their stepping stones for success and improve confidence on their entrepreneurial ability.

I.3 Methodology

The researcher identified the available literature on the various constraints common to agri enterprises. Based on literature these constraints were divided in to social and personal constraints, enterprenial business constraints and technical constraints. The respondents were asked to rank up their problems in descending order. These constraints have been analyzed using Garrtte ranking technique.

The study used by primary data. The primary data has been collected from women entrepreneur of Allahabad district by field survey method. A well structure interview schedule was prepared and used to collect primary data. The Allahabad district is divided into 20 developmental blocks. Geographically the district is divided in two parts i.e. Gangapar and Yamunapar. Two blocks from Yamunapar i.e., Jasra and Kaurihar were selected for the study. 155 women entrepreneurs were selected by survey research method.

I.4 Frame work analysis

Garrets Ranking Technique has been used to analyze the factors influencing the preference of problems which women entrepreneurs which they are facing in business activities. Under the Garrett's Ranking Technique the percentage position is calculated by using the following formula:

$$\text{Percentage position} = 100(\text{Rij} - 0.5) / \text{Nj}$$

Where Rij = Rank given for i th variable by the jth respondent.

Nj= Number of variables ranked by the

The respondents were asked to rank the seven factors identified for the purpose of this study as 1,2,3,4,5,6 and 7 in order to know their preferences of problems which women entrepreneurs which they are facing in business activities. The calculated percentage positions for the ranks 1,2,3,4,5,6, and 7 and their corresponding Garrett's table values are given in table 1

Table 1: Percentage positions and their corresponding Garrett's table value

Rank	Percentage position	Garrett's table value
1	100(1-0.5) / 7	7.14
2	100(2-0.5) / 7	21.43
3	100(3-0.5) / 7	35.74
4	100(4-0.5) / 7	50
5	100(5-0.5) / 7	64.29
6	100(6-0.5) / 7	78.57
7	100(7-0.5) / 7	92.86

Table 1 shows the percentage positions for the ranks 1,2,3,4,5,6 and 7 and their corresponding Garrett's table values. For Rank 1, the calculated percentage position is 7.14 the table value is 79. This value is given in the Garrett's ranking table for the percentage 6.81, which is very near 7.1. As like for all the calculated percentage positions, the table values are referred from Garrett's ranking table.

II. Result & Discussion

Table 2: personal and social problems

constraint	Rank							Total no. of respondents	Total score	Mean score	rank
	1	2	3	4	5	6	7				
time distribution role conflict	22	28	26	15	23	10	31	155	9598	61.923	I
unfavorable market behavior	44	34	34	10	7	12	14	155	9221	59.490	II
lack of education/vocational training	31	23	23	16	24	28	10	155	8412	54.271	III
gender base discrimination	13	22	21	25	33	28	13	155	7710	49.742	IV
Lack of related field experience	12	24	22	10	24	27	36	155	7127	45.981	V
family support	13	8	9	39	32	30	24	155	7068	45.600	VI
community/society	8	11	12	33	29	34	28	155	6853	44.213	VII

II.1 Personal and social problems

Table 2 shows that the number of respondent ranking the factors under social/personal problems ranked 1,2,3,4,5,7 for the preference. This table shows that the total score and mean score. It is seen from table 2 that according to Garrett ranking the factors which induces respondents to show preference to the problems under social/ personal are in this order time distribution role & conflict rank first since women in business reports that they find difficulty in distributing time between business affair and family followed not unfavorable market behavior ranked second due to unethical practices in market of prices, distribution etc., followed by lack of educational/vocational training because most of the womens are practicing traditional forms of production in their business which is time taking process and, they gender base discrimination, lack of related field experience, family support, community/society ranked as, fourth, fifth sixth and seventh respectively.

II.2 Entrepreneurial and business problems

This table 3 shows the rank given by the respondents for the table highlights the Garrett total score, which helps to know the order of factors that persuade the respondents to prefer problems entrepreneurial /business problems. Among the factors influencing the preference of the problems "difficulties in getting bank loan" got the first rank since women in business has to face problem in their start up phase and most of them are

in continuation. Banks loan are complicates by lots of paper work and documents, increased number of days in getting loans, identification process, difficulties in repayment procedure and also high interest followed by marketing ranked second because women are unaware about the enough market knowledge, they relay of middlemen, they face in difficulties in collection on dues, storage ranked third in the business problem because women don't have much places to store their products and raw materials, transport & communication, getting finance, hiring.

Table 3: Entrepreneurial and business problems

constraint	Rank							Total no. of respondents	Total score	Mean score	rank
	1	2	3	4	5	6	7				
difficulties in getting bank loan	22	26		26	18	23	9	155	8381	54.071	I
marketing	23	30	29	19	16	20	18	155	8246	53.200	II
storage	32	24	22	10	26	22	19	155	8241	53.168	III
transport & communication	14	37	29	24	17	15	19	155	8116	52.361	IV
management	21	21	32	17	19	25	20	155	7931	51.168	V
getting finance	15	28	26	20	27	15	24	155	7765	50.097	VI
Hiring of equipments & machines	7	9	8	45	29	34	23	155	6909	44.574	VII

Table 3: Technical Problem

constraint	Rank							Total no. of respondents	Total score	Mean score	rank
	1	2	3	4	5	6	7				
perishability	47	26	19	13	10	13	27	155	8666	55.910	I
non-availability of raw materials	24	30	29	28	13	15	16	155	8409	54.252	II
electricity shortage	35	22	18	15	21	30	14	155	8360	53.935	III
lack of related skills	30	20	25	22	22	20	16	155	8277	53.400	IV
collection of money after sales	15	27	12	22	27	24	28	155	7436	47.974	V
shortage of working capital	10	12	28	22	36	23	24	155	7227	46.626	VI
unskilled group members	4	3	13	25	21	44	45	155	6069	39.155	VII

Table 3 highlights that among the factors influencing the respondents in preference of problem under technical problems is perishability which get the first rank because agricultural products and raw materials are perishable in nature and the degree of perishability is high very high in fruits and vegetables therefore if marketing is not done immediate then its becomes the loss for their business for the day. Non-availability of raw materials is the second ranked problem in the business and entrepreneurial problems due to perishable items and insufficient place of storage facility leads to insufficient backup of raw materials and on regular basis supply of raw materials is not possible many of the times. electricity shortage is the third ranked problem in this category because of the rural part of the district, lack of related skills, collection of money after sales, shortage of working capital, unskilled group members are viewed as 4th, 5th, 6th and 7th respectively in this category.

III. Conclusion

According to Garte's ranking technique among the constraints faced by women in personal & social problems mainly are not able to distribute the time in their work therefore time distribution problem ranked first followed by unfavorable market behavior. With regard to entrepreneurial /business problem, the factor difficulties in getting bank loan got first rank followed by the marketing. In technical problems perishability and non availability of resources got the first and second ranks respectively. From this analysis it is inferred that time distribution in work, difficulties in getting loan and perishability are the main factors which affects the women in their business activities.

The present research is not being the first and nor being the last research on this relevant area keeping this in view here are some indications which will help for the further research.

1. Government should provide separate financial aid to women entrepreneurs so that they do not face any difficulty in setting up their organization.
2. Special infrastructural facilities should be provided to help women in establishing their enterprise easily and quickly.
3. Training Programmes specially directed at women entrepreneurs should be conducted to enhance their entrepreneurial skills and abilities which help them in day to day functioning of business.

4. Top ranking women entrepreneurs must be felicitated so that more women are encouraged and motivated to pursue such careers.
5. Provision for better educational facilities should be provided starting from school and further for higher education and also several vocational studies.
6. Women Entrepreneurs' Guidance cell should be opened in all cities to handle problems related to day to day functioning like production, marketing, and distribution problems.
7. Several legal policies and regulations for the setup of an enterprise by women must be simplified to help women entrepreneurs in establishing their business and getting speedy approval regarding several legal formalities.
8. Mostly importantly the support of family members is required so that women can move out of their homes with confidence. They can give better output when it is known to them that their decisions are supported by their family.
9. Organization of fairs, exhibitions and workshops for women entrepreneurs which will help them to connect with each other and share ideas and problems. It will also provide guidance to new women entrepreneurs who can take help and suggestions from their already established counterparts.
10. Making provision for marketing and sales assistance so that women entrepreneurs are not cheated by middle men

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