

RESEARCH NOTE

Constraints in Management of Dairy Micro Enterprises Faced by Women Entrepreneurs of Andhra Pradesh

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ABSTRACT

A study on Dairy micro enterprise management among women entrepreneurs of Andhrapardesh is initiated to understand problems and challenges that emerge in women entrepreneurship. A study was conducted in the state of Andhra Pradesh by selecting three districts (Visakhapatnam, West Godawari and Rangareddy) purposively. Among three districts 18 villages were selected randomly. From the selected villages 120 dairy micro-enterprises were selected, from each enterprise the owner of the enterprise was selected as the respondent for the study. The present study observes that majority of the women entrepreneurs (80%) expressed bad marketing facilities as major problem followed by Lack of consultancy and counseling services (67.50%) and Competition with other micro-enterprises for limited local markets (66.66%).

Key words: Women; Development; Marketing facilities; Competition;

India is a land of enterprises, where almost 70% of the population is still self-employed, and some place this estimate as high as 80%. A Micro-enterprise may be conceived as self – employment activity, yielding a relatively low net disposable income for the primary income beneficiaries. In traditional India, most of the women were homebound. But the scenario is gradually changing and now all most all the fields are women inclusive. The concept of women entrepreneurship is multidisciplinary in nature embodying economic, psychological, social, cultural and political as well as environmental characteristics.

Women entrepreneurship is the right form of women empowerment. It is their entrepreneurial nature that brings socio-economic change however small is their entrepreneurial activities. Microfinance is emerging as a powerful instrument for poverty alleviation in the new economy. Economic empowerment results in women's ability to make decisions, increased self confidence, better status and role in household etc. The concept of "Women entrepreneurship" is becoming a global phenomenon and in India it became prominent in the later half of the eighties. The entrepreneurial career cannot be developed over night. It is a risk taking activity and challenging task, needs utmost devotion, total commitment and greater sincerity with fullest

involvement for his/her personal growth and personality. Further if such activities are taken up by women, they need to put double the effort compared to men. Women face unique problems like financial constraints, over dependence on intermediates for credit, scarcity of raw materials, intense competition, high cost of production, low mobility, family ties, obstacles to credit and a host of other problems based on women's social status when they enter into the world of entrepreneurship. A study on Dairy micro enterprise management among women entrepreneurs of Andhrapardesh is initiated to understand problems and challenges that emerge in women entrepreneurs.

METHODOLOGY

A study was conducted in the state of Andhra Pradesh by selecting three districts (Visakhapatnam, West Godawari and Rangareddy) purposively. Among three districts 18 villages were selected randomly. From the selected villages 120 dairy micro-enterprises were selected, from each enterprise the owner of the enterprise was selected as the respondent for the study. The study is based on both primary and secondary sources of data. The primary data has been collected through a questionnaire administered to 120 women entrepreneurs.

RESULTS AND DISCUSSION

The aim of the study was to describe the constraints faced by the women with regard to management of dairy micro enterprises. Results have therefore mostly been presented in Table 1.

Constraints faced by the entrepreneurs : The greatest deterrent to women entrepreneurs is that they are women. Entrepreneurs generally face different kinds of problems such as finance, management, technical, entrepreneurial, marketing and accounting. These problems assume more seriousness in case of women entrepreneurs as they face gender discrimination while solving them. In addition, women have to face social barriers and family problems. A kind of patriarchal – male dominant social order is the building block to them in their way towards business success.

The major problem, which the women entrepreneurs faced in this respect, was strain having to manage home and unit (45.83%), followed by sufficient support from husband and family members (41.66%). Consequently, dissatisfaction for not being able to give desired time / attention to children / family emerged in 28.33 per cent of the cases. Very few of them (9.16%) reported that multiple role conflict was a handicap to their dual roles.

The constraints faced by the woman entrepreneurs in relation to their unit were mainly lack of consultancy and counseling services (67.50%) followed by less/non availability of health care facilities (46.66%) and inadequate training skills (45.83%). Besides these, no/ low knowledge regarding the disease control comes in the fourth place with 36.66 per cent ages. 25 per cent of the respondents expressed the constraints of high cost of pre-mixed cattle feed and 19.16 per cent poor conception rate in buffaloes. The field extension workers should put greater efforts in imparting required knowledge to control the cattle diseases. Because of non-availability of consultancy and health care facilities they had to go long distances or near by villages if the animal fell sick. Organizing training programmes, method demonstrations on preparation of low cost feed mix with locally available in gradients coupled with more individual contacts will enable women to solve the problems.

With regard to marketing related constraints, the table shows that the significant ones were bad marketing facilities (80.00%), competition with other micro-

Table 1: Constraints faced by the entrepreneurs

Constraints	Rank	%
<i>Family related constraints:</i>		
Lack of sufficient support from husband and family members	II	41.66
Multiple role conflict	IV	9.16
Disturbance in general family life / relations	V	7.5
Dissatisfaction for not being able to give desired time / attention to children/family	III	28.33
Strain having to manage home and unit	I	45.83
<i>Technical and other constraints:</i>		
Inadequate training in skills	III	45.83
Lack of consultancy and counseling services	I	67.50
Low knowledge on disease control	IV	36.66
Less /non availability of health care facilities	II	46.66
Poor conception rate in Buffaloes	VI	19.16
Lack of knowledge on growing green fodder	VII	10.83
High cost of pre-mixed cattle feed	V	25.00
Lack of suitable technology	XI	16.66
No knowledge of clean milk production	VIII	9.16
More no.of villages under one livestock extension officer	IX	5.00
No knowledge of treatment of straw to improve their nutritive values	IX	5.00
<i>Marketing related constraints</i>		
Difficulty in competing with improved products	IV	44.16
Lack of knowledge of diversification of products	VIII	4.16
Competition with other micro-enterprises for for limited local markets	II	66.66
Bad marketing facilities	I	80.00
Lack of local demand	VI	15.83
Low/ uncertainty of prices	III	59.16
Lack of preservation facilities	VI	15.83
Less orientation towards processing and other value adding activities	V	6.66
<i>Credit and Finance constraints</i>		
Hurdles in getting credit due to unnecessary and irrelevant stipulations of conditions	I	65.00
High rate of interest	III	50.83
Lack of awareness of different funding schemes and their procedures	II	54.16
Lack of surety for getting loans	IV	41.66
<i>Social /personal constraints</i>		
Social pressures and taboos	III	12.50
Fear of failure because of more risks and uncertainties	II	68.33
Increased stress due to the dual responsibilities	I	69.16

enterprises for limited local markets (66.66%) and low /uncertainty of prices (59.16%). Besides these ,other constraints faced were difficulty in competing with imported products (44.16%), less orientation towards processing and other value adding activities (26.66%), lack of preservation facilities and lack of local demand (15.83%). In some places, women were facing the problem in marketing the milk were there were no milk cooperatives in the villages.

Credit /finance constraints: The major problem, which the women entrepreneurs faced in this respect, was hurdles in getting credit due to unnecessary and irrelevant stipulations of conditions (65.00%), followed by lack of awareness of different funding schemes and procedures of financial institutes (55.83%) and high rate of interest (54.16%). The remaining 41.66 per cent expressed their problem as lack of surety for getting loans. Officials involved in promotion of micro enterprises should consider this situation and arrange for adequate credit facilities for women

Social / personal constraints : A major problem expressed by the women entrepreneurs in this aspect is increased stress due to the dual responsibilities (69.16%) followed by fear of failure because of more risks and uncertainties (68.33%) and time constraint due to dual role (45.83%). The other problems expressed by the

respondents were mobility problems, inadequate knowledge about market trends, lack of confidence, criticism by others, Social pressures and taboos. The findings of *Bhagyaakshmi, (2002)* and *Ushakiran, (2012)* were in the same line of the present findings.

CONCLUSION

Irrespective of the problems and challenges that emerge in the process of entrepreneurship, women are going ahead in the business domain. Their entry into this male dominated world is definitely bringing a fresh air as they can add valuable innovation to entrepreneurship. Their innate mental flexibility, vision for long-term planning, patient attitude, sincerity and the ability to tolerate ambiguity and changes are a valuable asset for business ventures. The Government and other financial institutions should enhance support lending activities to these women thorough single window schemes. More awareness camps have to be conducted. Educational institutes too need to inculcate the entrepreneurial skills in the women. All the players in the field should understand that motivation and environmental demography plays a crucial role in the increased women entrepreneurship activity.

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