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Marketing Problems and Prospect of Rural Women Entrepreneurship in Karnataka

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ABSTRACT

Rural entrepreneurship plays an imperative role in the growth of any society. Development of entrepreneurship culture and qualitative business development services are the major requirements for industrial growth. Entrepreneurship emerges from an individual's creative spirit into long-term business ownership, employment creation, capital formation and economic security. Entrepreneurial skills are essential for industrialisation and for alleviation of mass unemployment and poverty1. As technology speeds up lives, women are an emerging economic force, which cannot be neglected by the policy makers. The world's modern democratic economy depends on the participation of both sexes. Irene Natividad has observed that "Global markets and women are not often used in the same sentence, but increasingly; statistics show that women have economic cloutmost visibly as entrepreneurs and most powerfully as consumers"1. Today, women in advanced market economies own more than 25 per cent of all businesses and women-owned businesses in Africa, Asia, Eastern Europe, and Latin America are growing rapidly. In some regions of the world, transformation to market economy, women entrepreneurs is a growing trend.

KEYWORDS : Women,Entrepreneurship,Development,Problems,Marketing.

Introduction:

Women perform an important role in building the real backbone of a nation's economy. There is considerable entrepreneurial talent among women. Many women's domestic skills such as people and time management and household budgeting are directly transferable in the business context. Women have the ability to balance different tasks and priorities and tend to findsatisfaction and success in and from building relationships with customers and employees, in having control of their own destiny, and in doing something that they consider worthwhile. They have the potential and the will to establish and manage enterprises of their own. These qualities and strengths of women are to be tapped for productive channels. But simultaneous creation and development of small business among women is a difficult task. According to Brady Anderson J., "Even though women's contributions to business are one of the major engines of global economic growth, too often, women do not have access to basic business education, commercial credit and marketing opportunities."10. Maintenance of proper quantitative balance among various economic activities is one of the principal functions of the economic system, which should operate to give equal freedom of choice to men and women[6].

Review of literatures

Moitra (2001)[18] in "Women and Entrepreneurship" studied the Sundarban region of West Bengal. She states that Sundarban Khadi and Village Industrial Society in the beginning used to produce hand-made items like chalks tried their hands at batik printing, bag making and so on. They tried to market their individual products since the establishment of the society in 1981 with 9 members

Dadalani (2002)[20]for A Study of Women Entrepreneurs in Non-Conventional Line of Business selected 40 circumstantial and 20 non-circumstantial women entrepreneurs or tiny commercial enterprises in Pune city.

Zimare's (2006)[21] "Socio-Economic Study of Women Entrepreneurs in Pune District"was partly a research on women entrepreneurial determination and partly an analysis of the impact of women entrepreneurial activity on industrial development in general and also the impact of micro level family economy of the women entrepreneurial households in particular.

Statement of the problem

It is evident from the preceding brief review of literature that issues related to women have been attracting attention in recent years especially in the context of social and economic development. Women development is closely associated with national development. Since women constitute half of the total population and account for the second largest group of potential entrepreneurs in India, they also have to play a very important role in the advancement of the country. The Government of India has taken conscious efforts to substantially enhance the spirit of entrepreneurship among women from the Fifth Five Year Plan (1974-78) onwards. Since then, several developmental programmes have been implemented in this direction. Still, it is a major problem for the Government and promotional agencies to identify potential women entrepreneurs, their current status and problems and to decide implement and derive optimum benefit of promotional measures to achieve a sustained and speedy growth of women entrepreneurship. Though the State of Karnataka has made significant progress in the field of social development, its rank is relatively low with regard to the investment climate.There are no previous studies that constraints data on " Marketing Problems and prospect of rural women entrepreneurship in Karnataka" has been undertaken. Therefore, it has incited us to undertake the study.

Scope of the Study

Scope means area of the study. The study is restricted to three district of Karnataka only. The study of women entrepreneurship has always been a topic of wider interest and varied facets. The present study has been undertaken on the marketing problems and prospects of the women entrepreneurship in Karnataka. More specifically, the study attempts to assess the socio-economic status of women entrepreneurs.

Objectives of the study

The following are the important objectives of the study.

1 To understand the marketing and other problems encountered by rural women entrepreneurs.

Hypothesis

1 Marketing functions is not given due weight by rural women entrepreneurs
2 Marketing problems are more severe than financial problems for rural women entrepreneurs

Research Methodology

The present study is based on primary and secondary data. The primary data were collected from 250 women entrepreneurs from trhee districts of Karnataka namely Bidar Gulbarga and Raichur Using random sampling method. The primary data were collected from the respondents.

The secondary data were collected from books, journals, newspapers and website to develop theoretical background of problems of women entrepreneurs.

Sample size:

Women entrepreneurs who are the main source of primary data are collected from the women entrepreneurs through a well structured questionnaire. As the area of study is limited in district of Karnataka and as the total population of women population is numerable, the researcher has proposed the random sampling techniques for the selection of respondents. To identify the right respondents which are also very essential for the collection of primary data the following process has been adopted scientifically. Finally 250 respondents were selected and included the study from various district of erode districts who have

engaged to start an enterprises and running successfully

Table No.1.01 District wise selection of the respondents

Si No	District	No of Respondents	% Of the Respondents
01	BIDAR	80	32
02	GULBARGA	90	36
03	RAICHUR	80	32
Total		250	100

Source: Field Study

Tools of Analysis

The data thus collected were analyzed by using statistical tools like classification, tabulation, Chi-square correlation coefficient and percentage to examine the marketer problems of women entrepreneurs.

Data Analysis

Marketing Problem: It is found that for all enterprises marketing poses the biggest problem after the initial teething problems were over. They face heavy competition from the large and established entrepreneurs. The problems faced by small scale industries in marketing their products include lack of standardization, poor design, quality, and bargaining power, low scale of operation, excessive competition, lack of foreign market intelligence, ignorance of foreign trade procedures and greater risk in export marketing.

Most of the units managed by women face the challenge of marketing of finished goods. To market her product she has to be at the mercy of middlemen who eat up a big chunk of the profit. Here middlemen try to exploit women entrepreneurs at both the ends. They deny her discount in purchase of raw materials and at the other end, they try to extract maximum credit discount and commission on purchase of finished products from entrepreneurs.

Entrepreneurs' efforts to eliminate middlemen involve a lot of running about. Secondly, in the present days of stiff competition a lot of money would be required for advertisement. If the product happens to be a consumer good, then it takes time to win people away from other products and make one's product popular. There is also a tendency to question the quality of the product produced by women though many agree that women are more sincere in maintaining quality and time schedule.

In our study it is found that, out of the total of 250 entrepreneurs, 126(50.4%) entrepreneurs are facing marketing problems. While all the 126 perceive competition as a common problem, 86 entrepreneurs have specified that competition is the only problem in marketing their products. The remaining 40 entrepreneurs face price, quality and advertisement cost as additional problems besides competition. Table 3.12 discusses the specific marketing problems faced by the entrepreneurs.

Table 3.12 Entrepreneurs according to their Sales/Marketing Problems

Si no	Reasons for marketing problems	No. of units	Percentage (%)
01	Competition	33	13.20
02	Price	69	27.60
03	Quality	26	10.40
04	Advertisement	53	21.20
05	Change of fashion/taste	07	5.56
06	Antipathy towards local products	05	3.96
07	Competition from substitute products	02	1.58
08	Transportation	05	3.97
09	Seasonal Demand	03	2.38
10	Delay in government purchase	69	27.60
Total		250	100.00

Field Study:

Findings:

The study also proved that women entrepreneurs are facing the problem of finance both initially and at present. The study says that lack of timely and adequate finance has very often been the major cause of enterprises turning out to be non-starters. This is mainly due to the number of unavoidable procedures and formalities and also due to greater insistence of banks and financial institutions upon collateral securities while sanctioning loan. So when the banks scale down women entrepreneurs' financial requirements, the projects undertaken by them become nonviable.

Suggestions:

1. To avoid women entrepreneurs becoming just facades in their business proper guidance and training has to be provided, i.e., a one or two week EDP cannot give in-plant training or hands on experience which is a must. Therefore at least six-week long EDPs have to be organised. EDPs must aim at upgrading the know-how and skills of women entrepreneurs. The fees must be nominal, so as to reach even the marginal sections.
2. Entrepreneurial training programmes should impart skill in accordance with the prospective entrepreneur's education, personality and risk bearing capacity. Even after this if the women entrepreneurs are found to be passive in their activities and are used as facades, then the special incentives, concessions and subsidy given could be stopped at any stage of operation and their licences could be cancelled.
3. The Government must organise counselling sessions and orientation programmes through its organisations in which it has to educate the women entrepreneurs about its new policies and programmes, because mere announcement of policies may not bring about the needed development. Unless the needy and concerned persons are made aware of the policies, it is impossible to change the complex of economic development. Therefore, government has to provide regular information about its policies, programmes and priorities.
4. Entrepreneurial training programmes should impart skill in accordance with the prospective entrepreneur's education, personality and risk bearing capacity. Even after this if the women entrepreneurs are found to be passive in their activities and are used as facades, then the special incentives, concessions and subsidy given could be stopped at any stage of operation and their licences could be cancelled.
5. In the modern market era (liberalization, privatization and globalization), the entrepreneurs should attend to trade fairs and exhibitions to acquire more knowledge on the recent trends and developments at the national and international level.
6. Rural women entrepreneurs should be given liberty to choose their business activity. This creates interest in the entrepreneur and attracts her commitment.

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