

# Opportunities And Challenges Of Self Help Group's Entrepreneurs In Tirunelveli District

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## Abstract

*This study throws light on the various dimensions of the Self Help Group's entrepreneurs in opportunities and challenges. Entrepreneurs are backbone of economical development for rural people, social empowerment and poverty alleviation in all over the world. Specifically Self Help Groups are Instrument to that development due to involved multifarious entrepreneurial activities with economic. However still the entrepreneurs' personal skills are glass ceiled as well as dominated by the cultural and geographical behaviour by the society, especially in Tirunelveli district. Thus the rationale for Tirunelveli district were selected to examine the opportunities and marketing challenges of Self help Group's entrepreneurs. This study is dependent on both primary data and secondary data. Primary data from respondents and secondary data from various published articles from journals, books and government authorized websites. 500 respondents are selected from the sample by used Convenience sampling method. Data analysis tools are percentage analysis and Pearson's chi-square test used. Finally this article revealed that the Self Help Group's entrepreneurs are facing much more marketing challenges than finance, production, technological, managerial, network, accounting, educational, competition and knowledge based challenges. And having fine opportunities, but all everybody not utilizes their active market place.*

**Keywords:** *Entrepreneurs, Self Help Group, Opportunities, Marketing Challenges*

## 1. INTRODUCTION

India is predominantly rural in character with 75% of the population living in rural areas. Rural development is the progress of socio-economic changes for broadening the economic base of a nation. Rurality is viewed as a dynamic entrepreneurial resource that shapes both opportunities and constraints. Location, natural resources, and the landscape, social capital, rural governance, business and social networks, as well as information and communication technologies, exert dynamic and complex influences on entrepreneurial activity in rural areas (Stathopoulou, Demetrios, & Dimitris, 2004)<sup>[1]</sup>.

### 1.1 Entrepreneurship

Rural the spirit of entrepreneurship helps individuals to practice the art of innovating ideas, products and services out of their knowledge, skills, competencies and other resources available to them. Further entrepreneurship enables them to optimize the

use of individual's resources to efficiently organize and manage innovations. Thus, entrepreneurship is primarily human resource development concept, starting with sensing opportunity, generating ideas, products and processes, assessing and mobilizing resources & finally organizing and managing innovations to solve problems. Due to lack of capacity building development process remains incomplete among women, which can be completed through entrepreneurship training/ education, motivating them for excellence, understanding behavioral competencies, developing and strengthening entrepreneurial qualities, heightening innovation and creativity, planning & resourcing support for success, growth influence, leadership and organizing competencies. (Dr. M. R. Vanithamani & Dr. S. Sandhya Menon, 2012)<sup>[2]</sup>

## 1.2 Entrepreneur

According to Schumpeter, "The entrepreneur in an advanced economy is an individual who introduce something new in the economy-a method of production not yet tested by experience in the branch of manufacturing, a product with which consumers are not yet familiar, a new source of raw material or of new markets and the like"<sup>[9]</sup>

## 1.3 Self Help Group

Self Help Group is playing a significant part in the process of financial inclusion and socio economic empowerment. It is a tiny group created by 10 to 20 members of the similar zone in the same village area, and who come mutually to work out their troubles and social issues and they eradicate poverty is through mobilizing their financial resources of the individual savings, the urban areas people knows about the problems and the schemes of the government but in rural area peoples having excess awareness of the SHGs. Besides the comparison on urban women and rural women have limited access to all kinds of resources such as education, financial support, transportation, training, availability of current information etc., but have more hidden talents, which have to be brought into light, and providing marketing knowledge and financial dealing activities shall provided by the government. (Dr. A. Siva Kumar & S. Kavithasri, 2017)<sup>[3]</sup>

## 2. REVIEW OF LITERATURE

Kaur Simrenjit (2015)<sup>[4]</sup> Self Help Groups (SHGs) are proved successful for the empowerment of rural women by the way of their entrepreneurial development which had put a major impact upon their social and economic life. For the achievement of the sustainable Entrepreneurial development among the members of the SHGs more need is to be given for the development and encouragement of SHGs.

R.L. Vinodhini & P. Vaijyanthi (2016)<sup>[5]</sup> the study explain the Socio economic empowerment of women in rural India, SHGs are the small association of the members in background status and enables to success of the SHGs and innovative practices to enables the development and building at the stakeholders. SHGs also help the financial status of households.

V. Savitha and H. Rajsekar (2014)<sup>[6]</sup> Self Help Group are playing important role in the process of financial inclusion of women empowerment, and addressed the poverty and social issues among the members. The core activity is mobilized of small savings from group members and lending the loans from banks. The study based on the personal,

financial, marketing, and production oriented problems faced among the members and upliftment of members among the SHGs.

S. Thangamani and S. Muthuselvi (2013)<sup>[7]</sup> The Study reveals empowerment of women through Self Help Groups (SHGs) would lead to benefits not only to the individual women, but also for the family and community as a whole through collective action for development. Self Help Groups have linkages with NGOs (Non-Government Organizations) and banks to get finance for development.

S.Venkateshmurthy and G.M. Dinesh (2010)<sup>[8]</sup> noted that the SHGs Playing an important and pivotal role in organizing women, developing leadership qualities among women, mobilizing saving and involving women in various income generating activities. Further, it evidences that SHGs are an important instrument to alleviate poverty in general and women poverty in particular. SHG helped women to improve their socio-economic status which leads to economic empowerment process. Self Help Group is playing a significant part in the process of financial inclusion and socio economic empowerment.

### 3. STATEMENT OF THE PROBLEM

Government is taken lot of effort to market SHGs products through exhibition and stalls but the SHGs members are unaware about the schemes announced and offered by state as well as central government. Almost many states are fine ready to face the financial challenge with self savings, family support or support given by both Government and NGOs especially for women and rural entrepreneurs with good subsidy. But Know a day's marketing is the leading challenge for SHGs because big producers and MNCs with sale their products with well structured marketing tools like low cost of production, effective packing, attractive advertisement and timely distribution with qualified and trained marketing strategies in the dynamic world. But SHGs are too lagging in all these marketing tools practice, even though SHGs have quality products with low cost. If they trained well to market their products in the market with the help of Government, they can create a customer for their product.

### 4. OBJECTIVES OF THE STUDY

- ✓ To scrutinize the challenges faced by Self Help Group's Entrepreneurs in Tirunelveli district.
- ✓ To get to know the opportunities identified and utilized by the SHGs, which is offered by Government, NGO's and others.

### 5. HYPOTHESES OF THE STUDY

The null hypotheses for the study are:

- ⇔ There is no association between Type of Enterprises and Price Challenges.
- ⇔ There is no association between Type of Enterprises and Advertisement Challenges.
- ⇔ There is no association between Type of Enterprises and Transportation Challenges.
- ⇔ There is no association between Type of Enterprises and Storage Challenges.
- ⇔ There is no association between Type of Enterprises and Grading Challenges.
- ⇔ There is no association between Type of Enterprises and Agencies Support in Marketing Products of SHGs.
- ⇔ There is no association between the demographic variables and Daily time spent in Enterprise.

## 6. RESEARCH METHODOLOGY OF THE STUDY

Research methodology is step by step method of solving the research issues. Research methodology is considered as a science to understand how research is done analytically.

### 6.1 Research Design

Descriptive research design was used for planning of conditions for collection and analysis of data in a way which aims to combine relevance to the research purpose. It refers to the overall structure and orientation of an investigation.

### 6.2 Sampling Design

Non-probability sampling design used for chosen the respondents due to the population is unknown.

### 6.3 Sampling techniques'

Snowball sampling technique was used for chosen the collection of data from the respondents. To the extent possible the respondents personally met to conduct interviews and their responses were.

### 6.4 Sample size

100 samples were chosen from the respondents by the sampling technique.

### 6.5 Source of data

Primary data were collected from self help group's entrepreneurs of Tirunelveli district. Since the study is analytical and descriptive in nature that demands field survey technique, therefore both primary and secondary data have been collected using field survey method. The secondary data for this study was collected from both print and electronic media, books, journals and reports used to collect the secondary data relevant to the study.

### 6.6 Data collection tool

Structured questionnaire with personal interview schedule was used for step by step method of solving the research issues.

### 6.7 Tools for Analysis

The present study is to be based on both primary data and secondary data. For interpret the survey results through the tools are percentage analysis and Pearson's chi-square test were used. A master table was prepared for entering the responses of each respondent and small cross tables were made from the master table for analysis in this study.

### 6.8 Period of the study

The research was conducted during the period from December 2018 to January 2019.

### 6.9 Limitations of the study

- a) This study is analysed only the marketing challenges and marketing opportunities only.
- b) The sample size was selected is too tiny when comparing to the population.

## 7. ANALYSIS AND INTERPRETATION

### 7.1 Percentage Analysis of Socio-Demographic Variables:-

The demographic variables of the respondents' Viz., Age, Marital Status, Educational Qualification, Monthly Income of Family, Size of Family Members and Type of Family have been taken for analysis and simple average method has been used.

### Demographic Profile of SHG's Entrepreneurs

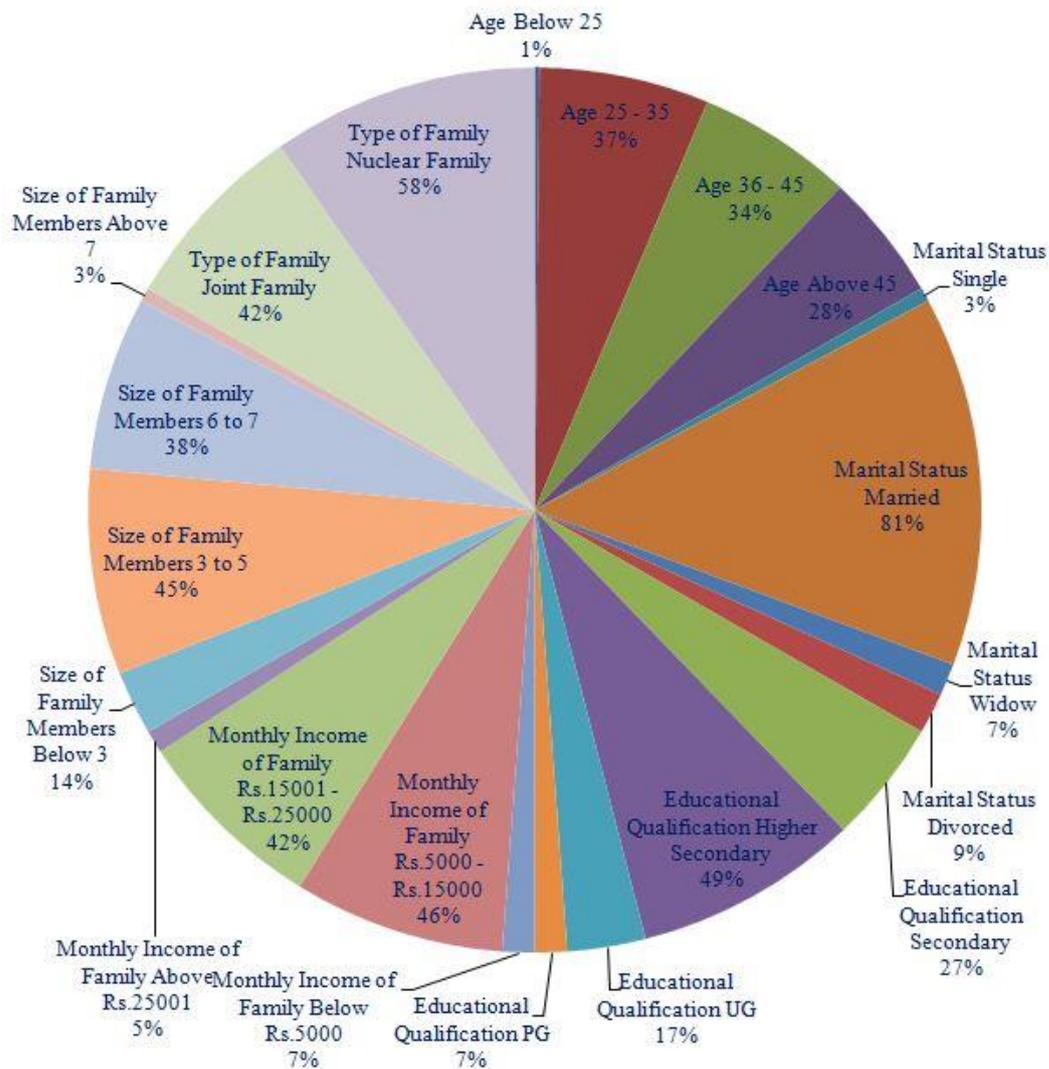


Figure: 1

### 7.2 a) Assessment Of Agencies Support In Marketing Products Of Self Help Groups In Tirunelveli District With (Government):

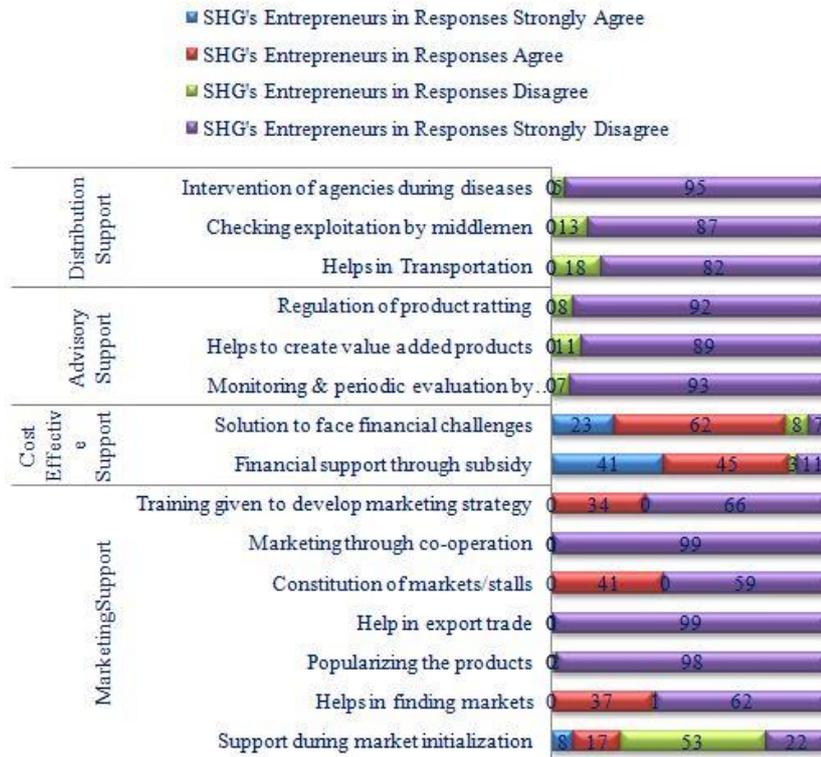


Figure: 2

**B) Assessment Of Agencies Support In Marketing Products Of Self Help Groups In Chennai City With (Ngo):**

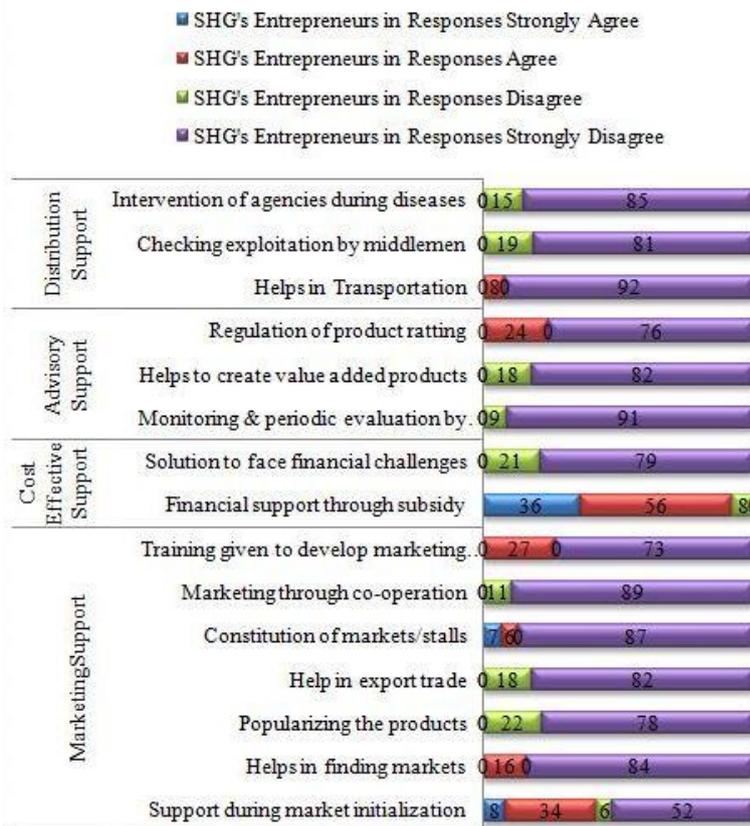


Figure: 3

**C) Assessment Of Agencies Support In Marketing Products Of Self Help Groups In Chennai City With (Other Agency):**

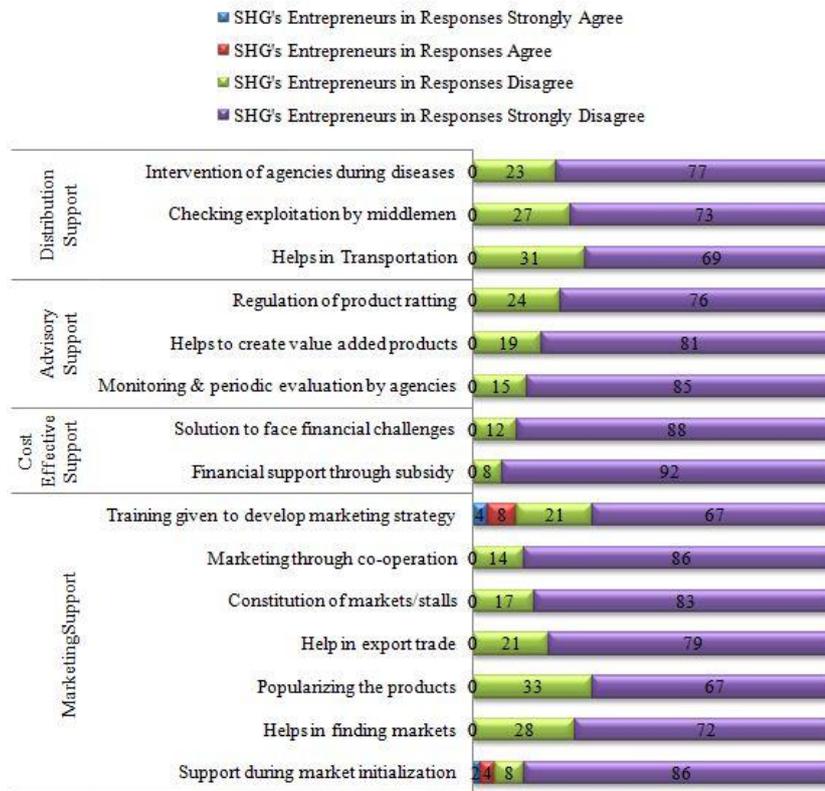


Figure: 4

**7.3 Relating the Type of Enterprise with Marketing Challenges:**

The consolidated result of the chi- square test is shown in Table-1. The SHG’s entrepreneurs were asked to point out faced the Marketing Challenges. There are Cost challenges, Advertisement challenges, Transport challenges, Storage Challenges and Grading challenges. The hypothesis structured to find the relationship is “There is no significant relationship between the Type of Enterprise and their Marketing Challenges”.

**Consolidated Results of Chi-Square Test**

Sl. No.	Marketing Challenges	Table Value	d.f	Calculated Value	Level of Significance	Result
1	Advertisement	26.24	16	24.678	5%	Not Significant
2	Cost	21.021	12	24.955	5%	Significant
3	Transportation	21.02	8	11.709	5%	Not Significant
4	Grading	21.04	12	22.204	5%	Significant
5	Storage	21.024	12	9.883	5%	Not Significant

Table: 1

Table: 1 shows that the calculated values are lesser than the table value at 5% level of significance for the variables except for the variables “Cost Challenges and Grading Challenges”. Hence the null hypothesis is Accepted and concluded that the marketing Challenges like Advertisement Challenges, Transportation Challenges, and Storage Challenges are not significantly related to Type of Enterprises of SHG’s entrepreneurs in Tirunelveli district. On the contrary, the calculated value of the variables Cost Challenges and Grading Challenges is higher than the table value at 5% level of significance. Hence the null hypothesis is rejected and concluded that the marketing Challenges like Cost Challenges and Grading Challenges are significantly related to Type of enterprises of SHG’s entrepreneurs in Tirunelveli district.

### 7.4 Relating the Demographic Variables and Daily Time Spent in Enterprise

In this measurement a challenge are made to ascertain the significant relationship between the Demographic variables and Daily Time Spent in Enterprise of SHG’s entrepreneurs. The demographic variables taken for the study are Age, Marital Status, Educational qualification, Monthly Income of Family, Size of Family members and Type of Family of the respondents. The hypothesis framed to find the relationship is “There is no significant relationship between daily time spent in enterprise and their demographic variables”. Chi-square test is used to discover the relationship of demographic variables with daily time spent in enterprise. The consolidated result of the chi-square test is shown in Table-2.

**Consolidated Results of Chi-Square Test**

Sl. No.	Demographic Variables	Table Value	d.f	Calculated Value	Level of Significance	Result
1	Age	9.377	4	9.503	5%	Significant
2	Marital Status	9.377	4	9.88	5%	Significant
3	Educational qualification	15.491	8	10.71	5%	Not Significant
4	Monthly Income of Family	9.377	4	7.371	5%	Not Significant
5	Size of Family Members	12.481	6	10.014	5%	Not Significant
6	Type of Family	9.377	4	6.708	5%	Not Significant

**Table: 2**

Table: 2 Shows that the calculated values are greater than the table value at 5% level of significance for Age and Marital Status the variables except other four demographic variables “Educational Qualification, Monthly Income of Family, Size of Family Members and Type of Family”. Hence the null hypothesis is rejected and concluded that the demographic variables like age and Marital Status are significantly related to daily time spent in enterprise.

Further, the calculated value of the demographic variables Educational Qualification, Monthly Income of Family, No. of Members in Family and Type of Family is less than the table value at 5% level of significance. Hence the null hypothesis is accepted and concluded that the demographic variables Educational Qualification, Monthly Income of Family, Size of Family Members and Type of Family is not significantly related to the level of satisfaction of the SHG’s entrepreneurs.

## 8. SUGGESTIONS

- ⇔ If SHGs product are packed glowing and graded with the help of MSME approach, they can try to sale their products through Super Markets, Big Shopping Malls that may leads to reduce Advertisement Challenges of SHG's entrepreneurs.
- ⇔ In order to reduce the cost of production as well as to get high profit for their Quality products of SHG's entrepreneurs, if they think mass production method to face the challenges of big producers.

## 9. FINDINGS

The study analysis Marketing Challenges and Marketing Opportunities of women entrepreneurs of Self Help Group's entrepreneurs relating to their various Marketing variables like Cost Challenges, Grading Challenges are significantly related. Because MNCs, big producers, and Shopping Malls are sited near SHGs product market due to this factor costing and grading is the major challenge for SHG's Entrepreneurs in Tirunelveli district. But the rest Variables are not significantly related due to Small amount of production direct marketing is Possible therefore, Storage and Advertisement is not a big challenge for them. Hence Tirunelveli is large city, Transportation Challenges also not significant related with types of enterprise.

## 10. CONCLUSION

Every year three to four times New promotional opportunities like stall, Exhibition, college trade fair, and other seasonal market opportunities are offered to SHGs entrepreneurs, Expos also conducted at Tirunelveli. But the SHGs entrepreneurs are unaware about the marketing opportunities provided to them at free of cost and low cost. Usually SHG's entrepreneurs are happy with small amount of profit itself, even if they have outstanding path to make high turnover also. The rationale behind this may be due to SHG's entrepreneurs are almost 81% are married who have to break their time with family care and entrepreneurship. In order to facilitate the sales of entrepreneur's product and services through SHG they have to use the media power as a fine weapon for today's dynamic market. When compared to rural community SHG's entrepreneurs, the urban SHG's Entrepreneurs are more flexible and dynamic, because they have seasonal selling tendency.

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