CHAPTER - VII

CHALLENGES IN MANAGERIAL SKILLS

7.1 INTRODUCTION

7.2 ANALYTICAL FRAMEWORK

7.3 FINANCIAL CONSTRAINTS

7.4 PERSONAL PROBLEMS

7.5 LABOUR PROBLEMS

7.6 MARKETING PROBLEMS

7.7 SOCIAL PROBLEMS

7.8 IMPLEMENTATION OF PROBLEMS

7.9 SUMMARY

CHAPTER – VIII

FINDINGS, CONCLUSION AND SUGGESTIONS

8.1. Introduction
This chapter presents findings, suggestions to the policy makers and directions for further study and conclusion.

8.2. Purpose of Study
Women entrepreneurship is a prospective means to eradicate poverty financial empowerment of women entrepreneurs and make them economically independent. Five hundred respondents have been taken up for this study and they have been doing three categories of entrepreneurial activities like manufacturing, trading, and servicing. The women SHGs women entrepreneurs have crossed many stages in their business functions. The success or failure of an institution largely relies on the efficient management of enterprises. Hence it is necessary to evaluate the impact of women entrepreneurs and personal profile aspects managerial skill aspects performance aspects and perception towards management problems.

8.3. Methodology

In these studies both primary and secondary data are used. Primary data are collected from SGH women entrepreneurs through personal interest method the socio economic conditions and attitude women entrepreneurs towards performance. The sample is adopted to select five hundreds in order to elicited accurate information’s proper approach is established with the respondent. The collected data’s are entered into a master table and use it as a base money sub tables were developed. The collected data are analysed with the help of t – test, Chi-Square test, F-test factors analysis, emotional Intelligent Index (EII) and Challenges in Managerial Skill Index.

8.4 Summary of Findings:-

The summaries of research findings are presented below.

8.4.1 General Skills
General skill is a basic skill of a person keeps to suit to a job. In this study both basic personal profile and basic personal exposure are considered. Only with these the base of foundation, any individual can develop other skills. A majority of the respondents are in the age group of 30 – 40 followed by 18 – 30. Mostly they are Hindu by domination. They have maximum of 2 – 4 year experience in their field. Majority of them live is nuclear family. A large number of respondent are married most of them have the partnership type of organization. Majority of it are first generation organization. Majority of business permission are owned. Majority of them earn a income by the Rs 5000 – 7000 per month. Primary education is the basic education for a majority of the respondents. The time spent by majority of the respondents for their business is upto 4 hours only. More number of respondents for their business for 15 days per month followed by 15 – 20 days per month. Most of the respondents have target of marketing their products or services at state local markets. Their marketing areas concentrate in rural and semi urban.

The special kind of training has been under gone by a majority of the respondents. Most of the respondents do not have membership in trade association. The predominate factors as attributes of skill establishing of an enterprise are assistance, works, finance, strategy and target.

8.4.2 Administrative Skills

Administrative skill is a kind of tactics adopted in taking policy decision to get linked with like minded institute for expanding entrepreneurial activities. In
this part majority of the respondents have linkage with NGO, NABARD, mahalir Thittam and K.V.K office, under capacity building. As far as financial linkage concerned, majority of them have linkage with Bank, NGIS, Dairy Farm, Farmer’s market, DRDA office, ANBARD and Mahalir Thittam, under social welfare linkage. Most of the respondents have proper linkage with cluster level association, NGOS, School, Primary Health Centre, NABARD, Government office and Mahalir Thittam office.

8.4.3 Entrepreneurial Skills

Entrepreneurial skill shows one’s skill on managing enterprise. In this regards Independent, Determination, Self Confidence, Risk Bearing, Leadership, Communication, Motivation And Dynamic are considered. ‘I often follow my inner feeling is the most chosen variable of independent skill of the respondents. Under determination skill, most of the respondents preferred the variable ‘I give importance to quality maintenance’. The variable ‘I take all situation positively’ is the most liked variable of self confidence skill. Under risk bearing skill, the variable ‘I always overturn failures’ is the most considered variable. ‘I have well organized the situation’ is the most accepted variable of leadership skill. In an overall, the most important variable of communication skill is ‘I adopt one way communication’. The most linked variable of motivational skill is ‘I am a motivating person by words’. In dynamic skill, the variable ‘I get away from my crisis to release immediately’ is the most chosen variable. In adopting EII
(Economical Intelligence Index), it is clear that the emotional intelligence of the respondents under different categories of entrepreneurial skills is good in general.

**8.4.4 Economical Empowering Skills**

The structure of change in earning and spending after becoming entrepreneurs is considered as a scale to measure the level of empowerment. This amounts to show the skill of entrepreneur leading to success in their organizational life. Income from their respective activity, such as manufacturing, trading and service disclose their skill in earning. After becoming entrepreneurs, there is a positive change in their income from manufacturing, trading and service. Apart from these, there is a tremendous increase in income from other sources of the respondents.

Regarding expenditure such as education, household, health care family and social function, cloth and food. The level of spending is increased in all these cases except health care. The study showed a tremendous declining of spending on health care. It is apparent that after becoming entrepreneurs the investment of them has increased positively but their external borrowing has been reduced a large extent.

**8.4.5 Challenges in Managerial Skills**

In a managerial activity, every entrepreneur needs as special skill to face challenges such as Financial constraints, Personal problems, Labour problems, Marketing problems, Social problems and Implementation problems.

The most quoted variable in financial constraints is ‘Lake of support from SHGs’. In case of personal problems, the variable ‘shortage of leisure’ is most
identified problem. In an overall consideration, the variable ‘managing male labour’, is most peculiar variable in labour problem. As far as marketing problems concerned, the most specified problems are ‘poor location of shop’ and ‘lake of marketing facility’. The variable ‘Government policy’ is the most supported challenges among social problems. The most important variable its implementation problems is ‘New Technology’. The results of challenges in managerial Skill Index (CMSI) show that the perception on overall challenges is managerial skill among the respondents of manufacturing is moderate where as it is high among the respondents of trading and service. In case challenges such as financial constraints and social problem, the results of CMSI show a high perception an these, but for other cases, the perception of the respondents of manufacturing is moderate where as it is high among the respondents of trading and service.

These findings have led to the following conclusion.

The young married Hindus having of low experience in their fields is the general identification of entrepreneurs.

The first generation entrepreneurs run the partnership in their own premises. Their income per month is Rs 5000 – 7000 alone. Primary education is the basic education of the entrepreneurs. Four hours in a month of 20 working days for each entrepreneur, need to market their product within a state covering rural and semi – urban.

Each entrepreneur undergoes a special training to market their product.
The entrepreneurs have their own skill to link SHGs with their entrepreneurs for its growth and development.

The entrepreneurs have the skills to follow the inner feeling to adopt quality maintenance to take everything positively, to overturn failures and to organize anything well.

After becoming entrepreneurs, their income and spending rate increase tremendously. The increased investment results in reducing the external borrowing.

Once they enter in to enterprise, the entrepreneurs lose its financial support from SHGs. They face problems from male labour and government policy. Poor location, lack of marketing facilities, and new technology are the stumbling block to the development and growth of enterprise.

8.5 Suggestions

1. A monitoring cell consisting of representatives from bank, mahalir thittam office, recognized NGOs and district authorities, should be established to monitor and train the entrepreneurs to get exposed to various managerial skill.

2. A separate marketing Board of SHGs should be formed to monitor and guide the entrepreneurs in SHGs in producing internationally recognized products.
3. A separate technical institute should be formed exclusively for SHGs to teach and train them on new technology in production.

4. A special amendment should be made in the Companies Act 1956 to include appropriate section to establish corporate model of self groups for a better accountability in all aspects.

5. A separate Bank like scheduled bank, lead bank and so on, should be established to monitor financial dealing of SHGs.

6. A women entrepreneurs quality circle should be formed to maintain quality in production and its marketing.

7. A separate course should be framed and taught especially for the entrepreneurs in SHGs like B.Com (entrepreneurship), M.Com (entrepreneurship), M.B.A (entrepreneurship) and so on through open university scheme.

8.6 Suggestion for further study

1. There is a wide scope to study Training and Development of women entrepreneurs of SHGs.

2. A comparative study can be conducted among entrepreneurs in SHGs and co–operative systems.

3. There is a scope to study the managerial skill of men managerial in SHGs.
4. There is a scope in studying stress of women entrepreneurs in SHGs.

5. Competency mapping of women entrepreneurs can be studied in depth.

6. There is a wide scope to study work–life balance of women entrepreneurs of SHGs.

8.6. CONCLUSION

The study area – Madurai district – taken up for their doctoral research has got many positive and advantages positions. The indentified women entrepreneurs in Madurai district possessed the distinctive knowledge in all their activities like managerial skills. The application of managerial skills by the women entrepreneurs of Madurai district have stabilised their life very good financial advancement in their life. The women entrepreneurs of the study area have greatly improved their socio-economic and political status only because of the introduction of women SHG and their proper functioning at respective positions with ethics and moral findings. Altogether, it is learned that that the SHG women entrepreneurs in Madurai district improved their economic status and established their standard life only because of women SHGs.
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8.3 Methodology

8.4. Summary of findings

8.5. Suggestions

8.6. Conclusion

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