International Journal for Multidisciplinary Research (IJFMR)
E-ISSN: 2582-2160 ● Website: www.ijfmr.com ● Email: editor@ijfmr.com

Empowering the Underserved: An Analytical Study of Managerial Problems Faced by Marginalized Entrepreneurs in Marathwada

Mr. Vaibhav Naganath Sawate[1], Prof. Dr. C. K Harnawale[2]

[1]Research Scholar, Dept Of Com And Mgmt.People's College ,Nanded
[2]Professor & Head .Of The Department, Dept. Of Com &Mgmt. Science, People's College Nanded

Abstract

Entrepreneurship has emerged as a significant driver of economic growth, employment generation, and social empowerment in India. Marginalized entrepreneurs, particularly those belonging to Scheduled Castes (SC), Scheduled Tribes (ST), Other Backwards Classes (OBC), minorities, and women, play an important role in promoting inclusive development. Despite various government initiatives and financial support programmes, these entrepreneurs continue to face several managerial challenges that hinder business growth and sustainability. The present study analyses the managerial problems faced by marginalized entrepreneurs in the Marathwada region of Maharashtra. The study is based on primary data collected from 200 entrepreneurs using a structured questionnaire. A descriptive research design and statistical tools such as percentage analysis were used to interpret the data. The findings reveal that entrepreneurs face significant challenges in obtaining bank loans, lack of collateral security, high interest rates, delays in loan sanctions, limited market access, inadequate managerial skills, and operational difficulties. The study concludes that strengthening financial inclusion, managerial training, market linkages, and institutional support can significantly improve entrepreneurial performance and contribute to inclusive regional development. The findings of the study provide valuable policy implications for government agencies, financial institutions, and development organisations working to empower marginalized entrepreneurs.

Keywords: Marginalized Entrepreneurs, Entrepreneurship, Managerial Problems, Financial Inclusion, Marathwada Region, MSMEs, Inclusive Development.

Introduction

Empowering the Underserved: An Analytical Study of Managerial Problems Faced by Marginalized Entrepreneurs in Marathwada.

Entrepreneurship is recognised as one of the most effective tools for promoting economic growth, employment generation, and social development. In developing countries like India, entrepreneurship provides opportunities for individuals from marginalized communities to improve their socio-economic status and become self-reliant. Marginalized entrepreneurs, including those belonging to Scheduled Castes (SC), Scheduled Tribes (ST), Other Backwards Classes (OBC), minority communities, and women entrepreneurs, contribute significantly to local economic development despite facing numerous challenges.

The Government of India has introduced several initiatives such as PMEGP, Stand-Up India, MUDRA Yojana, Start-up India, and various MSME support programs to encourage entrepreneurship among disadvantaged groups. These schemes aim to improve access to finance, training, skill development, and market opportunities. However, many marginalized entrepreneurs continue to face serious managerial problems that affect the establishment, growth, and sustainability of their enterprises.

Managerial problems include difficulties related to financial management, marketing, human resource management, production, technology adoption, business planning, decision-making, and regulatory compliance. Limited access to institutional credit, inadequate managerial skills, lack of market information, poor infrastructure, and insufficient technical knowledge further restrict business performance. These challenges are more severe in economically backward regions such as Marathwada, where industrial development is comparatively low and employment opportunities are limited. The Marathwada region of Maharashtra possesses considerable entrepreneurial potential, yet entrepreneurs from marginalized communities often struggle to compete in a rapidly changing business environment. Although government support programs are available, their benefits are not always fully accessible because of procedural complexities, limited awareness, and implementation gaps. Against this background, the present study analytically examines the managerial problems faced by marginalized entrepreneurs in the Marathwada region. It seeks to identify the major barriers affecting entrepreneurial performance and to evaluate how these challenges influence enterprise development. The study also aims to suggest practical measures for strengthening managerial capabilities, improving institutional support, and creating an enabling entrepreneurial ecosystem. The findings are expected to assist policymakers, financial institutions, development agencies, and researchers in formulating effective strategies for empowering marginalized entrepreneurs and promoting inclusive regional development. This study examines the major managerial problems affecting marginalized entrepreneurs in Marathwada and suggests practical measures to strengthen entrepreneurial development. The study aims to provide empirical evidence for policymakers, financial institutions, and researchers to improve the entrepreneurial ecosystem and promote inclusive economic growth.

2. Review of Literature

Lokhande (1993) found that entrepreneurs from socially weaker sections faced financial constraints, inadequate technical knowledge, and limited family support, although entrepreneurship improved their socio-economic status.

Khanka (2013) emphasised that entrepreneurship development depends on finance, managerial competence, institutional support, and training.

Desai (2017) highlighted that access to finance, government assistance, and entrepreneurship education are essential for business success, while procedural barriers continue to affect small entrepreneurs.

Lokhande (2015) observed that government financial assistance and entrepreneurship development programs positively influence business performance among marginalized entrepreneurs.

RBI (2023) reported that financial inclusion has improved significantly in India; however, access to formal credit remains uneven among disadvantaged communities.

The reviewed literature indicates that although entrepreneurship promotion programs have expanded, managerial and financial problems continue to limit the growth of marginalized entrepreneurs. Hence, there is a need for region-specific studies focusing on the Marathwada region.

3. Objectives of the Study

1. To identify the major managerial problems faced by marginalized entrepreneurs in the Marathwada region.
2. To examine the impact of financial and managerial constraints on entrepreneurial development.
3. To study the role of government support in promoting entrepreneurship among marginalized groups.
4. To suggest suitable measures for strengthening entrepreneurial development.

- **Managerial problems of marginalized groups' entrepreneurs in Marathwada region**

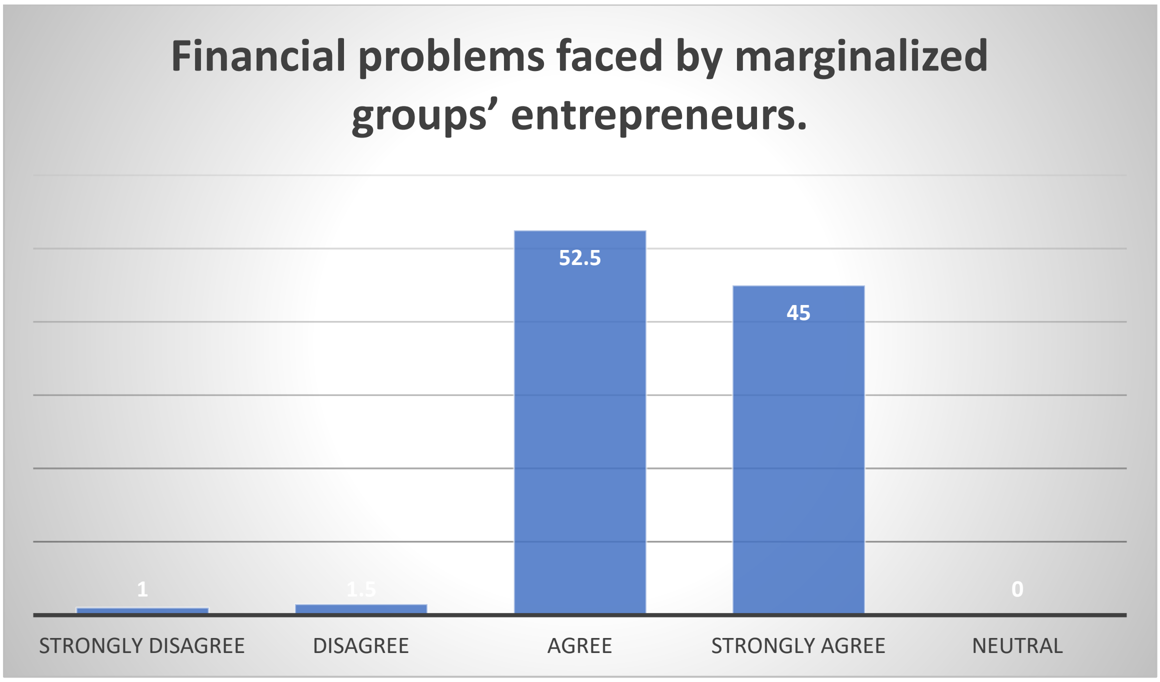
"Managerial problems are the obstacles encountered by entrepreneurs in effectively performing the core management functions of planning, organising, staffing, directing, and controlling business operations, which adversely affect the efficiency, productivity, profitability, and long-term sustainability of the enterprise."

Marginalized group entrepreneurs in the Marathwada region encounter several managerial challenges that hinder the growth, profitability, and sustainability of their enterprises. These problems arise due to limited access to resources, inadequate managerial knowledge, socio-economic disadvantages, and infrastructural constraints. The major managerial problems are:

- **Financial Problems**
- Difficulty in obtaining loans and credit from financial institutions.
- Inadequate working capital and shortage of funds.
- High interest rates and collateral requirements.
- Delays in loan approval and disbursement.
- Poor financial planning and cash flow management.
- **Operational Problems**
- Shortage of raw materials and rising input costs.
- Inefficient production planning and inventory management.
- Lack of modern machinery and technology.
- Transportation and logistics issues.
- Frequent power shortages and inadequate infrastructure.
- **Marketing Problems**
- Limited access to local and national markets.
- Intense competition from established firms.
- Lack of branding, advertising, and promotional activities.
- Inadequate market information and customer awareness.
- Difficulty in adopting digital marketing and e-commerce.
- **Human Resource Problems**
- Shortage of skilled and trained workers.
- Difficulty in recruiting and retaining employees.
- High labour turnover and absenteeism.
- Limited employee training and skill development.
- Weak human resource management practices.

1. Financial problems faced by marginalized groups' entrepreneurs.

Sr. no	Respondent	Count	Percentage
1	Strongly disagree	2	1
2	Disagree	3	1.5
3	Agree	105	52.5
4	Strongly agree	90	45
5	Neutral	-	-
	Total	200	100



Source :- primary data

Interpretation

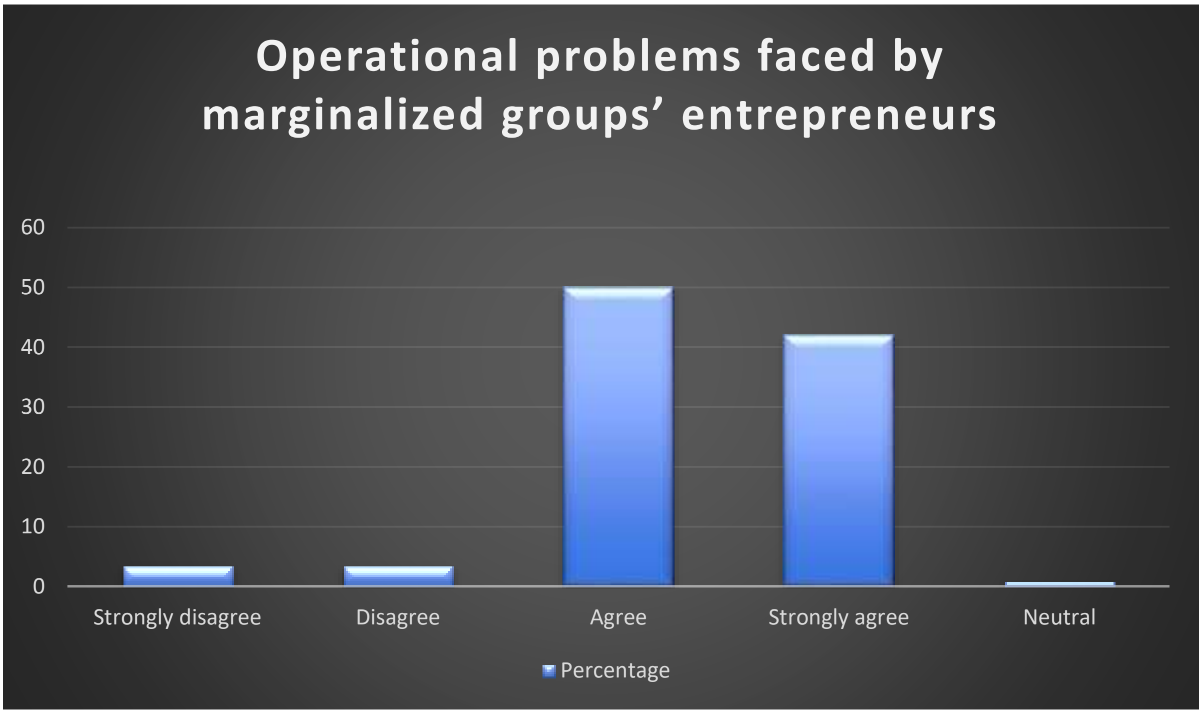
The above table indicates that the majority of respondents had a positive opinion regarding the given statement. Out of 200 respondents, 105 (52.5%) agreed and 90 (45%) strongly agreed, accounting for a total of 97.5% positive responses. On the other hand, only 2 respondents (1%) strongly disagreed and 3 respondents (1.5%) disagreed. No respondent selected the neutral option.

The findings clearly indicate a strong consensus among the respondents in support of the statement. The extremely high level of agreement suggests that the issue under study is widely experienced and accepted by marginalized entrepreneurs in the Marathwada region. Therefore, it can be concluded that this factor has a significant influence on the entrepreneurial development and business performance of marginalized entrepreneurs.

2. Operational problems faced by marginalized groups' entrepreneurs

Sr. no	Respondent	Count	Percentage
1	Strongly disagree	7	3.5
2	Disagree	7	3.5
3	Agree	100	50
4	Strongly agree	84	42

5	Neutral	2	1
	Total	200	100



Source primary data

Interpretation

The table indicates that operational problems are a significant challenge for marginalized group entrepreneurs. Out of 200 respondents, **100 (50%) agreed** and **84 (42%) strongly agreed**, indicating that **92%** of the respondents experience operational problems. Only **14 respondents (7%)** disagreed or strongly disagreed, while **2 respondents (1%)** remained neutral.

The findings suggest that entrepreneurs face difficulties in day-to-day business operations, including production management, procurement of raw materials, inventory control, transportation, and the use of modern technology. These operational challenges reduce business efficiency and productivity.

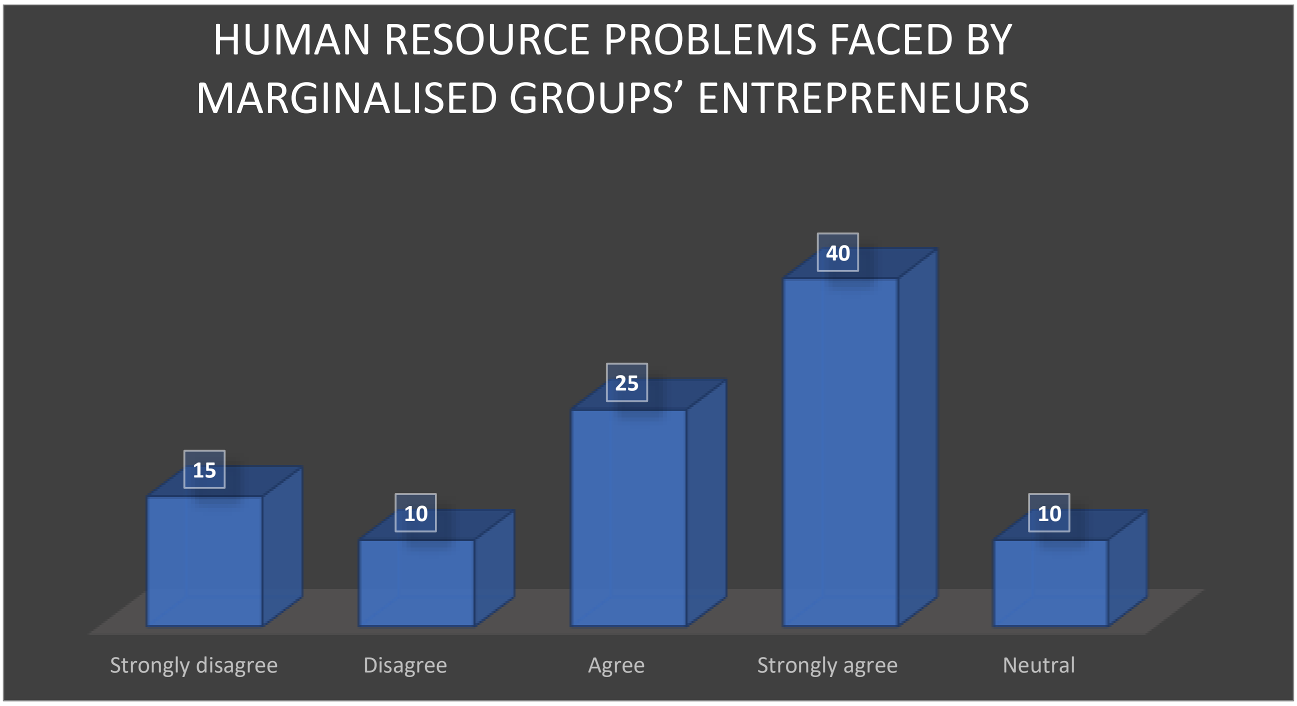
Conclusion

The results reveal that operational problems are one of the most critical managerial issues faced by marginalized entrepreneurs. Strengthening operational management skills, improving infrastructure, providing technological support, and offering capacity-building programmes can enhance business efficiency and ensure sustainable enterprise growth.

3. Human resource problems faced by marginalised groups' entrepreneurs

Sr. no	Respondent	Count	Percentage
1	Strongly disagree	30	15
2	Disagree	20	10
3	Agree	50	25
4	Strongly agree	80	40
5	Neutral	20	10

	Total	200	100



Source primary data

Interpretation

The table indicates that human resource problems are a major challenge for marginalized group entrepreneurs. Out of 200 respondents, **80 (40%) strongly agreed** and **50 (25%) agreed**, showing that **65%** of the respondents face human resource-related problems. In contrast, **50 respondents (25%)** disagreed or strongly disagreed, while **20 respondents (10%)** remained neutral.

The findings suggest that entrepreneurs commonly experience difficulties in recruiting skilled employees, retaining workers, managing labour, providing training, and maintaining employee productivity. These challenges negatively affect the efficiency and overall performance of their enterprises.

Conclusion

The results reveal that human resource problems significantly affect the management of enterprises owned by marginalized entrepreneurs. Providing skill development programmes, employee training, labour management support, and human resource management guidance can help improve workforce efficiency and business performance.

4. Marketing problems faced by marginalized groups' entrepreneurs

Sr. no	Respondent	Count	Percentage
1	Strongly disagree	8	4
2	Disagree	12	6
3	Agree	70	35
4	Strongly agree	100	50
5	Neutral	10	5
	Total	200	100

Source primary data

Interpretation

The table shows that marketing problems are a significant challenge for marginalized group entrepreneurs. Out of 200 respondents, **100 (50%) strongly agreed** and **70 (35%) agreed**, indicating that **85%** of the respondents experience marketing-related difficulties. Only **20 respondents (10%)** disagreed with the statement, while **10 respondents (5%)** remained neutral.

The findings suggest that most marginalized entrepreneurs face challenges such as limited market access, intense competition, inadequate promotional activities, lack of market information, pricing issues, and difficulty in attracting customers. These marketing constraints adversely affect sales performance and business growth.

Conclusion

The results indicate that marketing problems are a major obstacle for marginalized entrepreneurs. Strengthening marketing skills, providing digital marketing training, improving market linkages, and enhancing promotional support can help entrepreneurs expand their customer base and improve business performance.

Overall Conclusion

The analysis of financial, operational, human resource, and marketing problems reveals that **marginalized group entrepreneurs in the Marathwada region face significant managerial challenges** in establishing and managing their enterprises.

Among the four dimensions, **financial problems emerged as the most critical issue**, with **97.5%** of respondents agreeing or strongly agreeing that they face financial difficulties. This was followed by **operational problems (92%)**, indicating that entrepreneurs experience considerable challenges in production, procurement, inventory management, and day-to-day business operations. Similarly, **marketing problems (85%)** were identified as a major obstacle, reflecting difficulties in market access, promotion, pricing, competition, and customer acquisition. Although comparatively lower, **human**

International Journal for Multidisciplinary Research (IJFMR)
E-ISSN: 2582-2160 ● Website: www.ijfmr.com ● Email: editor@ijfmr.com

resource problems (65%) also affected a majority of respondents, highlighting issues related to the availability of skilled labour, employee retention, training, and workforce management.

Overall, the findings confirm that managerial problems significantly influence the performance, profitability, and sustainability of enterprises owned by marginalized groups. Therefore, there is a need for **easy access to institutional finance, entrepreneurship and managerial training, technological and operational support, human resource development programmes, marketing assistance, and effective implementation of government schemes**. Addressing these challenges will strengthen the entrepreneurial ecosystem and contribute to the sustainable growth and socio-economic empowerment of marginalized entrepreneurs in the Marathwada region.

References

1. Desai, V. (2017). Entrepreneurial Development. Himalaya Publishing House
2. Khanka, S. S. (2013). Entrepreneurial Development. S. Chand Publishing.
3. Lokhande, A. K. (1993). Entrepreneurship Development among Socially Weaker Sections in Aurangabad City (Unpublished doctoral dissertation).
4. Lokhande, M. A. (2015). Entrepreneurship Development in India. Himalaya Publishing House.
5. Ministry of Micro, Small and Medium Enterprises. (2023). Annual Report 2022–23. Government of India.
6. Reserve Bank of India. (2023). Report on Trend and Progress of Banking in India 2022–23.
7. NABARD. (2022). Annual Report 2021–22.
8. Government of India. (2023). Economic Survey 2022–23. Ministry of Finance.
9. Schumpeter, J. A. (1934). The Theory of Economic Development. Harvard University Press.
10. World Bank. (2022). Global Findex Database 2021: Financial Inclusion, Digital Payments, and Resilience in the Age of COVID-19. World Bank.