



## **A study on women entrepreneurship in YSR district of Andhra Pradesh**

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### **Abstract**

Entrepreneurship is an essential forerunning factor for national development. Nurturing an individual's natural spirit of entrepreneurship is a powerful key to economic development, which takes its major share in the developing countries. "Women Entrepreneur" is a person who accepts challenging role to meet her personal needs and become economically independent. The state of Andhra Pradesh is the industrially developed area in which some of the entrepreneurs excel in small scale industry. Even though the government organizes women by various associations, they are not ready to undertake the business. As compared to men, women are less motivated to start business units due to some unwanted fear, lack of motivation and kind of activities. The study aims at undertaking the entrepreneurial development among women and highlights their motivational forces and relationship between socio-economic background of women entrepreneurs' factors and their existing entrepreneurial trains. Entrepreneurship refers to the act of setting up a new business or reviving an existing business so as to take advantages from new opportunities.

**Keywords:** women entrepreneurs, dominated society, economic growth, entrepreneurship

### **Introduction**

Women constitute about 48.5% of the Indian population. Women entrepreneurship is the process in which women initiate a business, gather all resources, undertake risks, face challenges, provides employment to others and manages the business independently. According to definition given by Government of India-"A women entrepreneur is defined as an enterprise owned and controlled by women having a minimum financial interest of 51% of the capital and giving at least 51% employment generated to women. Approximately 1/3rd of the entrepreneurs in the world are women entrepreneurs. Women entrepreneurship also refers to business or organization started by a women or group of women. There has been a change in role of women due to growth in education, urbanization, industrialization and awareness of democratic values. Entrepreneurship is the ability to perceive an opportunity, the foresight to see scope for its exploration, the courage to undertake the initiative and trying to take risks. Entrepreneurship may be regarded as a powerful tool for economic development of a predominantly agricultural country like India.

### **Review of literature**

GSNG Rama mohanrao 2016 "status of women entrepreneurship in India". They say about the reason for women entrepreneurship and challenges faced between work and domestic commitments, gender gaps in education, lack of finance, heavy household responsibilities and so on. He concluded by, If women be an entrepreneur she can provide a livelihood to more women atleast. The unexplored talents of young women identified used to various types of industries to increase productivity in the industrial sector.

P. Venkateswarlu and P.S. Ravindra (2015) <sup>[4]</sup> studied on rural entrepreneurs which play a vital role in the overall economic development of the country. The growth and development of rural entrepreneurship facilitate self

employment which results in wider dispersal of economic and industrial activities and helps in the maximum utilization of locally available raw materials and labour. It is fact that the majority of rural entrepreneurs are facing several problems due to the lack of basic amenities in rural areas like, lack of education, financial problems, marketing hurdles, Management and human resource problems, insufficient technical and conceptual ability etc. Keeping the above facts, an attempt was made to study the technological, institutional and financial problems and prospects of rural entrepreneurs with special reference to Visakhapatnam district.

Dharmendra Kumar (2014) <sup>[5]</sup> analyzed the influence of socio cultural factors on women entrepreneurs of Uttarakhand State with the specific aim to identify socio -cultural factors and women entrepreneurs' perception towards those, to find out the impact of socio - cultural status and locale on women entrepreneurs and to examine the effect of socio - cultural factors on women entrepreneurs. Through the research found that entrepreneur's socio – cultural status, their residential background has a played a significant impact on the opinion, views and behaviour of women entrepreneurs, research also concluded that socio - cultural factors significantly affect the women entrepreneurs and their contribution towards state economy. Many of the socio- cultural factors are identified which are highly influential on entrepreneurship.

Vijay Kumbhar (2013) <sup>[6]</sup> discusses the issues regarding women entrepreneurship in rural India. The major Findings of this study reveal that absence of definite agenda of life, absence of balance between family and career obligations of women, poor degree of financial freedom of women, absence of direct ownership of the property, the paradox of entrepreneurial skill & finance in economically rich and poor women, no awareness about capacities, low ability to bear risk, problems of work with male workers, negligence by financial institutions, lack of self -confidence, lack of professional education, mobility constraints and lack of

interaction with successful entrepreneurs are major problems of women entrepreneurship development in India.

**Objectives of the study**

The present study has been carried out with the following objectives:

1. To study the socio-economic Profile of the rural women entrepreneurs in YSR District of Andhra Pradesh.
2. To correlate the socio-economic factors with entrepreneurial aspects of rural women entrepreneurship.
3. To offer suggestions for developing the rural women entrepreneurial activities.

**Research Methodology**

Rural Women entrepreneurs who are the main source of primary data are collected from the women entrepreneurs through a scheduled method. As the area of study is limited to YSR District and as the total women population is numerable, the researcher finally 120 respondents were selected through elective random sampling technique and included in the study from various sub-divisions of YSR District who have engaged to start an enterprise and running successfully. Personal interview is the major tool of data collection Interview technique is to be made at rural women entrepreneurs. The secondary data are also proposed to collect from various books, journals and departments.

**Scope of the study**

The study focuses on the rural women entrepreneurs in YSR District of Andhra Pradesh. The selected district with its good infrastructural facility, offers sound prospects for industrial developments. The scope of the study encompasses rural women entrepreneurs in YSR District and the problems faced by rural women entrepreneurs who are engaged in entrepreneurial activities. The study is limited only to the rural women entrepreneurs of selected groups in YSR District.

**Why women entrepreneurship is essential?**

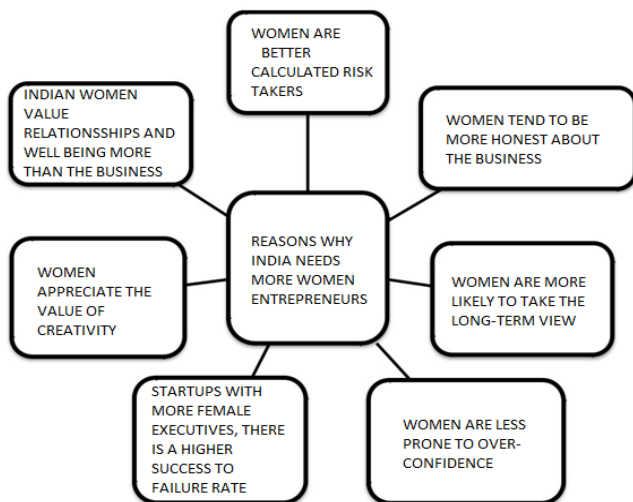


Fig 1

**Findings**

1. Majority of the women entrepreneurs are married and got settled in life in which 37.3 per cent belongs to the age group of 31-40 and 36 per cent belong to the age group of 21-30.

2. Education wise analysis reveals that 58 per cent of women entrepreneurs are educated and 42 per cent are uneducated. 92 per cent of the women are degree holders; the availability of distance education is fostering them to acquire degree. It has been found that graduate women entrepreneurs are as high as 30.7 per cent that reveals the entrance of graduate entrepreneurs into entrepreneurship. In the wake of growing importance to the education and with the advent of open universities a very high per cent of women entrepreneurs are able to graduate. Both below SSC and uneducated women entrepreneurs consist 27.3 percent.
3. Among the women entrepreneurs covered by the sample study 28.7 per cent are from OC community and 45.3 are from BC community, it is found out that only 26 per cent are from SC and ST community.
4. The study reveals that majority of women entrepreneurs i.e. 83.3 per cent are married and 10.3 per cent are unmarried, it has been spotted that there are 6.3 per cent widowed women entrepreneurs. Married women entrepreneurs play a dominant role as they adequately receive support from their family members especially from their husbands.
5. The study reveals that 62 per cent of women entrepreneurs are from nuclear family and 38 per cent are from joint family. One of the main findings of the study is that family background and family cooperation of the entrepreneurs have a significant bearing on the orientation of entrepreneurial activity and help them in setting up an enterprise.
6. All the women entrepreneurs taken for the study have got sufficient support and cooperation from their family members whether they belong to the independent or joint family.
7. It has been discovered from the study that 90.7 of women entrepreneurs are fortunate to avail cooperation from family.
8. It is interesting to note that their husbands motivated 57 per cent of entrepreneurs, 7.3 per cent were self motivated. But the rest were motivated by their relatives and friends.
9. It is also found that for 52 per cent of the women entrepreneurs family formulated that the project to set up enterprise. Only for 8 per cent of the total sample, assistance is obtained from agencies that explain the trivial role played by agencies in this regard.
10. Another notable finding from the study, when employee’s perspective is taken into consideration, women entrepreneurs have evinced satisfactory skills in recruiting, paying salaries, managing employees etc. because employees who are working under women entrepreneurs are reaching targets beforehand based on the instructions provided and the women entrepreneurs are also satisfied with the performance of their employees.
11. The study reveals that 56.7 per cent of women entrepreneurs are house wives turned women entrepreneurs and it is found for 41.7 per cent of respondents turned women entrepreneurs based on the advice or influence of family members or friends.
12. It is a propitious omen to find out that the demand for the products of women entrepreneurs is 37 per cent good, 28.7, per cent excellent and 21.7 per cent satisfactory as evinced by the respondents.

13. The study reveals that 44.7 per cent of women entrepreneurs are following market price pricing strategy, 26.3 per cent are following cost plus pricing strategy and 24.7 per cent are following different methods. Majority of the respondents i.e. 61 per cent chose the pricing strategy for profit maximization and 20.7 percent followed it for improvement of market share.
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### Suggestions

1. It is suggested that women entrepreneurs should acquire basic qualification which engenders to acquaint themselves with fundamentals relating to business techniques to run the business smoothly.
2. Proper uplifting measures should be adopted by government for SC and ST women to set up enterprises because they comprise of only 26 per cent from the sample study.
3. It is suggested that women entrepreneurs should be properly trained in terms of business strategies and skills to fare good in business activities like adopting appropriate pricing strategy, promotional activity, assessment of consumers buying factors, marketing etc.
4. Marketing and promotional activates is another area in which women entrepreneurs are highly dependent on others in their business, with proper business training this dependency can be obliterated. With proper training and development, individual accomplishment can be enabled among women entrepreneurs.
5. Regarding the problems faced by women entrepreneurs, based on the study they have to be properly equipped with fair debt collection methods from long time pending customers, winning strategies in fierce competition, financial closure techniques, labour management skills etc.

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