

A Study on Socio-Economic Background of Women Entrepreneur on Small and Medium enterprises In Guntur District, Andhra Pradesh

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Abstract: Entrepreneurship is an indispensable foregoing factor for social development. Entrepreneurship is a powerful key to economic improvement in the nation. Entrepreneurship takes a major proportion in the advanced countries. Small and medium enterprises provide huge employment opportunities to the society. Small and medium enterprises are regularly involved as a key player of local/rural economic development. The study aims to undertake the women entrepreneurial growth and socio-economic background of the women entrepreneurs in Guntur district, Andhra Pradesh.

I. INTRODUCTION

Nowadays women are equal to men, women challenging the men in the present world. In today's world women entrepreneurs play a crucial role in the overall economic development of the nation. Women proved that they are equal to the men, women entrepreneurs are accepting the challenges to meet her personal wants and needs in the society and they become economically stronger and independent.

Guntur district is recently formed capital of Andhra Pradesh. There will be a large number of resources available, Guntur district is industrially well developed and a major part of entrepreneurs are engaged with small & medium enterprises. There are 30% of women entrepreneurs are successfully doing their businesses in different segments in Guntur. But as a contrast to men women's less motivated to start business. Because of some unknown fear, financial issues, lack of motivation and lack of family support. The general view of the people about women entrepreneurs is that women are makers of papads, pickles, masalas, and other household works. But today small and medium enterprises are easily organized by women and are doing so well as the decision makers.

Women are entering the fields of business and they face a number of problems and physical hurdles. They have to overcome the struggles and frustrations and handicaps to emerge as entrepreneurs and to achieve success in business. When it comes to competition, women have to fight on the same as men. Survival and growth come from individual competencies and skills and not from concession given to women entrepreneurs.

II. REVIEW OF LITERATURE

A.B. Siddiqui (2012) investigates the problems and challenges faced by women entrepreneurs in India. Women Entrepreneur is a person who accepting challenges of society to meet her wants and needs and become economically stronger and independent. So Many women's have this quality but they never got a platform to showcase their talents and hence they don't know their real strength. Some of the major problems identified are women's family responsibilities, Gender inequality, Problem of Finance, Low – level risk-taking and the male-female competition. It concludes that the problems of women entrepreneurs can be eradicated by appropriate training, encouragement and motivation, social recognition of their entrepreneurial abilities, and family's moral support.

Vijay Kumbhar (2013) studied 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 responsibilities of women, lack of financial freedom of women, absence of direct possession of the property, low potentiality to carry risk & poor entrepreneurial skills, problems of work with male workers, inattention of financial institutions, lack of professional knowledge, lack of confidence and lack of interaction are major problems of women entrepreneurship development in India.

P.Venkateswarlu and P.S.Ravindra (2015) studied rural entrepreneurs which play an essential role in the overall economic development of the country. The growth and development of rural entrepreneurship Promote self-employment which results in broad dispersal of economic and industrial activities and helps in the maximum utilization of locally available resources. It is fact that the majority of rural entrepreneurs are facing several problems due to the lack of basic resources in rural areas like financial problems, marketing problems, lack of knowledge, Management, and human resource barriers, poor technical and conceptual knowledge, etc. Keeping all these facts, an attempt was made to study the technological, and financial problems and expectations of rural entrepreneurs.

III. OBJECTIVES OF THE STUDY

- To study the socio-economical background of women entrepreneurs in Small & Medium enterprises in Guntur district, Andhra Pradesh.
- To measure the success of rural women entrepreneurs engaged with small & medium scale industries.
- To give suggestions for rural women entrepreneurs engaged with small & medium scale enterprises.

IV. RESEARCH METHODOLOGY

The study is developed based on primary and secondary data. Primary data was collected by conducting surveys among 100 sample women entrepreneurs of small & medium scale sectors in Guntur district, Andhra Pradesh.

Secondary data was collected from books, newspapers, reports, journal, and the internet.

V. SUMMARY OF FINDINGS

- majority of small & medium enterprises are run by women entrepreneurs are newly started
- 46% of the respondents are belonging to 30 – 40 years age group of the entrepreneurs. 31.11% of the respondents are between the ages of 40 - 50 years. 12.9 % of the respondents are below 30 years age. 10 % of the respondents are above 50 years old.
- Education qualification analysis shows that 58% of women entrepreneurs are educated and 28.6% are uneducated. 52% of women are graduated. the availability of distance education is encouraging them to acquire a degree. It found that most of the women entrepreneurs are graduates. That tells the gateway of graduate entrepreneurs into entrepreneurship. In the wake of growing importance to education and with the help of open universities a very high percentage of women entrepreneurs is able to graduate. Both below SSC and uneducated women entrepreneurs consist of 27.3%.
- The women entrepreneurs covered by the study, 30% of respondents are from the OC community and 45.3% are from the BC community, it is found out that only 27% is from SC and ST community.
- The study shows that majority of women entrepreneurs i.e. 83% are married and 10.3% is unmarried, it has been spotted that there are 6.3% widowed women entrepreneurs. Married women entrepreneurs play a dominant role as they getting support from their family members, especially from their husbands.
- The study shows that 62% of women entrepreneurs are from nuclear family and 38% is 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.
- All the women entrepreneurs taken for the study have got support and cooperation from their family members whether they belong to the independent or joint family. It has been discovered from the study that 90.7% of women entrepreneurs are happy to avail cooperation from their family.
- It is interesting to note that 60% of entrepreneurs motivated by their husbands, 10% of respondents are self-motivated. And the rest of them were motivated by their relatives and friends.
- The study shows that 55% of women entrepreneurs are housewives they are turned as entrepreneurs and it is found for 46.7% of respondents are turned as women entrepreneurs based on the advice or influence of family members or friends.
- The study shows that 42.7% of women entrepreneurs are following market price pricing strategy, 26.3% are following cost-plus pricing strategy and 26.7 percent are following different methods. Majority of the respondents i.e. 61 percent chose the pricing strategy for profit maximization and 20.7 % followed it for improvement of market share.
- 48.% of the respondents are involved with manufacturing types of business. 28.6% of the respondents who are engaged in a trading type of business. Only 16% of the respondents are doing our business for service sectors. 8% of the respondents are combined with all different types of business.
- 55% of the respondents are invested below 2Lakhs in their business 25% of the respondents are invested 2 lakhs to 7 lakhs in their businesses.

SUGGESTIONS

- Finance is the first main problem for women entrepreneurs to start a business. the government has to take initiative to encourage women entrepreneurs and should provide loan facility without out interest To attract more women entrepreneurs.
- Educational institutions also need to take apart to create a number of women entrepreneurs for the benefit of society.it began with changing their curriculum and giving training on entrepreneurial skills.
- Creating awareness among women to reduce their unknown fear.
- Women entrepreneurs don't have Technical Knowledge and they are not able to survive in the market. the government has to take initiative to conduct continual training programs with an estimate to assumption new technology; this training should be made mandatory for women entrepreneurs.
- Survive in marketing is one of the main problems for women entrepreneurs. Government has to help them in selling their products at a reasonable price in the market.

- There are no genuine infrastructure facilities and the proper location for the expansion of women entrepreneurship. Separate training institutes may be set up only for women entrepreneurs to minimize the initial investment and to create a special territory in society.

Conclusion

The study identified that women's are ready to face the difficulties involved in starting a business. they want to survive in the society individually. Nationally women entrepreneurs having great importance in future development. the study states that there are some socio-economic background factors they are family, society, financial issues, training programs and different types and modes of business are the important problems of women entrepreneurs in Guntur District, Andhra Pradesh.

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