



## **THE ROLE OF WOMEN ENTREPRENEURSHIP IN SMALL SCALE INDUSTRIES- A CASE STUDY OF GUNTUR DISTRICT IN ANDHARA PRADESH**

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### **Introduction**

The positional of women and their status in any society are an index of its civilization. Women are to be considered as equal partners in the process of development. But, because of centuries of exploitation and subjugation, Indian women have remained still at the receiving end. Women in India have been neglected a lot. They have not been activity involved in the mainstream of development even though they represent equal proportion of the population and labour force. Primarily women are the means of survival of their families, but are generally unrecognized and undervalued, being placed at the lower rung of the ladder. Women as an independent target group. Account for 495.74 million and represent 48.3 per cent of the country's population, as per the 2011 Census. No country can achieve its potential without adequately investing in and developing the capabilities of women. In the interest of long-term development, its dire necessary to facilitate their empowerment. In many developing countries, including India, women have much less access to education, jobs, income and power than men.

### **Factor Influencing Women Entrepreneurs**

Setting up an enterprise is not an easy job for women entrepreneurs and at the same time running the enterprise is a greater task. A challenge is always there for these women entrepreneurs to run their enterprise successfully earning profit and the growth of the enterprise which will severely test their entrepreneurial skill and survival of the unit. Despite various odds against them, several women are off to run their own enterprises. Even though there has been a considerable increase in the number of women entering in entrepreneurial activity, they are being introduction to many constraints and difficulties with regard to control and decision making, social status and enthusiasm in the product or serviced in which they are dealing.

### **Status of Women**

Women constitute not only half of the world population but also away the growth of the remaining half. They produce half of the world food supply and account for 60 per cent of the working force but comprise only about 30 per cent of the official labour force, receive benefits of only 10 per cent of the world economy and surprisingly own less than 1 per cent of the real estate. They have little access to productive resources and negligible control over family income. This discrimination is the result of the gender bias and malpractices prevalent in India societies are female fetus termination , killing the girl child at birth, less nutrition, malnutrition, medical



care, education and freedom due to preference for the male child, marriage before puberty, dowry death, legal discrimination, professions exclusively earmarked for men, precarious life, etc. While such practices and activities are prevalent lot of in India society, they are fortunately not the lot of every Indian woman and are confined to certain communities and section of society. Even in such a situation, the immensely important role of women in procreation, upkeep, management and development of the family, as well as in performing diverse economic, social, political, religious, national and international roles, cannot be denied. Despite the fact that they deserve equal status, honor, dignity, rights and consideration, certain complex factors have relegated the status of women in human society to a lower level. Leading to gender bias generally manifested in a loss of freedom, drudgery, malnutrition, and economic and sex exploitation

### **Concept of Entrepreneur**

Entrepreneurship is one of the four mainstream economic factors, land, and entrepreneurship. The word entrepreneur derives from the French word *Entreprendre* and in the early 16<sup>th</sup> Century it was applied to persons engaged in military expeditions, and extends to cover construction and civil engineering activities in the expedition, and during the 18<sup>th</sup> century, the word entrepreneur was used to refer to economic activities. Many authors have defined entrepreneur differently. Generally, an entrepreneur is a person who combines capital and labour for production. According to Cantillon, entrepreneur is the agent who buys moment at which he commits himself to his cost. According to P.F. Drucker, he is one who always (1) searches for change (2) responds to it and (3) exploits it as an opportunity.

### **Cocept of Women Entrepreneur**

Women entrepreneurs may be defined as the women or a group of women who initiate, organize and operate a business enterprise. The Government of India has defined women entrepreneurs as an enterprise owned and controlled by women having a minimum financial interest of 51 per cent of the capital and giving at least 51 per cent of the employment generated in the enterprise to women. Women entrepreneurs engaged in business due to push and pull factors which encourage women to have an independent occupation and stand on their own legs. A senses towards independent decision-making on their life and career is the motivational factor behind this urge. Saddled with household chores and domestic responsibilities, women want to get independence. Under the influence of these factors, the women entrepreneurs choose a profession as a challenge and have thrust to do something spice and span. Such a situation is described as pull factors. In push factors women engaged in business activities due to family compulsion and the responsibility is entrusted upon them. Women entrepreneurship is the proceed whereby women take the lead and organize the business or industry and provides employment to others. Though it is new phenomenon in India but still women are extending out and development is taking place not only in urban areas but also rural and semi-urban area also. In India, a very few women entrepreneurs are in big enterprises. Mostly, we can find in small scale sector (SSIs).



## Meaning and Concept of Small Scale Industry

In most of the developing countries like India, Small Scale Industries (SSI) constitutes an important and crucial segment of the industrial sector. They play an immensely important role in employment creation, resource utilization and income generation and helping to promote changes in a gradual and phased manner. They have been given an increasingly important place in the framework of Indian planning since beginning both for economical and ideological reasons. The reasons are obvious. The scarcity of capital in India severally limits the number of Non-farm jobs which can be created because investment costs per job are high in large and medium industries. An effective development policy has to attempt to increase the use of labour, relative to capital to the extent that it is economically efficient. Small scale enterprises are generally more labour intensive than larger organization. As a matter of fact, of late, small scale sector has now emerged as a dynamic and vibrant sector for the Indian economy. Defining small-scale industry is a Herculean task because the definition of small-scale industry varies from country and from one time to another in the same country depending upon the pattern of development, government policy and administrative set up of the particular country. Every country has set its own parameters in defining small-scale sector. Generally, small-scale sector is defined in terms of investment ceiling on the original value of the installed plant and machinery.

## Review of Literature

Most of the studies on entrepreneurship are micro-level research based on limited number of, samples. These studies have carried out at different points of time during the last five decades and dealt with diverse situation. There is considerable literature on women's studies in the development countries. However, the socio-economic condition prevailing the infrastructural facilities available and the development of industries, trades and commerce in the west are very different from the condition available in India.

**According to Gould and perzen (1990)** classified women into better-off and low-income women. According to them, better-off women face the challenges like of socialization to entrepreneurship in the home, and society, exclusion from traditional business network, lack of access to capital, discriminatory attitude of leader, gender stereotype and exception, such as the attitude that women entrepreneurs are dabblers or hobbyists, socialized ambivalence about competition and profit.

**Small Industries Extension Training (SIET) (2002)** in its study observed that the growth in the number of its and the expansion of capital intensity alone may not create the necessary impetus to the growth unless considerable productivity changes have also been effected through further capacity utilization. Most of the units utilizing full capacity have been either big export oriented industries or local need based activities.

**Nanu Lunavath (2011)** analyzed that the women entrepreneurship development is an essential part of human resource development, The development of women entrepreneurship in India is increased with the time but still it is very low in rural



areas, This is because of the lack of awareness, The women in the rural areas are not aware about the various schemes and programmers lunched by the Government. Entrepreneurship among women has been a recent concern. Women have become aware of their existence, their right and their work situation. The progress is more visible among upper class families in urban cities. This paper focused on women entrepreneurship.

**Vargheese Antony Jesurajan, S, and S. Varghees Prabhu (2011)** analyzed that the historically, an entrepreneur has been a male dominated pursuit, but many of today's most memorable and inspirational entrepreneurs are working hard to prove that when it comes to starting and sustaining a business they are second to none. It is all about breaking tradition and overcoming mindsets. Despite all the social hurdles, many women have been successful in their works. As the real drivers of global economy they need both psychological and practical support for starting up their business.

### **Problems of Women Entrepreneurs In India**

Women in India are facing many problems to get ahead their life in business a few problems can be detailed as:

- The greatest deterrent to women entrepreneurs is that they are women. A kind of patriarchal male dominant social order is the stumbling block to them in their way toward business success. Male members think it a big risk financing the ventures run by women.
- The financial institutions are skeptical about the entrepreneurial abilities of women. The bankers consider women loonies as higher risk than men loonies. The bankers put unrealistic and unreasonable securities to get loan to women entrepreneurs.
- women's family obligations also bar them from becoming, successful entrepreneurs in both the developing nations. Having primary responsibility for children, home and older dependent

Family members, few women can devote all their time and energies to their business. The financial institution rather discourages women entrepreneurs on the belief that they can at any time are forced to rely on their own saving and loans from relatives and family friends.

### **Statement of the Problem**

Women constitute 50 per cent of the total population of India. In spite of it, women are still lagging behind men in several aspects. Over the years, the literacy rate of women and employment opportunities are being increased by leaps and bounds. Moreover, of late, they are actively engaging in several activities apart from employment. Women are involving and entering into business and establishing different types of industries. The Government of India and Andhra Pradesh have been encouraging women to take up industrial corporation are funding for establishment of industries; Hence, women started establishing industries and collaborating self and economic development.



### **Need for study**

The foregoing review of literature covering the studies at international and regional level provides some insight into their methodological aspects. It also proves that the micro level studies are scanty and no firm generalizations are established. In fact, it is not possible to arrive at such generalization due to diversity of circumstances. In a vast country like India with varied resource-base and socio-problems of all regions, thus more micro level studies for each region are necessary for understanding the problems of women entrepreneurs in different regions of our country. The present study it proposed to conduct in Guntur District, one of the drought-prone and backward District of Andhra Pradesh which is a modest attempt in the entrepreneurship, which throws much light on the problems of women entrepreneurs at the District level.

### **Objective of the my paper**

1. To demonstrate how, when organized in collective forms of enterprise forms of enterprise, women can engage with global markets in a way that brings transformational, both economically and politically.
2. To examine the socio-economic condition of sample women entrepreneurs.
3. To analyze factor influencing women entrepreneurs.
4. To examine the various problems women entrepreneurs in Guntur District of Andhra Pradesh.
5. To suggest feasible measures to promote successful women entrepreneurship in Guntur District of Andhra Pradesh

### **HYPOTHESES**

- Women Entrepreneurs in Guntur District are mostly belong economically and socially developed communities.
- There is no significance difference between the cost-output ratios among the different categories of women entrepreneurs' product.
- There is no significance difference between fixed capital to output ratio and working capital to output ratio among the different categories of women entrepreneurs' product.

### **Methodology**

- The present study is based on primary and secondary data .The primary data will be collected through prepared from the select sample study area. And this purpose multistage random sampling techniques are used in the study area.
- The secondary data will be collected from government official readers' journal and articles advance statistical tools.



## Scope of the Study

The evaluation of the units is carried out activity wise, not location wise, for the reason that no significant difference in resource endowments and levels of development exists among the different medals in Guntur District. The focus of the study is an industrial activities rather than on area-analysis. The mainly concentrated the performance, problems and feasible measures to promote successful women entrepreneurship of sample women entrepreneurship in Guntur District.

## Chapter Scheme

In order to present the study in systematic way .The study is divided in to seven chapters in women entrepreneurship in small scale industries in Andhra Pradesh. **The first chapter** is on introduction women entrepreneurship and concept of entrepreneurs. A select review of literature and objectives, hypotheses methodology of the study are presented in **chapter two**. **In chapter three**, profile of the Andhra Pradesh, Guntur District .The socio-economic conditions of sample women entrepreneurs are examined in the **fourth chapter**. **In chapter five** the sample women. Entrepreneurs in Guntur District are analyzed. The problems of sample entrepreneur's are analyzed in **sixth chapter**. The summary of findings, conclusions are presented in **chapter seven**.

Setting up an enterprise is not an easy job for women entrepreneurs and at the same time running the enterprise is a greater task. A challenge is always there for these women entrepreneurs to run their enterprise successfully earning profit and the growth of the enterprise which will severely test their entrepreneurial skill and survival of the unit. Despite various odds against them, several women are off to run their own enterprises. Even though there has been a considerable increase in the number of women entering in entrepreneurial activity, they are being introduction to many constraints and difficulties with regard to control and decision making, social status and enthusiasm in the product or service in which they are dealing.

## Conclusion:

The position of women and their status in any society is an index of its civilization. Women are to be considered as equal partners in the process development. But, because of centuries of exploitation and subjugation, Indian women have remained still at the receiving end. Women in India have been neglected a lot. They have not been actively involved in the mainstream of development even though they present equal proportion of the population and labor force. Primarily women are means of survival of their families, but are generally unrecognized and undervalued, being placed at the bottom rung of the ladder. Women Entrepreneurs may be defined as the women or a group of women who initiate, organize and operate a business enterprise. The Government of India has defined women entrepreneurs as an enterprise owned and controlled by women having a minimum financial interest of 51 percent of the capital and giving at least 51 per cent of the employment generated in the enterprise to women. Entrepreneurship is considered as one of the most important factors contributing to the economic development of the society. Entrepreneurship has been considered as an instrumental in initiating and sustains





socio-economic development. There are evidence to believe that countries which have developed much faster as compared to countries, which have lesser percentage of them in the society. They discover new a source of setting up an enterprise is not an easy job for women entrepreneurs and at the same time running the enterprise is a greater task. A challenge is always there for these women entrepreneurs to run their enterprise successfully earning profit and ensuring the growth of the enterprise which will severely test their entrepreneurial skill and survival of the unit. Despite various odds against them, several women are off to run their own enterprises. Even though there has been a considerable increase in the number of women entering in entrepreneurial activity, they are being introduced to many constraints and difficulties with regard to control and decision making, social status and enthusiasm in the product or service in which they are dealing. Setting up an enterprise is not an easy job for women entrepreneurs and at the same time running the enterprise is a greater task. A challenge is always there for these women entrepreneurs to run their enterprise successfully earning profit and ensuring the growth of the enterprise which will severely test their entrepreneurial skill and survival of the unit. Despite various odds against them, several women are off to run their own enterprises. Even though there has been a considerable increase in the number of women entering in entrepreneurial activity, they are being introduced to many constraints and difficulties with regard to control and decision making, social status and enthusiasm in the product or service in which they are dealing. Supply of materials and markets and establish new and more effective form of organization. Entrepreneurship perceives new opportunities and seizes them with super normal will power and energy, essential to overcome the resistance that social environment offers. Development of entrepreneurship among women is a major step to increase women participation in the process of economic development. It will speed up economic growth and provide employment opportunities for women resulting in improving the economic independence. Provision of economic opportunities for women improves the social. Education and health status of women and their families. In spite of the measures taken by the Government to encourage women entrepreneurs the development of their entrepreneurship in our country is discouraging particularly in the small-scale sector where a majority of units are in a moribund state, because of conspicuous lack of managerial and innovative skills. This situation naturally discourages prospective entrepreneurs particularly women.

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