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### STATUS AND DEVELOPMENT OF WOMEN ENTREPRENEURSHIP IN A.P. – A STUDY WITH SPECIAL REFERENCE TO ANANTHAPURAM DISTRICT

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#### ABSTRACT

*In any country, to achieve economic development, entrepreneurship is very important task and especially balance between both the genders is playing a major role. Entrepreneurship has been considered as one of the most important determinants of the industrial growth of a society. Any economy's development can be justified with the status and development of women, i.e., the facilities which are available for women in that country. Empowerment is a process, which increases the assets and capability of women and men to participate negotiates change and hold accountable in institutions that affect their well-being. In this paper, I made an attempt to study the status and development of women entrepreneurs in Andhra Pradesh with special reference to Ananthapuram district, which is considered as mostly drought prone district in Andhra Pradesh. Economic empowerment is one of the important means of empowering women. Nearly 80% of the Indian women live in rural areas. Women in India are victims of a multiple socio-economic and cultural factors. Emancipation of women is a pre-requisite for a Nations economic development and social upliftment, the role of women and the need to empower them are central to human development programmes, including poverty alleviation.*

**KEY WORDS:** *Upliftment, Economic Empowerment etc.,*

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#### INTRODUCTION

To have a stable economy, to have a stable democracy, and to have a modern government is not enough. We have to build new pillars of development. Education, science and technology, innovation and entrepreneurship, and more equality

**Sebastian Pinera**

The best thermometer to the progress of a nation is its treatment of its women.

*“There is no chance for the welfare of the world unless the condition of women is improved.”*

Swami Vivekananda (V7. p.214-15)

In any country, to achieve economic development, entrepreneurship is very important task and especially balance

between both the genders is playing a major role. Entrepreneurship has been considered as one of the most important determinants of the industrial growth of a society. The history of the economic development of all societies, whether developed or underdeveloped, bears evidence to the fact that entrepreneurs have made a significant contribution to the process of development. However, the nature and degree of contribution by the entrepreneurs, has varied from society to society, depending upon the industrial environment, material and human resources and the responsiveness of the political system of the entrepreneurial growth.

**Jean Baptiste Say (1824)** defined “entrepreneur as the economic agent, involving production, with the use of labour force and the capital or land and ultimately get some profit. Thus, in addition he emphasised on risk bearing”.

**Schumpeter (1961)** defined “entrepreneur as a dynamic agent of change; or the catalyst who transformed increasingly physical, natural and human resources in to corresponding production possibilities.”

**David McClelland (1961)**, an entrepreneur is anyone who has a high need for achievement [N-Ach]. He is a person who is highly energetic and also he is a moderate risk taker.

**Peter Drucker (1964)**, an entrepreneur according to him searches for change, responds to the change and exploits opportunities. Innovation is a specific tool of an entrepreneur hence it can be said that an effective entrepreneur converts a source into a resource.

**Kilby (1971)**, emphasized on the role of an imitator entrepreneur who himself does not innovate but imitates technologies innovated by others.

**Albert Shapero (1975)**, entrepreneur is any person, who take initiatives, accepts the risks of failure and also have an internal locus of control.

Women’s empowerment, as a concept, was introduced at the International Women’s Conference in 1985 at Nairobi. Empowerment is defined here as the distribution of social power and control of resources in favour of women for qualitative change.

According to **World Bank definition**, empowerment is a process, which increases the assets and capability of women and men to participate negotiates change and hold accountable in institutions that affect their well-being.

According to the report on **Human Development in South Asia, 2000**, empowerment of women implies change in women’s life and empowerment enables women to increase their capacity for leading a fulfillment in human life. It gets reflected in external qualities like health, education and status in the family and participation in decision making. It also includes internal qualities like self awareness and self confidence.

Economic empowerment is one of the important means of empowering women. Nearly 80% of the Indian women live in rural areas. Women in India are victims of a multiple socio-economic and cultural factors. Emancipation of women is a pre-requisite for a Nations economic development and social upliftment, the role of women and the need to empower them are central to human development programmes, including poverty alleviation. Entrepreneurship is a creative human act involving the mobilization of resources from one level of productive use to a higher level of use. “It is the process by which the individual pursue opportunities without regard to resources currently controlled.” Entrepreneurship involves a willingness to take responsibility and ability to put mind to a task and see it through from inception to completion. Another ingredient of entrepreneurship is sensing opportunities, while others see chaos, contradiction, and confusion.

India, once primarily an agrarian economy, today is better known for its professionals, technocrats and entrepreneurs. Entrepreneurship flourishes on the bedrock of creativity, decision-making ability, initiative, motivation and on a number of other desirable attributes. Entrepreneurs play an important role in developing a country and this in turn contributes to the economy of a nation. This largely depends upon the availability of entrepreneurs, their capability of using

technology, the amount that they are prepared to invest etc. Women entrepreneurship needs to be studied separately for two main reasons. The first reason is that women entrepreneurship has been recognized during the last decade as an important untapped source of economic growth. Women entrepreneurs create new jobs for themselves and others and by being different also provide society with different solutions to management, organization and business problems as well as to the exploitation of entrepreneurial opportunities. However, they still represent a minority of all entrepreneurs. Thus there exists a market failure discriminating against women’s possibility to become entrepreneurs and their possibility to become successful entrepreneurs. This market failure needs to be addressed by policy makers so that the economic potential of this group can be fully utilized. While without a doubt the economic impact of women is substantial, we still lack a reliable picture describing the detailed specific impact. Recent efforts initiated by the OECD (1997, 2000) are responses to this lack of knowledge and have focused the attention of policy makers and researchers on this important topic. Economic development has been a focal point right from the days of Adam Smith, the great economist. Development is both a physical reality and a state of mind in which the society has, through some combination of social, economic and institutional processes, secured the means for obtaining a better life.

The word “Entrepreneur” is derived from the French word “Enterprendre” means “to undertake”. Richard Cantillon an Irishman living in France was the first person to use the term. The entrepreneur in the modern sense is the self starter and doer of a business, who has organized and built his own enterprise or enterprises, and for the first time the term entrepreneur was used for bold planners and adventurous Frenchmen who organized and led military expeditions during the early 16th century. An entrepreneur must, accordingly, possess such attributes as self-confidence, risk-taking ability, skill-use deployment, decision-making, planning and organizing abilities, moreover, the ability to responds to innovations (Say, 1803; Mill, 1848; Knight, 1921; Schumpeter, 1934; Hayek, 1937; Leibenstein, 1968; and Krizner, 1973 in Singh, 1992 and Rani, 1996). Entrepreneurship...the very term signifies energy, innovation, passion and creativity ascribed to the men and women who build new business ventures or reviving an existing business by discovering, generating, and stimulating opportunity. women entrepreneurs as an enterprise owned and controlled by a women having a minimum financial interest of 51% of the capital and giving at least 51% of employment generated in the enterprise to women.

Women in India, in general are faced certain problems to lead their life in business. The greatest deterrent to women entrepreneurs is that they are women. Women’s family obligations also bar them from becoming successful entrepreneurs in both developed and developing nations. The financial institutions discourage women entrepreneurs on the belief that they can at any time leave their business and become housewives again. The result is that they are forced to rely on their own savings, and loan from relatives and family friends.

## **WOMEN ENTREPRENEURSHIP IN INDIA**

**Gandhiji** wrote as early as 1918 in his journal ‘Young India’, “Woman is the companion of man, gifted with equal mental capacities. She has the right to participate in minute details of activities of man and has the same right to freedom

and liberty. By sheer custom even the most ignorant and worthless men have been enjoying superiority over women which they do not deserve and ought not to have”.

The Nobel Laureate Prof. Amartya Sen (1999) opined, “The inequality among human beings (gender) proved to be hydra headed monster and its description could not be reduced to its measures usually deployed by economists. Human beings need food, shelter and clothing. They also need education, freedom to choose and access to all facilities provided by society for self-improvement. On the other hand, most existing societies have fostered institutions, which systematically deny such facilities to a particular gender in order to make them as the weaker gender of the society”.

Mr. Kofi Annan (2004), the then UN Secretary General, has stated, “Gender equality is more than a goal in itself. It is a precondition for meeting the challenges of reducing poverty, promoting sustainable development and building good governance”.

Like men, women too are endowed with psychological qualities and managerial abilities that matter in successful entrepreneurship. Several studies have suggested that entrepreneurial qualities can be acquired and developed in individuals through proper training (McClelland, 1971; Rao, 1975; Vinze, 1986; Singh, 1986). Hence entrepreneurship development among women is not only possible but is of vital importance. If proper facilities and environment are provided and women are exposed to new skills, with their natural instinct and aptitude they will do much better than men in entrepreneurial activities.

#### **NEED FOR THE STUDY**

India is a developing economy. It is passing through a transitional stage. The attitude towards women is not as rigidly unfavourable as it was in the past. Women are trying hard to establish themselves as entrepreneurs. Before independence women were engaged mostly in agriculture, house hold duties or at the most in the family’s trade activities. The social constraints and attitudes that inhibit the development of women entrepreneurs, the atmosphere in which they have to live together were keeping them away from the active work of entrepreneurship. Today, much is talked about the development of women entrepreneurship in India, because time has changed and is changing very fast.

Entrepreneurship is a concept assumed to be sex-neutral. In India, women entrepreneurship is still in its infancy because women entrepreneurs are not easily accepted by Indian society (Moitra, 2001). Government of India has defined women entrepreneurs as an enterprise owned and controlled by a women having a minimum financial interest of 51% of the capital and giving at least 51% of employment generated in the enterprise to women. In the words of Former President of India, APJ Abdul Kalam “empowering women is a prerequisite for creating a good nation, when women are empowered, society with stability is assured. Empowerment of women is essential as their thoughts and their value systems lead to the development of a good family, good society and ultimately a good nation.” The socio-economic condition of women is the key for overall growth and development of the country. A study conducted by Manickaval (1997) shows that in India, 56% of the women are unemployed. Hence, development of women entrepreneurship is essential to provide economic opportunities to women. In most countries, regions and sectors, the majority of business owner/managers are male (from 65 percent to 75 percent).

Women comprise half of human resources they have been identified as key agents of sustainable development and women’s equality is as central to a more holistic approach towards establishing new patterns and process of development that are sustainable. The contribution of women and their role in the family as well as in the economic development and social transformation are pivotal. Women constitute 90 per cent of total marginal workers of the country. Rural women who are engaged in agriculture form nearly 78 per cent of all women in regular work in the Anantapur district in Andhra Pradesh. As such their contribution to economy is more essential. In the drought prone Anantapur district, women contribution to family income and thereby national income is most important. As such it is essential to study the problems encountered by the women entrepreneurs during their contribution to the economic betterment of family. Hence, the present study is a humble attempt to assess the problems faced and the impact on self confidence of the women entrepreneurs of the backward and draught prone Ananthapuram district in Andhra Pradesh.

#### **METHODOLOGY OF STUDY**

“Research is simply the process of finding solutions to a problem after a thorough study and analysis of the situational factors”.

#### **RESEARCH DESIGN**

This study is descriptive in nature. Descriptive research design (survey) has been used in carrying out the present study as the study aimed at finding out the profile of the women entrepreneurs with respect to personal characteristics, problems faced by them, their attitude towards entrepreneurial support agencies and their opinion about the present status of women entrepreneurs. To collect the information, the interview schedule is used.

#### **PILOT STUDY**

After the meetings and discussions with the women entrepreneurs in Ananthapuram District, the research area which needs more concentration is determined. Many participants want to focus the problems they meet with.

A pilot study was conducted for testing the relevance of the questionnaire by selecting three entrepreneurs from each group. The scope of the research is limited to Ananthapuram region. Women constitute around half of the total world population. They are therefore, regarded as the better half of the society. In traditional societies they were confined to the four walls of houses performing household activities. In modern society they have come out of the four walls to participate in all sorts of activities. The Indian women are no more treated as beautiful showpieces. They are also enjoying the fruit of globalization marking an influence on the domestic and international sphere. They have carved a niche for themselves in the male dominated world. Indian women well manage both burden of work in household front and meeting the deadlines at the work place. In a recent survey it is revealed that the female entrepreneurs from India are generating more wealth than the women in any part of the world.

- 1) To study the profile and the developmental issues of women entrepreneurs.
- 2) To analyse and interpret the socio - economic conditions of the women entrepreneurs in the Ananthapuram district.
- 3) To identify the problems faced by the women entrepreneurs.

- 4) To find out the inducing factors of the women entrepreneurship.
- 5) To analyse the opinions about the various supporting agencies for women entrepreneurs.
- 6) To study the socio economic background of women entrepreneurs in Ananthapuram town
- 7) To analyse the influencing and motivational factors facilitating women entrepreneurship in Ananthapuram
- 8) To assess and analyse the strengths and weaknesses of women entrepreneurs in Ananthapuram and the environmental opportunities and threats that promote entrepreneurship in Ananthapuram “
- 9) To measure and identify the level of work-home role conflict and its effect on women entrepreneurial performance.
- 10) To study and examine the performance of women entrepreneurs
- 11) To understand and & assess the problems and the constraints faced by women entrepreneurs in Ananthapuram
12. To examine and elicit the opinion of women entrepreneurs on the level of satisfaction about their achievements and rating of success pertaining to their entrepreneurial work.

As our late Prime Minister Smt. Indira Gandhi said “No society can go ahead if half of it is not given opportunity”. Men themselves cannot achieve their fullest if there is a large part of the population which is not by their side and helping them. It is in the interest of all that women should be able to play a more positive and more creative role in all spheres of activities, both at the national and international levels. Entrepreneurship plays a critical role in the growth of any country which has abundant natural and human resources. Besides, being the vehicle of industrial development, concentration of wealth in a few selected hands causes imbalanced regional development, increasing wastage of youth and vigour in destructive activities. Entrepreneurship and other high level human skills are key variables which link the socio-cultural milieu with the rate of economic development. Recently, some economists have shifted the emphasis from the growth of capital to the growth of high level man power such as entrepreneurship as a major determinant of the rate of economic growth of a country.

### CONCLUSION

Different women had different attitudes towards entrepreneurship. The growth, profitability and survival of the enterprise depended on this attitude or view towards entrepreneurship. Some highly educated women considered

‘business as a challenge’, and were ‘ambitious’, ‘career-oriented’ and ‘innovative’. They considered entrepreneurship as their first priority and hence were prepared to take risks and were also more rational in their choice of line, location, size and investment in the enterprises. Some not very highly educated or well to do entrepreneurs were conventional and considered entrepreneurship as an avenue for additional income but despite their need for money their first priority was the home. Their choice of the line, location, size and investment of the enterprise was limited by factors like convenience, skills and economics status of family rather than the entrepreneurs or the environment. Some women, either highly educated and wealthy or not, considered entrepreneurship as a hobby and a ventilator for their psychological independence, rather than financial needs and hence their first priority was the home. Their choice of the line, size location and investment in the enterprises was dependent on the choice, skill and economic status of the entrepreneur.

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