



DEVELOPMENT OF WOMEN ENTREPRENEURSHIP IN ANDHRA PRADESH

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Abstract

The industrial revolution boosted entrepreneurship in the developed economies. It was not the same with the underdeveloped countries like India, as they were under the colonial rule at that time. Immediately after independence, the country found itself floundering in poverty and chaos. It was only in the late fifties that interest in the development of entrepreneurship emerged especially through small-scale industry to achieve rapid economic development. Human resources, both men and women, of working age constitute the strength of economic development of a nation. Women form an important segment of the labor force and the economic role played by them cannot be isolated from the framework of development as the role and degree of integration of women in economic development is always an indicator of women's economic independence and social status. Emergence of entrepreneurship is considered to be closely linked to social, cultural, religious and psychological variables and these changes seem to have become acceptable norms in the context of women at work in the Indian situation. Today, with more and more women participating in the economic development, women also find micro enterprises attractive because of low barriers to entry and the flexible nature of work, which makes it easy to combine gainful employment along with domestic responsibilities.

Key Words: Development, Women, Entrepreneurship.

Introduction

In India, the term entrepreneurship appears to connote a much-restricted meaning. It covers only limited sphere of enterprising endeavor i.e., establishing and running of factories and industrial enterprises. It has also been viewed as a phenomenon occurring around an individual and benefiting only individual. Very recently, it is being appreciated as one that could be harnessed to benefit larger groups. The industrial revolution boosted entrepreneurship in the developed economies. It was not the same with the underdeveloped countries like India, as they were under the colonial rule at that time. Immediately after independence, the country found itself floundering in poverty and chaos. It was only in the late fifties that interest in the development of entrepreneurship emerged especially through small-scale industry to achieve rapid economic development. Human resources, both men and women, of working age constitute the strength of economic development of a nation. Women form an important segment of the labor force and the economic role played by them cannot be isolated from the framework of development as the role and degree of integration of women in economic development is always an indicator of women's economic independence and social status. Government of India, therefore has made planned efforts to inculcate the spirit of enterprise among women through many incentives and developmental programs. These efforts are expected to spin good results with many more women taking to entrepreneurship. Entrepreneurship seems to be ideal for women seeking participation in the country's economic development because of certain factors. Emergence of entrepreneurship is considered to be closely linked to social, cultural, religious and psychological variables and these changes seem to have become acceptable norms in the context of women at work in the Indian situation. Today, with more and more women participating in the economic development, women also find micro enterprises attractive because of low barriers to entry and the flexible nature of work, which makes it easy to combine gainful employment along with domestic responsibilities.

Survey of the Literature

Recent researches indicate that several women are becoming entrepreneurs, especially the middle class women due to the pull and push of traditional and changing values. Under the pull-factors, the women entrepreneurs choose a profession as a challenge, as an adventure with an urge to do something new and to have an independent occupation. Under the push-factors women take up business enterprises to get over financial difficulties when responsibility is thrust on them due to family circumstances. Women are increasingly seeking entrepreneurship as an avenue for economic growth. With the government and the semi government organizations playing important role in mobilizing women to become entrepreneurs through different programs, the number of women entrepreneurs are increasing and is expected to further much more.

1. Peter F. Drucker, who described the entrepreneurial role as one of gathering and using resources, added that resources to produce results must be allocated to opportunities rather than to problems, advocates the modern view of an entrepreneur. In Drucker's view entrepreneurship occurs when resources are redirected to progressive opportunities, not used to ensure administrative efficiency. This redirection of resources distinguishes the entrepreneurial role from that of the traditional manager's role.
2. Entrepreneurship is a process undertaken by an entrepreneur to augment his business interest. Entrepreneurs appear to have been motivated by a combination and interaction of various factors. Entrepreneurship is



influenced by a host of factors and became a fine art as it has evolved as a science of management and a catalytic tool of economic growth and development.

3. In the words of Cole, entrepreneurship is the purposeful activity of an individual or a group of associated individuals undertaken to initiate, maintain or organize a profit oriented business unit for the production or distribution of economic goods and services.
4. According to Weber, the motivating force for the entrepreneurial activity is provided by Calvinist ethic irrespective of the cultural background, personality type of the individual and the social environment in which he lives. Hence in this system the entrepreneurial energies are generated by following exogenously supplied religious beliefs - the protestant ethics.
5. Hagen takes up the forces that will bring social change and technological change. By studying a number of countries in which there has occurred a transition from a traditional state to a modern state of continuing economic development, he draws an inference that an important factor initiating a change was historic shift which caused some group or groups of leading elite who previously had respect and value in the social hierarchy felt, that they no longer were respected and valued.
6. Thomas Cochran developed sociological theory of entrepreneurship. He starts with the premise that fundamental problems of economic development are non-economic and hence he emphasized cultural values, role expectations and social sanctions as the key elements that determine the supply of entrepreneurs. According to him, an entrepreneur is neither a super normal individual nor a deviant person but represents a society's model personality.
7. David C. Mc Clelland's study aimed at finding the internal factors, that is human values and motives that lead men to exploit opportunities or need for achievement- a desire to do well, not for the sake of social recognitions, but for the sake of an inner feeling of personal accomplishment.

Statement of the Problem

Many research studies have been done on entrepreneurship, but very little has been done on women as entrepreneurs. A lot of data is available on entrepreneurial characteristics and motivations of men but very little data is available regarding women entrepreneurs. Most of the studies on women entrepreneurship that have been undertaken in the Indian context, are in the industrialized cities of Delhi, Pune and Madras and these studies are again in women-run small scale industries rather than women entrepreneurs in general. Little research has been done in India to understand issues like motivational factors, support systems, and management problems of women entrepreneurs. No systematic attempt was ever made by any individual or institution to study the patterns of women entrepreneurship in Andhra Pradesh more specifically in Kurnool District at micro level.

Need and Scope of the Study

Women are increasingly seeking entrepreneurship as an avenue for economic growth. With the government and the semi government organizations playing important role in mobilizing women to become entrepreneurs through different programs, the number of women entrepreneurs are increasing and is expected to further much more. Many research studies had been done on entrepreneurship, but very little has been done on women as entrepreneurs. A lot of data is available on entrepreneurial characteristics and motivations of men but very little data is available regarding women entrepreneurs. Most of the studies on women entrepreneurship that have been undertaken in the Indian context, are in the industrialized cities of Delhi, Pune and Madras and these studies are again in women-run small scale industries rather than women entrepreneurs in general.

Though traditional activities like sale of vegetables and fruits have been taken up by the rural women, entrepreneurship on modern lines has been found in industry, trade and service is recent. Little research has been done in India to understand issues like motivational factors, support systems, management problems of women entrepreneurs. No systematic attempt was made by any individual or institution to study the patterns of women entrepreneurship in Andhra Pradesh more specifically in Kurnool District at micro level. In view of the above, a modest attempt is made to understand the various dimensions of human entrepreneurship with the title. Development of Women Entrepreneurship – A case study of Kurnool District of Andhra Pradesh

Objectives of the study

1. to understand the significance and role of women entrepreneurship in economic development and to present women entrepreneurship in terms of historical perspectives and understand the government policy on women entrepreneurship,
2. to understand the profile of Kurnool District and examine the socio-economic background of women entrepreneurs in Kurnool District of Andhra Pradesh,



3. to analyze the motivational and facilitating factors leading to the establishment of enterprises by the women entrepreneurs,
4. to examine the work-home relationship of women entrepreneurs in terms of conflict of roles, time management and decision making competencies,
5. to study the performance of enterprises in terms of production, marketing, personnel and financial functions of the organizations run by women entrepreneurs in Kurnool District of Andhra Pradesh;
6. to suggest measures to facilitate the development of women entrepreneurship in Kurnool district;

Methodology of the Study

The study is to be made on the bases of both primary data and secondary data. The main source of the secondary data includes published literature on various dimensions of entrepreneurship in the form Government reports, research reports, research publications. The primary source of data includes the factual and opinion data to be collected by the researcher during field survey. A structured schedule/ questionnaire is to be prepared covering the socio-economic profile, the motivational factors, the functional areas of management, opinions of entrepreneurs on their strengths, weaknesses, opportunities and threats and also the various problems faced by them. A pilot study will be conducted to test questionnaire with select entrepreneurs. Based on their responses necessary changes will be made in the final questionnaire. The data and the information to be collected with the help of schedule/ questionnaire and will be processed and analyzed by using SPSS software.

Sampling Design

In the absence of any data relating to women entrepreneurship, efforts have to be made through discussions with the officials of District Industries Centre, Andhra Pradesh State Financial Corporation, Andhra Pradesh Industries Technical Consultancy Organization, Banks, non-government organization and other agencies. Discussions with certain bankers will lead to the location of certain women-run enterprises, as the units were financed by banks under self employment schemes. With this information, a preliminary list of women run enterprises will be made. For useful conclusions to be drawn. From the list of these enterprises, a modest sample of 110 women entrepreneurs are to be selected on purposive basis as the remaining units were either run by male members of the family or in operative due to various reasons. The present study is to be confined to three revenue divisions of Kurnool district of Andhra Pradesh namely Kurnool, Nandyal and Adoni. In order to select the sample of women entrepreneurs from all the revenue divisions of the Kurnool District purposive sampling technique is to be adopted. These hundred ten enterprises includes fifty one entrepreneurs belonging to the service group, twenty nine to the production group and the remaining thirty to the trading group. The revenue division wise breakup of the enterprises is presented in Table -1.1

Table-1.1: Sample Units

Revenue Division	No. of Units	Percentage
Kurnool	58	52.7
Nandyal	29	26.4
Adoni	23	20.9
Total	110	100.0

Source: Field Survey

Development of Women Entrepreneurship

Two major international organizations for women business owners have been created to assist women business owners in overcoming many of the challenges they face in business. The oldest is Les Femmes Chefs d' Enterprises Mondiales (FCEM). Created in France in 1946, it now represents approximately 30,000 women business owners in thirty countries. The FCEM has NGO status with the United Nations and consultative status with the European Union and the International Labor Organization. The other is the International Federation of Women Entrepreneurs (IFWE) which was established as an offshoot of the World Association of Small and Medium Enterprises (WASME). IFWE represents women business owners in more than twenty countries and has NGO status with the United Nations and Consultative status with the International Labor Organization.

Both of these organizations hold annual meetings in different parts of the world in order to bring women business owners together to meet, learn about each other's business, identify new opportunities, and create friendships that will lead to long-term relationships. The shift in recent years has definitely been away from socially oriented business to action oriented meetings. Women have become more serious about doing business together. FCEM and IFWE are developing strategic plans which help bring them and their members into the 21st century. Because they already established internationally recognized organizations with an infrastructure in place, they should use their membership to strengthen and influence the women entrepreneurship. Both organizations participated in the recent OCED Conference on Women Entrepreneurs in Small and Medium Enterprise, identifying these issues and helping to prepare policy recommendations to the OECD secretariat. These



organizations can play an important role in recruiting and assisting women business owners from various countries at different stages of development and in bringing attention to the great disparities that exist worldwide among women in business. With chapters all over the world, these organizations have existing networks which are ideal to promote cross border trading and mentoring among their members, mobilizing technology to create virtual markets, and promoting research and statistics that underscore the contributions of women business owners worldwide. Other worldwide associations such as the International Alliance and the International Business and Professional Women's Association are also well known. All of these organizations aim to bring together women in business to help achieve their business goals. Less formal business women's networks was established exclusively to develop trade from Asia to Canada.

The Women Leaders' Network which includes women from academic, private sector and women business associations, has called on the leaders of the Asia Pacific Economic Corporation (APEC) group to recognize the impact of trade liberalization on women's businesses and offered to be a source of expertise to APEC. The Global Women Entrepreneurs' Trade and Investment Forum, 1996 held in Ghana was another such effort. In Latin Americas initial meetings to establish a network of women business leaders were held in 1997 in Brazil as a parallel event to the trade ministerial conference on the proposed Free Trade Area of the America (FTAA). This network will represent the business interest of women business owners in the countries of the Western Hemisphere. All of these networks are "virtual" organizations, making use of information technology to perform. They recognize the need to untie behind a common set of issues in order to show policymakers not only the impact women-owned businesses have on the world economy, and make policy makes to hear their organisation' policy position. India too faced the development crisis, but there was no such women's movement and not even any realization of the interrelationship between the situation of women and the development trends. In India, twenty five years back, late Prime Minister Mrs. Indira Gandhi stressed that women have trailed behind men in almost all sectors and their status could be raised by generating opportunities for their independent means of employment. Sixth-Five Year Plan, for the first time, introduced a special chapter on 'Women and Development' accentuating economic development of women through greater opportunities for salaried, self employed, and wage laborers. A Women Welfare Development Bureau was set up to intensify efforts and measures needed for ensuring participation of women in national development. The National Perspective Plan for Women (1988-2000). Report of the National Commission on Self-employed Women and women in the informal sector have also made far reaching recommendations in terms of issues, constraints and strategies for women development.

Commercialization and modernization of the economy gradually eliminated many of the avenues of employment to women in agriculture and industries and made them to find ways to supplement their family income. As a result, a section of urban women have emerged as potential entrepreneurs. Since last two decades women have started emerging on the business scene and some have achieved remarkable success. Although, their task had been full of challenges, yet, they steered the prejudices, family opposition and cynical remarks of co-workers and ultimately established themselves as independent entrepreneurs. In India more than 25 institutions have started entrepreneurship as a separate subject. The statement women should be job giver not job seeker weighs quite high and therefore, the Government of India and the State Governments have started a number of promotional programs for them. In India, women have contributed mainly to household industries due to the less technical know-how required for others and little competition from men. With the spread of education and growing awareness among women, they have entered into engineering, electronics, energy and many other industries. Over the years, women have become more task-oriented, career-minded and economically independent.

In Andhra Pradesh, women are getting educated and undertaking jobs on par with men driven by zeal to start an industry and provide employment to some people while earning their livelihood. For example, Radha Rani a house wife started RR Sportswear industry in a small way in 1991 in Vijayawada, Andhra Pradesh. After a decade, she finds herself a successful entrepreneur. She has made a mark in hosiery industry by creating market for sportswear while exploiting the existing market for casual wear. Anjani, set up Liquefied Petroleum Gas (LPG) bottling plant at Enikepadu in Krishna District of Andhra Pradesh by investing about Rs. One Crore supplying cooking gas to nearby 60,000 customers through a wide network of 120 dealers spread over four districts. She has been running the unit successfully facing odds for the last 10 years. Another Women Entrepreneur, S. Radha Rani, Director of Linkwell Tele systems, Hyderabad (1993) has made sure that her product, the Visiontek STD/ISD monitor is market leader and looking at the third world countries as a new market with a present turnover of Rs. 48 Crores. Vijayawada based Women Entrepreneurs Association (WEA), Jana Sikshan Samsthan (JSS) and Hyderabad based Association of Lady Entrepreneurs are providing entrepreneurs with the required and motivation, guidance and training and are instrumental for the growth and development of women entrepreneurs in the State.

Opportunities for Women Entrepreneurs

Considering the flow of women entrepreneurs in the traditional and conventional industries and product lines, it is often criticized that the women entrepreneurship is limited to traditional industries in India. The entry of women entrepreneurs in



the conventional product is justified on the grounds that they have acquired the skills required for these products traditionally. But, many All-India surveys have proved that in recent years, women entrepreneurs have entered all fields of business and industry. In the last decade, there has been a remarkable shift in emphasis from the manufacturing industry to the service industry. Considering this, some important opportunities are identified for the women in urban areas:

1. Computer services and information dissemination
2. Trading in computer stationery
3. Computer training at various levels.
4. Computer maintenance
5. Travel and Tourism
6. Quality testing, Quality control laboratories
7. Sub-assemblies of electronic products
8. Nutrition clubs in schools and offices
9. Poster and indoor plant library
10. Recreation centers for old people
11. Cultures centers
12. Screen printing, photography, and video shooting
13. Stuffed soft toys, wooden toys
14. Mini laundry, community eating centers
15. Community kitchens
16. Distribution and trading of household provisions as well as saris, dress materials, etc.
17. Job contracts for packaging of foods
18. Photocopying, typing centres
19. Beauty parlours
20. Communications centres like STD booths, cyber cafes, etc.
21. Creches
22. Catering Services
23. Health clubs, etc.

Conclusion

The study is mainly to be based on the primary data and exploratory in nature. The objective of the study is to have a comprehensive understanding of Development of Women Entrepreneurship in Kurnool District of Andhra Pradesh.

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