



Empowerment of Women through Entrepreneurial Development - A sample Survey

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KEYWORDS :

Women constitute 48% of the total population and perform 2/3 rds of the works. According to the world development report 2012 1/5th of the married women in India are not involved in spending decision. Women's ownership and control of property in far less than their male partners..

"Empowerment with women" is the central issue that has been pervading development debate 1980's. Women's equality and empowerment are seen as pillars of holistic approach towards establishing pattern and process of development. When women are economically and socially empowered they become a change agent and able to exercise choice to set their own a gender and strong enough to challenge and change their position in society.

Empowerment is self government, self-sufficing and self maintenance. Empowerment in a continue process of realizing the goals of equality, human liberation and freedom. Women empowerment implies equality of opportunity and equality between the genders, ethnic groups, social classes and age groups. Collective participants in different Spheris of life etc..

Factors influencing women entrepreneurs

- Economic independents
- Establishing their own creativity
- Establishing their own identity
- Achievement of excellence
- Developing risk taking ability
- Equal status in society
- Greater freedom and mobility

Women entrepreneurs-

The emergency of women entrepreneurs and women owned firm and their significant contribution to the economy is visible in India. These businesses are ready for continued growth in the future.

The number of women entrepreneurs has increased during 1990's. The new generation of women's-owned enterprise actively seeking capital for their businesses using modern technology to find and create a niche in both the domestic and report market while women - owned business possess the potential and are capable of contributing much more it is essential to formulate strategic support and sustain their efforts in the night direction.

Surveys demonstrate that women's privacy entrepreneurs of activity is focused in the small and the medium enterprise (SME) sector. They work is a wide range of sector from trade and services, to tailoring, beauty parlours, petty shops, hotel running, beauty parlors, selling of consumable items, fire wood shop, tailoring, spinning and weaving, dying and bleaching, embroidery works, washing and ironing, balwadi and creach running, pulse dehiscing electronics and electrical goods public telephone services, telephone cleaning type writing institute and computer training center.

However the involvement of women entrepreneur is the production sector is minimal and the development of this sector is rather slow. Emplaced evidence shows that women contribute significantly to the running of the family business mostly in the form of unpaid effort

and skills.

Challenges-

- Lack of confidence
- Problem of finance and working capital
- Social cultural barriers
- Production problem
- Inefficient marketing arrangement

Need for women Entrepreneurship:

Now the scenario is changing fast with modernization, urbanization Development of education & business. Women are seeking gainful employment in several fields in increasing numbers with the education and new awareness. Women Entrepreneurs are spreading their wings to higher level of 3Es namely Engineering, electronics and energy. Today, no field is unapproachable to trained and modern Indian women. But still it can not be said that taken off the ground and it is felt that the movement is still in a transition period. Entrepreneurship for women can be planned and developed and the need for providing appropriate awareness and environment to promote Entrepreneurial skills.

Need for the study:

- The present study of women Entrepreneurs was undertaken with a view to understand the nature & conditions under which they are functioning and the problems and challenges faced by them in course of their Entrepreneurial pursuits.

Objectives:

- To understand the concept of women Entrepreneurial development in Vijayawada.
- Types of business where women are largely concentrated.
- Government initiatives and policies and other support systems available for the betterment of women Entrepreneurial development in both rural & urban in and around Vijayawada, Krishna district.
- To identify the general profile and nature of business of the women Entrepreneurs.
- To examine the economic & social conditions under which these Entrepreneurs are functioning
- To analyze the factors that contributes to their success and fulfillment.
- To enquire into the problems & prospects of their carrier and suggest ways & means to assuage them.

Data:

The survey was carried out with 35 sample women Entrepreneurs who were selected according to convenience sample method in the rural and urban areas of Vijayawada. The data were collected by means of interview conducted with the help of interview schedule. Open ended questions were provided for the sampled members to express freely of the problems faced by their business & extend suggestions / messages to other aspiring Entrepreneurs in the light of own experience.

Methodology:

The collected data were analyzed by means of simple statistical tools

like percentages etc. The finding of these explorative study presented under the various aspects such as their profile, investment & sources, returns, challenges, future plans etc..

Strategies for women Entrepreneurship:

- Awareness generation initiatives.
- Promoting self employment through credit and training.
- Providing lean season wage employment.
- Providing saving habits among women.
- Providing a range of support service to meet gender needs.
- Addressing minimum needs such as nutrition, health, sanitation, housing and education.
- Direct involvement of women likely to be effected by the development programs.
- The goals of poverty reduction if poor women could organize into groups for community participation as well as to ascertain of their rights in various services related to economic and social wellbeing.

Requirements of women Entrepreneurship:

- Problems faced by the women Entrepreneurship to build up courage and self-confidence.
- To fix priorities in family and business activities by allocating adequate time for both appropriately.
- They must have urge to learn new things and to undergo training on various skills of Entrepreneurship.
- Production orientation must be changed to real marketing orientation, to gain the maximum number of customers.
- They must be prepared to accept changes.
- They must involve in risk taking and effective decisions appropriately.
- Unnecessary activities must be eliminated.
- A good relation ship and working atmosphere for the employees must be built up.

Table-1 Occupation of respondents and percentage

Sr.no	occupation	No. of respondents	percentage
01.	Pickle preparation	2	5.714
02.	Fisheries	1	2.857
03.	Special saree embroidery(wood carving)	3	8.571
04.	Tailoring	5	14.285
05.	Papad preparation	2	5.714
06.	Herbal products preparation	1	2.857
07.	Vistharakulu (An INDIAN style of eating plates made by with a particular leaves)	1	2.857
08.	Poultry	1	2.857
09.	Dairy	2	5.714
10.	Mobile hotel, sweet shop	3	8.571
11.	Saree sales	4	11.428
12.	Vegetable wending	1	2.857
13.	Grocery sale	2	5.71
14.	Travel agency	1	2.857
15.	Fancy shop	1	2.857
16.	Cell phone covers preparation	1	2.857
17.	Toys preparation	1	2.857
18.	Flower wending	1	2.857
19.	Plantations	1	2.857
20.	Beauty parlor	1	2.857
	Total	35	99.72(100)

The occupation of the respondent in women Entrepreneurship is analyzed in the Table-1. Figures in column denotes the percentage.

From Table -1 it is evident that out of 35 respondents 14.28% of the respondents are involved in tailoring activity and 8.571 % are involved in embroidery and wood carving works. None of the respondents is with out occupation. The occupation chosen by the women Entrepreneurs depends on the availability of the skills, availability of resources and demand for the product in the market.

Table-2 INCOME OF THE RESPONDENTS AND PERCENTAGE:

MONTHLY INCOME	RESPONDENTS	PERSENTAGE
500 to 2,000	8	22.85
2,000 to 5,000	14	40
5,000 to 10,000	6	17.14
10,000 to 20,000	5	14.28
20,000 Above	2	5.7

Table-2(A) Income of the respondents in Pre-Entrepreneur and Post-entrepreneur stage:

Sr.no	Name of the respondents	Name of the occupation	Pre-Entrepreneur stage	Post-entrepreneur stage
01.	B.Ramadevi	Toys preparation	2,000	5,000
02.	CH.Venkateswaramma	Fishery	10,000	20,000
03.	E.vani	Pickles making	6,000	9,000
04.	G.Mahalakshmi	Pickles making	16,000	23,000
05.	J.Janakamma	vistharakulu	6,000	9,000
06.	K.Narasamma	Grossary sale	3,000	8,000
07.	K.Vijayalakshmi	Flower wander	3,000	8,000
08.	L.katharin	Tailoring	14,000	20,000
09.	M.Bahavani	Saree sale	2,000	5,000
10.	M.Rani	Tailoring	8,000	12,000
11.	M.Sirisha	Fancy shop	13,000	17,000
12.	M.Srilatha	Poultry	5,000	25,000
13.	N.Sunitha	Hotels	11,000	17,000
14.	P.jayasudha	Papad making	4,000	6,000
15.	SD.Nasem sultana	Cell covering	2,000	10,000
16.	Sk.karimmunnisa begum	Herbal products preparation	9,000	11,000
17.	S.Nirmala	Saree sale	5,000	15,000
18.	S.Sujatha	Tailoring	8,000	12,500
19.	T.Lakshmi	Wood cawing	3,000	15,000
20.	U.Tlasi	Beauty parlor	1,500	10,000
21.	P.Leelavathi	Tailoring	2,000	5,000
22.	N.Vijaya	Sweet shop	10,000	30,000
23.	N.Ramullamma	Planitation	30,000	70,000
24.	Sk.phasiya	Embroidery	15,000	19,000

25.	A.vanajakshi	Dairy	2,000	4,500
26.	k.usha	Travel agency	5,000	10,000
27.	G.Ramana	Vegetable wending	1,000	2,000
28.	Y.Vajramma	Grossary sale	1,000	1,500
29.	P.Rajyalakshmi	Saree sale	2,000	3,800
30.	P.Siva	Mobile hotel	4,000	25,000
31.	K.Lakshmi	Papad preparation	1,000	2,000
32.	M.Kumari	Dairy	5,000	12,000
33.	S.Sunitha	Tailoring	1,500	2,000
34.	B.swathi	Mobile hotel	4,000	6,000
35.	K.Sara grace	Tailoring	11,000	14,000

The women Entrepreneur involved in different activities which yield income to them. The income of the respondents in pre-and post Entrepreneurship stage is analyzed in the following table.

Before starting Entrepreneurial business majority of women were not able to contribute towards their family income but after starting these business all these respondents income levels are increased. The increased incomes have helped to supplement the incomes to reduce the levels of poverty to a grater extent in several families. Around 40 % of them have earned between Rs 2,000 to Rs.5, 000 per month.

Table-3 Benefits received by the respondents

Benefits Received	No. of respondents derived	Percentage of respondents from derived benefits
Increase in income	35	100
Debt repayment	14	40
Awareness about the government programs.	12	34.2
Aid received from government polices	5	14

women

The Women Entrepreneurs received benefits after started Entrepreneurial development program. The Table-3 shows that the major benefits are increased income, debt repayment and awareness of Government policies and aid received under this program. There is an increase in income of all the respondents. Out of 35 samples 40 % of them are repaying their debt from their earned income, 14 % of the respondents are receiving aid from the Government to develop their Entrepreneurial activity.

Hypotheses:

The study is based on the following hypotheses.

- I. All the women are in sexterio typed enterprises.
- II. All the women entrepreneurs are able to reap the benefits from the Government policies
- III. Augmentation of family resources is made possible.
- IV. All the women entrepreneurs are able to repay the debts.

Findings:

The women entrepreneurs dominated in the conventional areas such as textiles and tailoring, food processing etc preference for self employment and need for economic independence along with experience obtained from business constituted the motivated elements for these women enter into women.

The revelation in the study establishes I, III, IV, hypotheses. Cent percent of women entrepreneurs are sexterio typed, their family incomes are augmented and they are able to repay their debts.

The II hypothesis is nullified because only 14 percent of total respond-

ents are able to reap benefits from Government policies.

- The women entrepreneurs dominated in the conventional areas such that textiles and tailoring , food processing , stationary/ gift shops etc ...
- Reference for self-employment and the need for economic independence along with experience obtained from family business-constituted. The motivating eliminates for these women enter into business.
- 60 % of these women belonged to the age group of 30-40. They were found educated, as 23 % of them were graduates.
- In 65% of these units Capital investments were very low, below rupees 2, 00,000.
- The incidence of private borrowing from money lenders is on the decline.
- The prospects of the women entrepreneur are bright and buoyant above Rs.10, 000 per month for about 17 % of the sample entrepreneurs.
- Marketing problems were found to be more serious than financial problems as finance was easily available to some extent. It requires more of managerial skills and forward planning, risk taking spirit, innovation, keen observation, knowledge of the market dynamism , quality consciousness etc... to combat the situation.
- Women entrepreneurs find themselves quit confident, successful and hence empowered economically and socially. The personal status rose abundantly with their occupation that generated money for power.

Problems of women Entrepreneurship:

- Financial constraints.
- Inefficient arrangements.
- Over dependence on intermediaries.
- Scarcity of raw materials.
- Stiff competition.
- High cost of production.
- Low mobility.
- Family responsibility.
- Social status.
- Low ability to bear risk.
- Lack of education.
- Low need for achievement.
- Absence of ambition for the achievements.

Remedies to solve the problem of women Entrepreneurs:

The following measures may be adopted to solve the problem faced by women entrepreneurs:

- Financial cell.
- Marketing co-operatives.
- Supply of raw materials.
- Education and awareness.
- Training facilities.

Suggestions:

The following suggestions are made to improve the level of efficiency and profitability of the units run by the women entrepreneurs.

1. Short term courses can be arranged for these entrepreneurs to make them proficient in the areas of working capital management, costing techniques, sales promotion, marketing management etc...
2. Computer should become part of their paraphernalia. Documentations accounting and book keeping, communications etc... must be carried out systematically.
3. The women entrepreneurs should form themselves into associations area-wise / industry-wise in order to promote business interests like credit marketing, advertisement and such other cases common to them.
4. They should experiment and innovate continues and implement new technology. So as to achieve cost efficiency and competitiveness.
5. Finance must be made available to these entrepreneurs with out many restrictions so that viable projects do not suffer for want of institutional credit. NGO's , DIC's , SIDCO's and such other agencies may come forward to provide short term crash courses to

suit the requirements of these inexperienced players of the economy.

Conclusion:

However Indian society needs to bring about an attitudinal change in regard to the role of women as an entrepreneur. Most of the study reveals that women entrepreneurs are sexterio type of occupations such as tailoring, spinning, embroidery, selling consumable items, pickle preparation, flower vending etc. So provided the government encourages with needed financial and technical assistance there will be real empowerment of women.

Now a days women have more awareness about the society, problems, circumstances and opportunities available before them. They are ready to take any risk to come forward economically as they have more responsibility to take can of their children and more interest in the development of their family. If there is an income to a woman in the family, surely it will be spent only for the development of the family not for themselves.