



Self-Confidence of Women Entrepreneurs - A Case Study of a Backward District

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ABSTRACT

The role of women has been changing substantially over the last decade and half, both inside and outside homes. According to 2011 census, women constitute 29.5 per cent of the working population, of which 96 per cent of them are concentrated in the unorganized sector. For the last two decades their work participation rate has been increasing continuously. The predominant objective of empowering women is to make them economically independent and self-reliant, special efforts are to be made to generate gainful employment through promotion and expansion of both wage and self-employment opportunities. The present study is confined to assess the problems encountered by the women entrepreneurs for the economic development of backward Anantapur district in Andhra Pradesh State and also an attempt has been made to assess the level of self-confidence of women entrepreneurs of the backward district.

Keywords: women entrepreneurs, backward district, self confidence, employment.

INTRODUCTION

In the traditional society, woman's role was naturally limited to the family. Since she was the beam of children, she was fully occupied with her duties as a mother and home maker. This was no small feat, since the traditional household may be described as both a production and a consumption unit. The man's responsibility was to provide the household with the raw materials which were then converted by the woman into consumable products or objects, under precarious housing conditions and by means of rudimentary methods and tools.

The recent emphasis and perception is that women can also contribute to the economy of the nation as workers and producers, social scientists, policy makers and administrators to devise the ways of developing planned entrepreneurship and economic development. Government has also been implementing schemes and programmes to ensure development of women.

NEED FOR THE STUDY

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 Anantapur district in Andhra Pradesh.

A sample of 300 women entrepreneurs was selected for the present study to analyze the socio-economic conditions of women entrepreneurs from three industrially well bestowed areas i.e. Dharmavaram, Rayadurg and Hindupur (100 each) of the district were taken for the analysis. The sample was selected using non-random opportunity sampling technique.

PROBLEMS ENCOUNTERED

For starting an enterprise, several problems occurs at the time of establishment as well as while running it. This is especially true in case of women entrepreneurs too and may be a little higher degree. Accordingly the field survey was conducted, data was collected through questionnaire and the details presented in the Table 1.

TABLE - 1: PROBLEMS ENCOUNTERED

| Specific Problem | Locality Wise Coverage of Entrepreneurs | | | Total |
|-------------------------|---|---------------|---------------|----------------|
| | Rayadurg | Dharmavaram | Hindupur | |
| Cash Flow | 47 (47.00) | 58 (58.00) | 65 (65.00) | 170 (56.67) |
| Inadequate Capital | 58 (58.00) | 61 (61.00) | 54 (54.00) | 173 (57.67) |
| Product Quality | 19 (19.00) | 27 (27.00) | 39 (39.00) | 85 (28.33) |
| Employee Related | 8 (08.00) | 14 (14.00) | 21 (21.00) | 43 (14.33) |
| Marketing/Sales Related | 39 (39.00) | 18 (18.00) | 16 (16.00) | 73 (24.33) |
| Lack of Expert Managers | 11 (11.00) | 9 (09.00) | 14 (14.00) | 34 (11.33) |
| Lack of Time | 8 (08.00) | 15 (15.00) | 11 (11.00) | 34 (11.33) |
| Family issues | 14 (14.00) | 19 (19.00) | 18 (18.00) | 51 (17.00) |
| Others | 8 (08.00) | 6 (06.00) | 9 (09.00) | 23 (07.67) |

Source: Field Survey; (Multiple Responses)

*Figures in Parentheses are percentages to the total

As per the Table 1, the major problems encountered by women entrepreneurs in the study area include inadequate capital, cash flow, product quality etc. To be precise nearly 57.67% encountered the problem of inadequate capital, 56.67% faced the problem of cash flow and 28.33% worried about product quality. Marketing/Sales Related problems were encountered by 24.33% of women entrepreneurs. Family related issues disturbed nearly 17% women entrepreneurs. Equal percentage (11.33%) of entrepreneurs faced the problems like Lack of Expert Managers and Lack of Time respectively. Employee related problems are the concern of 14% of women entrepreneurs. Besides they also faced the other problems like high rate of taxation, lack of local market facilities etc.

IMPACT ON SELF CONFIDENCE

Women entrepreneurs interact with outsiders with a degree of sophistication and self-worth not seen among women in the past. The woman is socially mobile and is used to depend on their own income, and therefore, always had the advantage of greater freedom than the richer urban or rural housewife. However, she spent most of her time within the family, or outside, earning for her family. Her entry into public spaces is largely enhanced due to her involvement with entrepreneurial activities. The level of increase in self-confidence of entrepreneurs is given in Table 2.

It can be inferred from Table 2 that the impact of entrepreneurial activities on the self confidence is at different degrees in the three rural areas. In Dharmavaram locality 97 out of 100 respondents constituting 97% reported positive impact on their self confidence levels and only 3% reported that there is no change or change for worse. In Hindupur locality 98 percent and in Rayadurg locality 97 percent reported positive changes in their self confidence levels. One each from the Hindupur and Dharmavaram localities responded negatively. It is conspicuous to note that none of the respondents reported negative change from Rayadurg rural area. Entrepreneurs from Rayadurg top the list in case of no change, moderate and significant changes. Half of the entrepreneurs from Hindupur reported small amount of change in their self confidence.

TABLE – 2: IMPACT ON SELF CONFIDENCE

| Amount of Change | Locality Wise Coverage of Entrepreneurs | | | Total |
|--------------------|---|-------------|----------|-------------|
| | Rayadurg | Dharmavaram | Hindupur | |
| No change | 3 | 2 | 1 | 6 (2.00) |
| Little change | 41 | 50 | 47 | 138 (46.00) |
| Moderate change | 41 | 38 | 39 | 118 (39.33) |
| Significant change | 15 | 9 | 12 | 36 (12.00) |
| Change for worse | 0 | 1 | 1 | 2 (0.67) |
| Total | 100 | 100 | 100 | 300 |

Source: Field Survey

*Figures in Parentheses are percentages to the total

The data of three localities reveal that nearly 97.33 percent noticed some kind of change in their self confidence levels. No change was reported by 2 percent of respondents. Only two out of 300 respondents reported negative impact. This is best illustrated in the Figure 1.

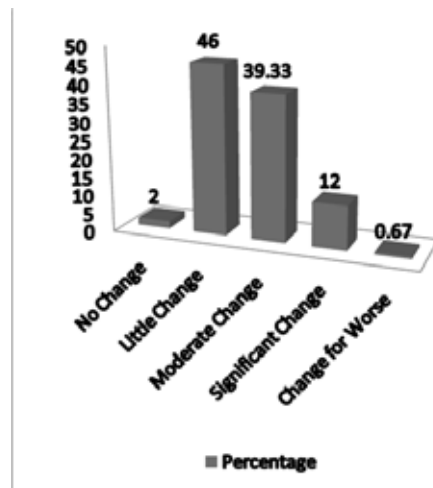


Fig 1. Impact on Self Confidence

CONCLUSIONS

It is important to note that most of the women entrepreneurs in the study area encountered the problem of cash flow and the problems due to inadequate capital. Marketing/sales related and product quality was at the moderate level of problem faced by the women entrepreneurs of the three rural areas of the backward district. Lack of time, lack of skilled managers, etc are played only a little percent. The impact of entrepreneurial activities has some kind of positive impact self confidence and leads to encourage further the more number of rural women into entrepreneurial activities which ultimately empowers the women and leading to the growth of the country.

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