



ECONOMIC EMPOWERMENT OF SELECT WOMEN ENTREPRENEURS IN DROUGHT PRONE AREA WITH SPECIAL REFERENCE TO ANANTAPURAMU DISTRICT

Dr.P. Firoz Babu* Dr.E. Kamalakara**

**Assistant Professor, Dept. of Social Work, Sri Krishnadevaraya University, Anantapuramu, Andhra Pradesh.*

***Academic Consultant, Dept. of Commerce, Sri Krishnadevaraya University, Anantapuramu, Andhra Pradesh.*

Abstract

Women entrepreneurship is essential and vital for the development of any country in the world. Because, women occupied half of the population in every country. This could be one of the reasons why we need to develop women especially in the area of entrepreneurship. There are certain socio-economic conditions, which hinders the growth of women entrepreneurs' performance in India. This study majorly discussed about what are the certain economic conditions which suppressing women not to develop in the area of entrepreneurship. These socio-economic conditions might vary from one sector to another sector, and from one geographical area to another geographical area. The present paper highlighted that economic development of women entrepreneurs in drought prone are of Anantapuramu district of Andhra Pradesh state.

Key Words: Women, Entrepreneur, Economic Development, Saving, and Income.

Introduction

Women Entrepreneurship has a tremendous potential in empowering women and transforming society and it has been recognized as an important source of economic growth. The emergence of women on the economic scene as entrepreneurs is a significant development in the emancipation of women and securing them a place in the development of society. The potential of women has gradually changing and plays an important role in the improvement of economic status of the society. Entrepreneurship development is concerned with the study of entrepreneurial behaviour, the dynamics of business set-up, development and expansion of the enterprise. Women are a significant force in the entrepreneurial world, as they make a noteworthy contribution to the economic development, and women-owned businesses are critical to economic prosperity. A Women Entrepreneur is the one who starts business and run it successfully by taking all the risks and aiming to be successful. Women Entrepreneurship has crossed the stage of transition and it is finally in pace but it still has a long way to go to stand as successful one.

Women entrepreneur was described as “a confident, innovative and creative women capable of achieving self-economic independence individually or in collaboration, generates employment opportunities for others though initiating, establishing and running the enterprise by keeping pace with her personal family and social life”. The Economist explains that “educating more women in developing countries is likely to raise the productive potential of an economy significantly”. According to, The Female Poverty Trap 2001, Women Entrepreneurs means making the women self-reliant giving her the liberty to make choices in her life and providing her with information and knowledge to take decisions. Education and employment are the only two methods that can empower women. A women entrepreneur is defined as an enterprise owned and controlled by women having a minimum financial interest of 51% of the capital and giving at least 51 per cent employment generated to women.



Entrepreneurship development among women can be reflected a possible approach to economic empowerment of women. Indian women are striking a balance between traditional and progressive values of the society in transition through playing dual responsibility at home and at the work place. In spite of the increasing number of women entrepreneurs, their participation remains inconsiderable and their share in the growth of national economy is significantly low, reason being the influence of rigid social attitudes and discriminating treatment towards women. Low mobility, high cost of production, low rate of achievement, shortage of finance, insufficient marketing facilities, shortage of raw materials and majorly the fulfilment of dual role at home and work place. Though women entrepreneurs possess good leadership qualities they do face many obstacles influenced by social and financial factors. It is important to promote entrepreneurship among women to improve the economic situation of the women. A proper environment with support from society, primarily their own family, and government can solve many of the issues and as such, government has rolled out several initiatives and schemes to help women entrepreneurs to overcome the barriers.

Review of Literature

Koteswari, Uman Susheela and Mary Leena (2022), presented an article on “Women entrepreneurship and skill development: Issues, challenges and development”. This is based on secondary data only and also descriptively analysed. The study has recommended for development of women entrepreneurs and the women have entered into various industrial activities, should also provide sufficient working capital for managing day-to-day expenses, government should provide adequate facilities and incentives to the women enterprises, and it is must that the women entrepreneurs need to sharpen their skills and update their knowledge by adopting the latest technology benefits. And finally, they concluded that the government has enacted laws to guarantee the women to have equal rights of participating in political process, education and employment for empowering women in India.

Suman Gulia (2022), conducted and presented a paper “A study on women entrepreneurship in India”. This study is based on purely secondary sources. The present paper objectives are examining the issues and challenges of women entrepreneurs, and analyse the available financial sources and governmental schemes. This paper concluded that the women entrepreneurs contribution was increased when compared to the past decade and also one of the IMF reports highlighted that 16 per cent of the Indian women entrepreneurs were inclined towards starting their own enterprises. According to all backdrops, India needs to do as much as high potential of women entrepreneurs’ development is concerned. Among these, constant efforts should be taken to provide the benefit of financial schemes introduced by government for business.

Ritwik Saraswat and Ramya Lathabhvan (2020), taken up a study on “A study on women entrepreneurship in India”. Their main objectives are what are the main problems of women, their role in nation’s economy and various governmental schemes for women entrepreneurs. They concluded from their study that “discussions will surely increase the women work force as they will be good enough to take up the responsibilities as good as women”. And they also expressed that the personal attitudes would help women entrepreneurs to get an inspiration to take up entrepreneurship for living.



Need for and relevance of the Study

A major factor undermining women empowerment is that large proportion of women entrepreneurs and their status and development in any economy and the underlying factors i.e., motivating factors and inhibiting factors which are leading to their well being of the financial condition. The causes are geographical, social and economic which are often discussed by the economists. Any employment opportunities cannot be effective unless the financial condition can be established or improved.

Objectives

1. To know the concept of women entrepreneurs
2. To analyse the economic empowerment of women entrepreneurs
3. To draw the conclusions

Methodology

Random sampling method is adopted for the present study. Of all women enterprises in Ananthapur district, 3 major activities were listed i.e., granite units, food & agro based industries and silk power looms. These units are concentrated At Tadpatri, Ananthapur urban, Bukkarayasamudram, Dharmavaram, Hindupur and Somandepalli mandals. Out of the major enterprises- the researcher has selected 180 sample women entrepreneurs. Among these, each enterprise 60 sample respondents were selected in Anantapuramu district of Rayalaseema region.

Appropriate statistical tools are used for analysing the primary. The percentages, mean, and standard deviation are adopted in this paper.

Nature of buildings

The enterprises have been running by the selected women entrepreneurs in two ways-such as one is their own building and another one is rented buildings.

It is found that from the above data 90 per cent (27) out of 30 Granite units have been running their enterprises in their own building & rest of them in the rented buildings. In case of transportation service entrepreneurs have also shows the same proportion.

Table: 1, Details of Nature of Building of Sample Women Entrepreneurs

S.No	Firms	Nature of Building		Total
		Own	Rented	
1	Mineral based units	54 (90.00)	6 (10.00)	60(100)
2	Agro-based units	44 (73.33)	16 (26.67)	60(100)
3	Power loom units	34 (56.67)	26 (43.33)	60(100)

Source: Field Survey

It is further noticed that 73.33 per cent of the respondents have stated that they have been running their food & agro based industrial units in their own buildings, and rest (26.67 per cent) of them in rented buildings and incase of silk power looms, 56.67 per cent of the respondents have been running in own



building and remaining 43.33 per cent (26) of women entrepreneurs are running rented buildings in the study area. Altogether, 77.5 per cent of the women entrepreneurs have own buildings and running their enterprises.

Permanent assets

The permanent assets shows that the one of the factors for economic development of any individuals in the society. Especially in Indian society economic conditions will be played and dominated to every individuals, group, institutions and also political system in the country. According to the importance of the economic conditions the researcher has found that the permanent assets position of selected women entrepreneurs in Ananthapuramu district.

It is found that transportation service providers majority of the respondents assets ranges from Rs10-Rs15 lakhs, and it is represented 40 per cent, followed by 26.66 per cent have Rs 5-Rs10 lakhs of assets, less than 5 lakhs assets were represented 20 percent and less per cent was found in case of more than Rs15 lakhs of assets value.

It is quite interestingly noticed from the table 5.40 that 33.33 per cent of entrepreneurs have RS 10 – Rs15 lakhs of permanent assets, followed by Rs 5- Rs 10 lakhs assets of 26.66 per cent of food & agro based units. While noted that silk power looms entrepreneurs assets were found that 40 per cent of them have less than Rs 5 lakhs worth of asset value and followed by 30 per cent (5- 10lakhs) ,23.33 per cent (10-15lakhs)respectively.

Altogether average assets value of selected sample women respondents have represented 33.33 per cent and it is ranges from Rs 10 – Rs 15 lakhs, second place have taken the value with more than Rs 15 lakhs, Rs 5- Rs 10 lakhs in third place, and less than 5 lakhs with 19.17 per cent by last place in the study area.

Table: 2,Details of permanent assets of sample Women Entrepreneurs

S.No	Firms	Permanent Assets (Rs in Lakhs)				Total	Mean	S.D	C.V
		< 5	5-10	10-15	15 & above				
1	Mineral based units	2 (3.33)	6 (10.00)	10 (16.66)	42 (70.00)	60 (100)	7.5	9.14	121.95
2	Agro-based units	8 (13.33)	12 (20.00)	32 (33.33)	8 (13.33)	60 (100)	7.5	5.74	76.59
3	Power loom units	24 (40.00)	18 (31.00)	14 (23.33)	4 (6.67)	60 (100)	7.5	4.20	56.04

Source: Field Survey



It is found that the 31 percent of the respondents have stated that their permanent assets value is more than 15 lakhs among 60 women entrepreneurs of Granite units, followed by Rs 10-Rs15 lakh assets were found 16.66 per cent of them have Rs5- Rs 10 lakhs in the study area. And also disclose the coefficient of variation of sample firms, Transport firms report low CV (45.54), Silk Power Looms are (56.04), Food & Agro based firms (76.59) and finally Granite firms shows high CV (121.95). Hence, the Granite firms are less consistent compared to other firms.

Durable assets

Durable goods are also indicating status to any families at present durable goods were classified by the researcher like two wheeler, Auto and Four wheeler. Among the possession, details of women respondents in the study. The table 3 disclosed that type of industries units with durable goods of women entrepreneurs.

It can be found that all selected enterprise owner families have two wheelers, 60 per cent (36 women) of food and agro based industries entrepreneur have, 13.33 per cent were found in case of silk power looms in the study area.

Table: 3,Details of Durable assets of sample Women Entrepreneurs

N=180

S.No	Firms	Two Wheeler	Four wheeler/Auto	Air Conditioner	Total
1	Granite	60 (100.00)	22 (36.67)	44 (73.33)	60 (100)
3	Food & Agro Based Industries	60 (100.00)	36 (60.00)	34 (56.17)	60 (100)
4	Silk Power looms	60 (100.00)	8 (13.33)	12 (21.00)	60 (100)

Source: Field Survey

It is another dimensions of luxury goods among 180 sample respondents, 73.33 per cent (44 respondents) of the Granite entrepreneurs, 56.67 per cent (34 respondents) were found food and agro based industrial entrepreneurs, and 20 per cent (12 respondents) of the Silk power loom entrepreneurs.

Monthly Income

If you are the bread winner of your family, your income is the steering wheel that keeps the family vehicle in motion. It is most commonly needed to every family and individuals. In this context here the women were also taken up a business for enhancing their income levels to their total family income. Hence, the researcher has raised a question to the women entrepreneurs and collected information regarding income from their economic activity in the study area.



Table:4,Details of Monthly Income of sample Women Entrepreneurs

S.No	Firms	< 50,000	50000-100000	100000-150000	150000-200000	200000 & above	Total	Mean	S.D	C.V
1	Granite	4 (6.66)	10 (16.67)	24 (40.00)	16 (26.67)	6 (10.00)	60 (100)	6	4.06	67.70
2	Food & Agro Based Industries	8 (13.33)	24 (40.00)	16 (26.67)	8 (13.33)	4 (6.67)	60 (100)	6	4.00	66.67
3	Silk Power looms	38 (63.33)	10 (16.66)	8 (13.33)	2 (3.33)	2 (3.33)	60 (100)	6	7.18	124.72
	Total	64 (26.67)	72 (30.00)	60 (25.00)	32 (13.33)	12 (5.00)	180 (100)			

Source: Field Survey

The table 4 clearly reveals that the income levels were classified into various dimensions like less than Rs 50,000, Rs 50,00 – Rs 1 lakh, Rs 1 lakh- Rs 1.5 lakhs, Rs1.5 lakhs to Rs 2 lakhs and Rs 2 lakhs and above in ATP. It can be found from the table data that 40 per cent of the granite women entrepreneurs income ranges from Rs 1 lakh to Rs 1.5 lakhs followed by 26.67 per cent of them income level were found Rs1.5 lakh to 2 lakhs, 16.67 per cent of them have been noticed that Rs 50,000 –Rs 1 lakhs, and Rs 2lakhs and more than income level were surprising found 10 per cent of the respondents accordingly.

In case of Transportation service provides & their income level were found that majority of the respondents were earn Rs 50,000 to one lakhs and less entrepreneurs were earn Rs 1.5 lakh to Rs 2 lakh in the study.

It is further observed from the empirical statistical data, the income ranges from Rs 50,000- Rs 1 lakh have been earning by 40 percent of the women entrepreneur, followed by Rs 1 lakh to Rs 1.5 lakhs by 26.67 per cent of the respondents who have been running by the food and agro based industries.

Finally, Silk power looms enterprises have been classified with their income levels. It is found that majority of the women entrepreneurs have been earning less than Rs 50,000 and it represents 63.33 per cent, 16.66 per cent of them earn that Rs 50,000-to 1 lakh and 13.33 per cent of them Rs. 1 lakh and Rs 1.5 lakh respectively.

The present table concluded from the analysis the average income of all sample respondents was found in between Rs 50,000 to Rs 1 lakh and it represents 30 per cent in the study area.

The table 4 shows that coefficient of variation of the selected industries according to income wise, the CV of the Silk Power Looms reported high (124.72), moderate CV (87.40) represent by Transport



industries, finally Granite industries (67.70) and Food & Agro based industries (66.67), So, Food & Agro based industries are more consistent in the industries.

Monthly Savings

Saving is the most important thing by all the earners for fulfillment of various future needs & wants of her and their family members. Who are having saving attitude at the early age from their earnings?

The table 5 demonstrated that the monthly saving amount was presented from the study. It can be noted that nearly 40 per cent of the women entrepreneurs have been saving amount ranges from Rs.20,000 – Rs 30,000 per month, more than Rs. 30,000 have been saving by 32.5 per cent of the respondents, in between Rs 10,000- Rs 20,000 amount have been saving by women entrepreneurs with 20.83 per cent and finally 7.5 per cent of them were saving less amount and it is represent less than Rs 10,000 in the study area.

The table 5 represents coefficient of variation of sample women according to monthly savings. The CV of Granite firms is very high (117.50), Silk Power Looms are low (49.29) and moderate CV shows by the Food & Agro based (51.63) and Transport firms (63.94). Hence, Silk Power Looms firms are more consistent than others.

Table: 5,Details of Monthly Savings of sample Women Entrepreneurs

S.No	Firms	< 10,000	10000-20000	20000-30000	30000 & above	Total	Mean	S.D	C.V
1	Granite	0 (0.00)	0 (0.00)	26 (43.33)	34 (56.67)	60 (100)	7.5	8.81	117.50
2	Food & Agro Based Industries	4 (6.67)	22 (36.66)	16 (26.67)	18 (30.00)	60 (100)	7.5	3.87	51.63
3	Silk Power looms	8 (13.33)	18 (30.00)	24 (40.00)	10 (16.66)	60 (100)	7.5	3.69	49.29
	Total	12 (7.5)	40 (20.83)	66 (39.16)	62 (32.50)	180 (100)			

Source: Field Survey

Investment Avenues

Any individuals have started earnings they have been continuously saving from their earnings after meeting all needs & wants. Here, the researcher has identified various investment avenues such as investment in existing business organizations, post office, bank deposits and stock market etc.

The table 6 disclose that the 20 per cent (96 respondents) of the women respondents have invested in existing business for extending / expansion, purpose, 10 per cent (03 respondents) of them invested in the nearest post offices, 16.67 per cent represent 5 of the respondents have choose capital



market (stock market) and majority of the respondents have invested in bank deposits by the granite women entrepreneurs in the study.

Table: 6,Details of Investment Avenues of sample Women Entrepreneurs

S.No	Firms	Expansion of current business	Post offices	Bank/Financial Institution Deposits	Stock Market	Total	Mean	S.D	C.V
1	Granite	12 (20.00)	6 (10.00)	32 (53.33)	10 (16.67)	60 (100)	7.5	5.80	77.36
2	Food & Agro Based Industries	14 (23.33)	18 (30.00)	22 (36.67)	6 (10.00)	60 (100)	7.5	3.41	45.54
3	Silk Power looms	16 (26.67)	18 (30.00)	18 (30.00)	8 (13.33)	60 (100)	7.5	2.38	31.73
	Total	52 (21.66)	62 (25.83)	98 (40.83)	14 (11.67)	180 (100)			

Source: Field Survey

While food and agro based units highest figures were found that they have invested in both categories like post offices and bank deposits, 23.33 per cent of the invested in existing business organizations and less were found of incase of stock market in the study area.

Finally, 30 per cent of them have invested in each component like post office and bank deposits, 26.67 per cent of them have invested in present line of business enterprise for expansion purpose, and finally 13.33 per cent of them have invested in capital market in the study.

The table 6 shows Coefficient of variation of investment avenues among the sample industries, 77.36, 65.77, 45.54, 31.73 followed by Granite, Food & Agro based and Silk Power Loom industries respectively. So, the Silk Power Looms industries are more consistent and Granite industries are less consistent.

Table: 7,Over all opinion of the sample women entrepreneurs

S.No	Opinion	Frequency	%
1	Positive Relationship	61	34.16
2	Having time spent to him	58	31.66
3	Negative Relationship	22	12.50
4	Too tired to help the spouse	39	21.67
	Total	180	100.00

Source: Field Survey

The table 7 shows that the relationship of women entrepreneurs with their husbands in Ananthapuramu district of Andhra Pradesh. It is clearly noticed that 34.16 per cent of the sample women entrepreneurs have stated that they have been maintaining positive relationship with their partners, 31.66 per cent represent 58 sample women entrepreneurs have expressed that they have



spent time with their husbands when they are taken up a business organizations, 12.50 per cent of the women respondents have opined that they don't have maintain better relations with their husbands due to heavy work at workplace or too tired in their enterprise, and finally 21.67 per cent of the respondents have stated that they should not help to their husbands at any dimensions at home.

It is clearly concluded from the study that majority of women respondents were able to balance the relationship with their partners in the study area.

Conclusions

Every human being has been dependents in any environment because they don't create all things, needs and wants by own. If it consider the females they have been supporting by the other, it means parents, husband, family members and friends. Here, the present study has discussed that how a women entrepreneur has been successfully running their organizations such as government supports, financial institutions support, and their husband & family members in Ananthapuramu district of Andhra Pradesh State.

References

1. Koteswari, S., Sri Uman Susheela.M, & Mary Leena.N, (2022) Women entrepreneurship and skill development: Issues, challenges and development, internal national journal of creative research thoughts, Vol.10, Issue.4, pp. 196-201.
2. Suman Gulia (2022), A study on women entrepreneurship in India, Journal of positive school Psychology, Vol.6, No.3, Pp-7845-7848.
3. Ritwik Saraswat and Ramya Lathabhavan (2020), A study on women entrepreneurship in India, Mukta Shabd Journal, Vol.IX, Issue.VI, pp.3423-3431.
4. Ravi Kumar J.S., (2020) Obstructions of Micro women entrepreneurs (A study in Guntakal Municipality, Anantapuramu district, Andhra Pradesh), International Journal of Social Science Discipline, vol.1, Issue.1, pp.1-6.
5. Neha, Kharbanda, An Exploratory Study on Women Entrepreneurship (A Study Based in Chandigarh) Volume-03ISSN: 2455-3085 (Online) Issue-12 research review International Journal of Multidisciplinary December 2018 www.rrjournals.com [UGC Listed Journal].
6. Saxena, Sonal (2017) A Study of Selected Successful women Entrepreneurs in M P Region Jiwaji University.
7. Sodani, Priya Indian women in economic world An empirical study of Kota city University of Kota.
8. Garcia P.O & Capitan A.O (2016), Elements that contribute to boost female entrepreneurship perspective analysis: Suma de Negociors, 7 (15), 55-60.
9. RituJakhar,Gaurav Bissa, Puneet Bafna (2016) Constraints and Problems of Women Entrepreneurs: An Empirical study of Jodhpur District International Journal of Advanced Engineering, Management and Science (IJAEMS) [Vol-2, Issue-5, May- 2016] Infogain Publication (Infogainpublication.com) ISSN : 2454-1311.
10. Murumkar, Anjali Vasantrao (2016) A study on women entrepreneurship challenges and prospects with special reference to Sangli District Tilak Maharashtra Vidyapeeth.