



AN EMPIRICAL STUDY ON EMPLOYMENT AND MARKETING OF WOMEN ENTERPRISES IN ANANTAPURAMU DISTRICT OF ANDHRA PRADESH

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Abstract

Women play a predominant role in the economic development of the nation in general. “When we observe the history, it has proved that women in Vedic age have played an important role in religious and social functions. The position of wife was an honoured one as no religious ceremony could be performed by the husband alone. Women are often described as the better half of men, but the actual condition in the world does not match with this description. When we observe the world scenario, no country has achieved the situation where women treat equal with men. Out of the world's 1.4 billion poor people it is estimated that nearly 70 per cent are women. Between 75 to 80 per cent of the world's 30 million refugees are women and children. Educational backwardness is a major reason for the backwardness of women. Of the world's one billion illiterate adults, two thirds are women. Worldwide two-thirds of the 150 million children who are not in schools are girls. But when we treat Women as backbone in any economy and they play an important role in the development of any economy. Women play a prominent role at various levels of our economic status and both men and women are like two wheels of a chariot and play an integral part of the society. The present paper is provided the information regarding their reason for starting the business, employment generation, and marketing their products etc.

Key words: *Women Enterprise, Employment Generation, and Marketing.*

Introduction

Women play a predominant role in the economic development of the nation in general. “When we observe the history, it has proved that women in Vedic age have played an important role in religious and social functions. The position of wife was an honoured one as no religious ceremony could be performed by the husband alone. The third millennium B.C. Harappan and Mohenjo-Daro culture indicates that Indian women enjoyed a comparatively high status, which surpassed that of contemporary civilizations in ancient areas, Mesopotamia or Egypt. The Rigveda too provides evidence to prove the concept of equality of women with men as regards the access to knowledge. There are outstanding women, who have risen alone despite of the constraints. Later on, unfortunately due to social, economic and political changes women lost their position in education and other fields”. Economically, women are becoming completely dependent on men.

Status of women freedom depends on economic conditions even more than political conditions. When a woman is not economically free and self-earning, there is a chance that the woman has to depend on her husband or children. These were the ideas of Pandit Jawaharlal Nehru, the first Prime Minister of India, who vividly highlighted the importance of economic independence of women. Women are often described as the better half of men, but the actual condition in the world does not match with this description. When we observe the world scenario, no country has achieved the situation where women treat equal with men. Out of the world's 1.4 billion poor people it is estimated that nearly 70 per cent are women. Between 75 to 80 per cent of the world's 30 million refugees are women and children. Educational backwardness is a major reason for the backwardness of women. Of the world's one billion



illiterate adults, two thirds are women. Worldwide two-thirds of the 150 million children who are not in schools are girls. But when we treat Women as backbone in any economy and they play an important role in the development of any economy. Women play a prominent role at various levels of our economic status and both men and women are like two wheels of a chariot and play an integral part of the society”.

Entrepreneur

“The word entrepreneur is derived from French word "Entreprendre" and the German word "Unternehmen", both mean "To undertake": For a long time, there was no equivalent term for the term "entrepreneur" in the English language. Three words were commonly used to connote the sense the French term carried: adventure, undertaker and projector; these were used interchangeably and lacked the precision and characteristics of a scientific expression to explain about Entrepreneur. Hence the term "entrepreneur" did not find any prominence in the history of economic thought. "Entrepreneur"- a person who does business; an innovator who shapes the economy by infusing wealth, time and energy; the fourth factor of production who adds value to the entire socio-economic system as a concept. Entrepreneurship gathered prominence in economic literature, the concept accepts some analytical treatment and assigned the entrepreneur an economic role by emphasizing on "risk" as prominent entrepreneurial function. Entrepreneur means individual response for the operation of a business, including the choice of a product, the mobilization of necessary capital, decisions on product prices and quantities, the employment of labour and expanding or reducing the productive facilities.

The term entrepreneur represents an individual or a group of individuals who conceive, initiate and maintain a social institution for a long period of time which produces economic goods that perceive a business opportunity and create an organization to pursue it. “An entrepreneur is a vital component of the development process and an integral part of the socio-economic transformation process. For the development of a society, full participation of all sections of population including women is important. Entrepreneurship is an economic activity of a business enterprise, initiate it, organize and combine all the factors of production, operate the enterprise and undertake the risks and handle the economic uncertainty involved in running a business enterprise. Entrepreneur produces either consumer goods or capital goods, when he thinks of present use he produces consumer goods and when he thinks of future use he produces capital goods. Most of the entrepreneurs will not be involved in innovative techniques but they will do the business of combining inputs quite similar to those combinations already in existence. Entrepreneurs have been considered instrumental in initiating and also sustaining socio-economic development. There are evidences to believe that countries which have proportionately higher percentage of entrepreneurs in their population have developed much faster as compared to countries, which have lesser percentage of them in the society. They discover new sources of supply of materials and markets and establish new and more effective forms of organization”.

Review of Literature

Koteswari, Uma Susheela and Mary Leena (2022), they presented a 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- 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 of the women enterprises, and it is must 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 source. The present paper objectives that are examine the issues and challenges of women entrepreneurs, and analyse the available financial sources and governmental schemes. The paper concluded that the women entrepreneurs contribution was increased when compare to past decade and also one of the IMF report 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 much as far as high potential women entrepreneurs’ development is concerned. Among these constant efforts should be taken to provide the benefit of financial scheme 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 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 responsibilities as good as women”. And they also expressed that the personal attitude would help to women entrepreneurs 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 of the Study

1. To understand the motivating factors influenced to undertake the business by women entrepreneurs.
2. To analyse the performance of the selected women enterprises.

Methodology

Random sampling method is adopted for the present study. of all women enterprises in Ananthapur district, 4 major activities were listed i.e., granite units, transport, food & agro based industries and silk powerlooms. These units are concentrated At Tadpatri, Ananthapur urban, and Dharmavaram, mandals. From each mandal, 40 women enterprises were selected and also maintain each enterprises 30. Altogether 120 sample women entrepreneurs were selected finally. The primary data was collected from the selected sample respondents by using interview schedule and secondary data were also collected various necessary sources in the study area.

Forms of organization

Forms of organization were classified into various types like sole trader, partnership, joint Hindu family, Joint Stock Company and multinational organizations in every society. But in India number of business organization were located in rural areas, in rural areas majority of the enterprises were established small business organizations or partnership form.



According to this context the researcher has classified four type of organization in the interview-schedule such as sole trader, partnership with family members, partnership with others and private organization etc.

It is found from the study that among all respected industrial units- 66.66 per cent of the granite women entrepreneurs have been running their enterprise with sole, followed by 70 per cent of them in case of transportation women enterprises, 83.33 percent of them by food and agro based industrial enterprises and finally 60 per cent of them have found in case of silk power loom enterprises respectively.

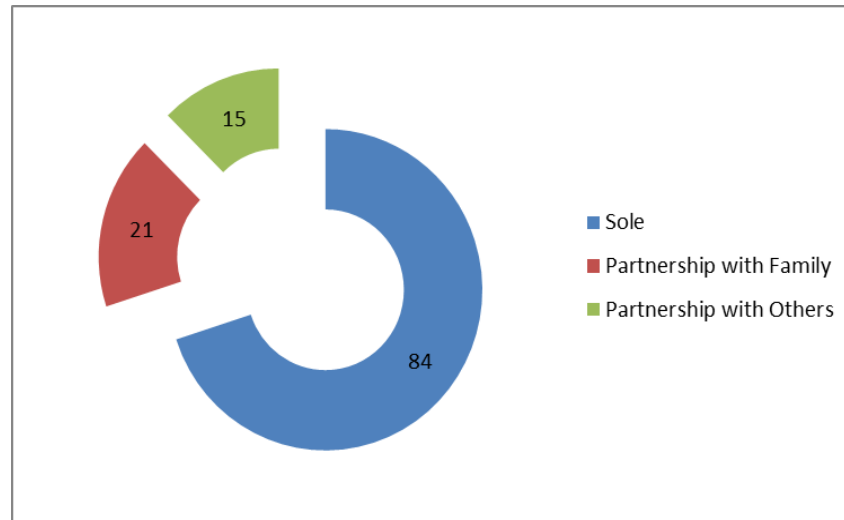
It is another found that some of the selected enterprises were established and run with partnership of their family members and it is indicates that 16.67 per cent of enterprises were shown in transportation, 10 per cent in food & agro based industrial units and 20 per cent were found in silk power loom in the study.

Whereas, partnership with other people is also found in the select four types of industries, majority of the silk power loom have been running, followed by Granite units (16.67 per cent), and Transportation (6.67 per cent), & food & agro based industries (6.67 per cent) respectively.

Table-1,Form of Organisation of Select Women Entrepreneurs

S.No	Firms	Form of Organization			Total
		Sole	Partnership with Family	Partnership with others	
1	Granite	20 (66.66)	5 (16.67)	5 (16.67)	30 (100)
2	Transport	21 (70.00)	7 (23.33)	2 (6.67)	30 (100)
3	Food & Agro Based Industries	25 (83.33)	3 (10.00)	2 (6.67)	30 (100)
4	Silk Power looms	18 (60.00)	6 (20.00)	6 (20.00)	30 (100)
	Total	84 (70.00)	21 (17.50)	15 (12.50)	120 (100)

Source: Field Survey



Reasons for starting Business

Starting a business with own ideas of an individuals can be exciting an rewarding with a plan and innovation ideas, professionals, can effectively manage time and the amount of money they want to invest in their business. Financial, strategic and legal planning can be important factors for making a business successful from the beginning.

It is really stated that the behind of starting new business organizations that was urgent need for fulfilment of their needs and wants. Here, the researcher has found that various reasons were identified and collected the information regarding started of new business organization such as (a) for live lihood, (b) Government incentives, (c) to do an independent job (d) absence of completion (e) provide employment opportunity (f) no other employment opportunity (g)heavy demand for product and other etc.

It can be found that the opinion sought from the select sample women entrepreneurs in the study. The data were shown that 26.67 per cent were started their business organizations for survival purpose, providing governmental incentives, independents and 13.33 per cent were stated that- there is no available jobs in the market- so that they was started new business organizations by the Granite women enterprises.

In case of Transportation service providers of women entrepreneurs- among 30 sample respondents 53.33 per cent of the respondents were stated that their main reason is to live independent for starting new business followed by government incentives (23.33 per cent) and for livelihood (20 per cent) respectively.

It is another found that 73.34 per cent of the select entrepreneurs were started new business organization to live independent, for livelihood purpose 13.33 per cent were started new business, there is no alternative job in the society and it is found 10 per cent of respondents were found incase of food and agro based industrial women entrepreneurs.

Lastly it is disclose that 60 per cent of the women respondents were expressed that they are started new business organization of livelihood, 30 per cent of them were opined that the government incentives



will be motivated to start new business enterprise, and for independent life 10 per cent of them started by the silk power looms enterprises in the study area.

Overall responses of the sample women respondents were found that majority of four types of women entrepreneurs were started their business organizations for independents job, and livelihood in select Anantapuram district.

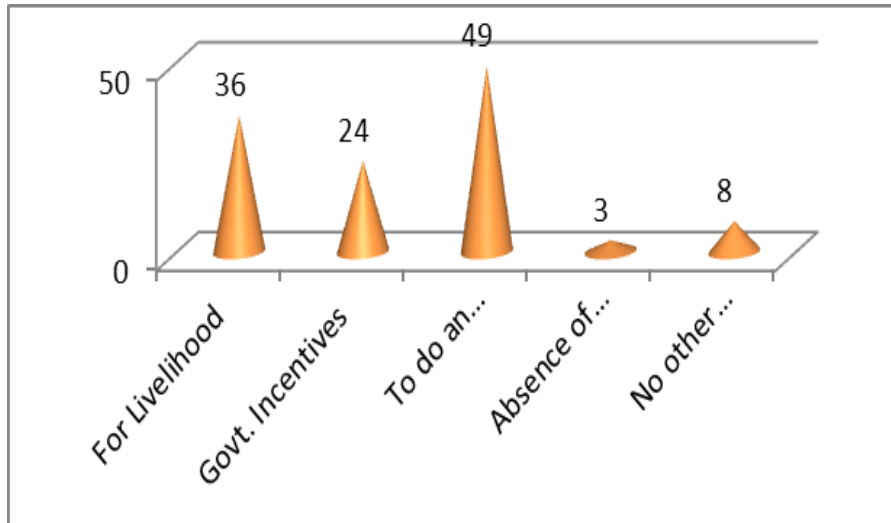


Table-2, Details of Women Entrepreneurs according to Reasons for starting Business

S. No	Firms	Reason for starting Enterprise					Total
		For Livelihood	Govt. Incentives	To do an Independent Job	Absence of Completion	No other employment opportunities	
1	Granite	8 (26.67)	8 (26.67)	8 (26.67)	2 (6.67)	4 (13.33)	30 (100)
2	Transport	6 (20.00)	7 (23.33)	16 (53.33)	0 (00.00)	1 (3.34)	30 (100)
3	Food & Agro Based Industries	4 (13.33)	0 (00.00)	22 (73.34)	1 (3.33)	3 (10.00)	30 (100)
4	Silk Power looms	18 (60.00)	9 (30.00)	3 (10.00)	0 (00.00)	0 (00.00)	30 (100)
	Total	36 (30.00)	24 (20.00)	49 (40.83)	3 (2.50)	8 (6.67)	120 (100)

Marketing of Products

Generally small business organizations have been facing marketing of their products in the markets. Especially small organizations had produce products with surrounding availability of resources and sell in local markets, due to less machinery, less technology, huge human capital etc. So, they didn't compete in national and global market.

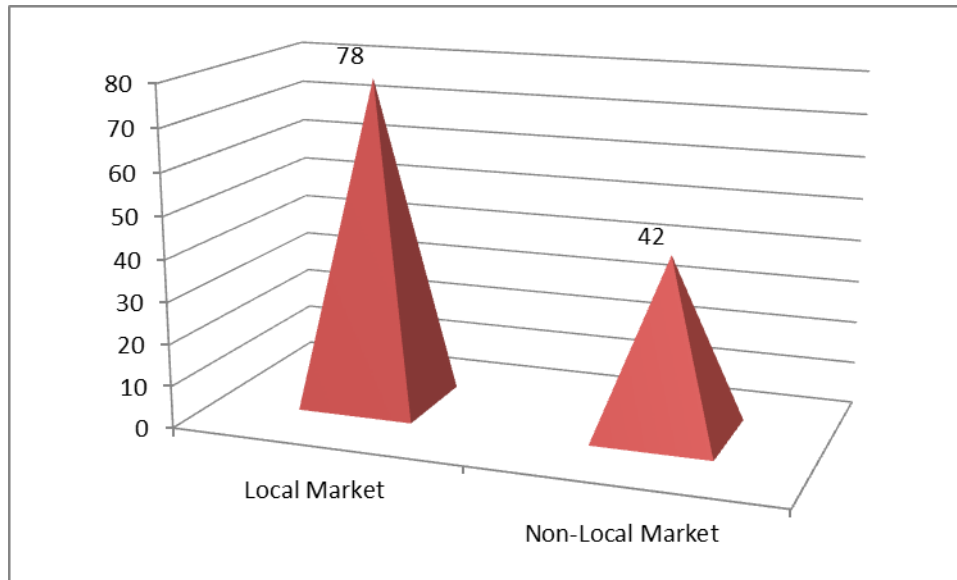


Table-3, Details of Entrepreneurs according to Marketing of Products

S.No	Firms	Type of Market		Total
		Local	Non-Local	
1	Granite	22 (73.33)	8 (26.67)	30 (100)
2	Transport	22 (73.33)	8 (26.67)	30 (100)
3	Food & Agro Based Industries	15 (50.00)	15 (50.00)	30 (100)
4	Silk Power looms	19 (63.33)	11 (36.67)	30 (100)
	Total	78 (65.00)	42 (35.00)	120 (100)

Source: Field Survey

According to researcher data, the select enterprises were selling their products in local and non-local markets only. In his context, 73.33 per cent of the Granite enterprises have been selling products in local market and rest of their non-local market. Even transport service products were also provide local service only, in case of Food and Agro-based industrial entrepreneurs were distributed their product equally in to the local and non-local markets, and 63.33 per cent of the Skill Power Loom entrepreneurs were sell their product at local level.



It is clearly concluded from the study that majority of the select women entrepreneurs have been sell their products and services at local market. Hence, the government should provide better marketing facility and channels of distribution for empowering MSMEs women leaders in Ananthapuramu district of Andhra Pradesh.



Employment Generation

The main objective of small business organization in rural areas of Indian society for utilizes local and availability of resources with effective mariners and success of those enterprises. Especially in labour force country, the small business organizations have been playing crucial role in providing huge employment opportunities to local and even uneducated people. According to important of the employment opportunities by the small enterprises the researcher has put questions to the women leader about number creation of employment through their enterprise, sought the opinion, analysed and presented here under.

The Granite women enterprises has created large employment opportunities and it is reported that the more than five workers, in case of transportation service provide women entrepreneur were provided two worker and less percent of the same service provider has created more than five workers in the study.

Table-4, Employment Generation Details of Sample Women Entrepreneurs

S.No	Firms	Employment Generation (Numbers)				Total
		02	03	04	5 & above	
1	Granite	0 (00.00)	1 (3.33)	2 (6.67)	27 (90.00)	30 (100)
2	Transport	16 (53.33)	5 (16.67)	0 (00.00)	9 (30.00)	30 (100)
3	Food & Agro Based Industries	3 (10.00)	4 (13.33)	4 (13.33)	19 (63.34)	30 (100)
4	Silk Power looms	1 (3.33)	4 (13.33)	8 (26.67)	17 (56.67)	30 (100)
	Total	20 (16.67)	14 (11.67)	14 (11.67)	72 (60.00)	120 (100)

Source: Field Survey





It is another observed from the table that there is a large number of employment generation by the food & agro based industries and silk power loom industries with 63.34 per cent & 56.67 per cent of the enterprises respectively.

Altogether, consolidated analysis that-60 per cent of the enterprises were created employment generation about more than five workers followed by two workers, three & four workers in Anantapur

Conclusion

Based on the current findings, India should conduct an assessment to determine the specific needs of its country before developing and implementing appropriate programs. It also teaches emotional support and social support information, teaches skills such as accounting and communication language, and promotes products produced by women entrepreneurs in return for tax benefits. In summary, it is suggested that they set up workshops at the municipal level based on the findings that are deemed most important. The recommendations given here are based on the research findings. All they need to do is have the right mindset, have a clear idea of what they want to achieve, and be determined enough to overcome all the challenges that come their way. The Indian government is also committed to supporting the cause of women's rights. The government is increasing funding for education opportunities for girls and women and expanding educational opportunities for women and girls. This is one of the many things it is doing to advance women in society. Stay informed about new business ideas in the country, especially for women entrepreneurs, and makes the most of these programs. Stay informed about the latest business ideas in the country, especially for women entrepreneurs. Recent developments such as digitization, liberalization, growth of online shopping, and the introduction of social media have led to progress in recent years. These events have led to great success. Today, most of the new companies in India are led by women or have at least one female co-founder. This trend has become more prevalent in recent years. This trend is especially in the field of information technology

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