



# **Socio-economic background of Women entrepreneurs in Ananthapuramu district in Andhra Pradesh**

**C. Annapurna**

**Research Scholar in Economics**

**Sri Krishna devaraya University**

**Ananthapuramu**

**Lecturer in Economics**

**K.S.N. Govt. Degree College for Women**

**Ananthapuramu**

## **Abstract**

In day, to understand any economy we have to look at entrepreneurship especially women entrepreneurs in the economy. Women entrepreneurship is considered as an important source for achieving economic growth. When we want to understand the importance, then we have to study two sides of the coin i.e., prospects and problems of being as women entrepreneurs. In this paper, an attempt present was made to study the socio-economic background means problems faced by the women entrepreneurs like gender bias, lack of institutional financial access and the prospects of acting as women entrepreneurs especially in Ananthapuramu district.

**Key Words:** Women entrepreneurs, socio-economic, gender bias

## **Introduction**

In the globalized world, women entrepreneurs are playing an important role and they have become an integral part of economic growth. Women entrepreneurship is considered as an important source of financial well-being, and there is an important concern towards this concept when we focused to attain economic growth in any economy.

**"If you want something said, ask a man; if you want something done, ask a woman."**

**Margaret Thatcher**

When we want to achieve a change in any economy towards the development and attaining Millennium Development Goals (MDG) by reducing poverty and development in the economic perspective then it is possible by developing women in all aspects especially in a financial perspective.

## **Women Entrepreneurs**

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.

### **Statement of the problem:**

Socio-Economic factors influence human life a lot. The socio-Economic factors such as education, income inequalities, consumption behaviour, education, are the basic factors as these factors can mould human life. The developments of these factors depend on each other. Education creates awareness on social security; Education is a passport for employment which removes inequalities in income and consumption enables to use social security schemes. Social security develops a confidence in a person to encounter problems without fear of life. Employment provides income which in turn fills the gap in income and consumption among the people ultimately it reduces the poverty gap.

It is concluded that not only studies but also many investigations were going on over the country. But, no research particularly on status and development of women entrepreneurs in Ananthapur district has been done to study socio-economic conditions particularly income inequality, consumption pattern, the extent of poverty and the impact of employment, income, debt, family size, literacy and medical expenditure on poverty among the women entrepreneurs in Ananthapur district. Hence, there is need to conduct a study to fill the gap.

## **Review of Literature**

1. Vatharkar (2012) studied the problems encountered by women entrepreneurs in Pune district. The study identified about the various problems such as lack of motivation and role conflict and women were facing lot of problems while balancing both the roles as an entrepreneur and family. They were lagging behind without the knowledge about the different programmes and not having enough knowledge about updated rules and regulations.

2. V. Krishnamoorthy and Balasubramani (April 2014) studies various factors which motivated women for undertaking the entrepreneurial activity. The study reported the support received from the family members played an important role in the entrepreneurial success.

### **Need for the study**

In the state of Andhra Pradesh, Ananthapuramu is backward and drought prone area. The women in this district are very backward, economically poor with less access to education and development incentives offered by the Government. Women undertake less than 10% of the total entrepreneurial activity and this shows that there is an imbalance between male and female entrepreneurship in different activities. This is due to the backwardness of women in different fields which contribute to economic development. Research has been done in various areas to find out the reasons for the backwardness of women, this paper is an attempt to find out the problems of women entrepreneurs and suggesting necessary steps by which we can alter the situation. The findings of this study may provide certain information and policy makers can initiate the required measures by which we can change the position of women and lead them towards the financial development.

### **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 will 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. Investigating the socio-economic status of the women entrepreneurs in Ananthapuramu district.
2. Exploring the problems of Women entrepreneurs in Ananthapuram district.

### **Area of Study**

The proposed study was undertaken in drought prone Ananthapuramu district. In Ananthapuramu district there are about 5863 micro and small units established with an investment of Rs. 279.38 crores and they are providing employment to 29926 persons. There are 68 medium and mega industries in the district. Besides 65 other medium and mega industries are under implementation in the district. Currently only five percent of enterprises are managed by women.

**Table 1.1 Revenue Divisions of Ananthapuram District**

S. No.	Revenue Divisions	Total No. of Mandals	Mandals
1.	Ananthapuramu	19	Ananthapuramu, Atmakur, Bukkarayasamudram, Garladinne, Gooty, Guntakal, Kudair, Narpala, Pamidi, Peddapappuru, Peddavaduguru, Putluru, Singanamala, Tadpatri, Uravakonda, Vajrakarur, Vidapanakal, Yadiki
2.	Dharmavaram	8	Bathalapalle, ChenneKottaPalli, Dharmavaram, Kanaganapalle, Mudigubba, Ramagiri, Rapthadu, Tadimarri
3.	Kadiri	12	Kadiri, Bukkapatnam, Gandlapenta, Amadagur, Kothacheruvu, Nallacheruvu, Nallamada, Tanakal, NPKunta, ODC, Puttaparthi, Talupula
4.	Kalyandurg	11	Beluguppa, Bommanahal, Brahmasamudram, D.Hirehal, Gummagatta, Settur, Kalyandurg, Kambadur, Kanekal, Kundurpi, Rayadurg
5.	Penukonda	13	Roddam, Agali, Amarapuram, Chilamathur, Rolla, Gorantla, Gudibanda, Hindupuram, Somandepalli, Lepakshi, Madakasira, Parigi, Penukonda
<b>Total</b>		<b>63</b>	

**Source: Hand Book of Statistics, Ananthapuramu District 2016**

The study is mainly based on primary data collected through field investigation. A sample of 100 women entrepreneurs have been chosen at random for the study. In Ananthapuramu there are five revenue divisions namely Ananthapuramu, Dharmavarm, Kadiri, Kalyandurg and Penukonda. 20 entrepreneurs were selected on random in each revenue division amounting to a total of 100. The entrepreneurs were personally interviewed with the help of “questionnaire”, specially designed for the purpose. In addition to the primary data, secondary data was also collected from agencies like DIC, APIIC and CPO, etc. The data so collected was properly analyzed with the help of simple statistical tools such as chi-square tests, mean and percentages.

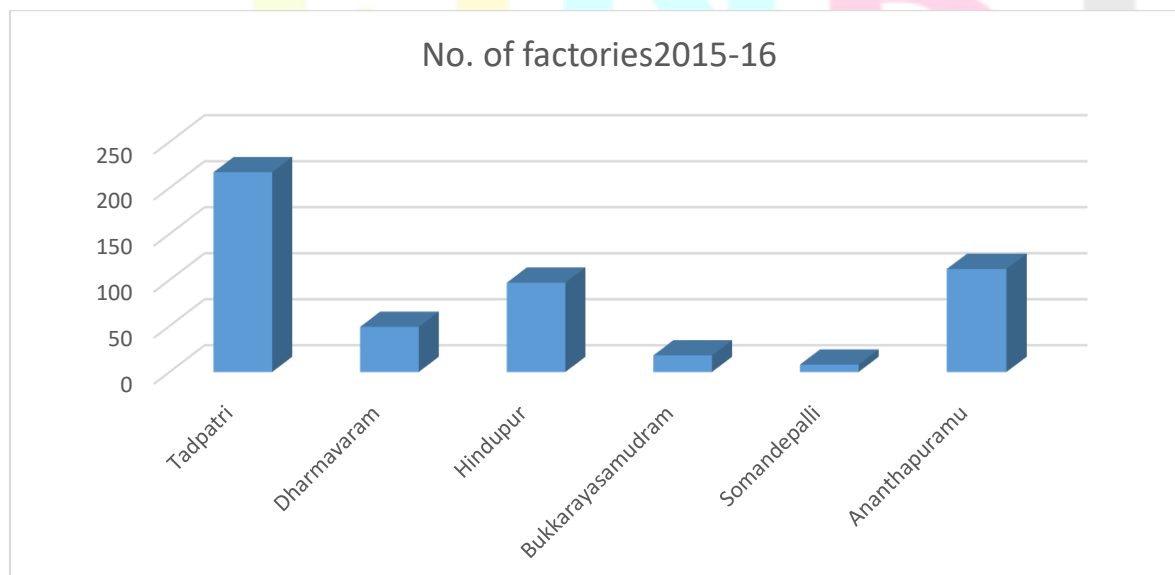
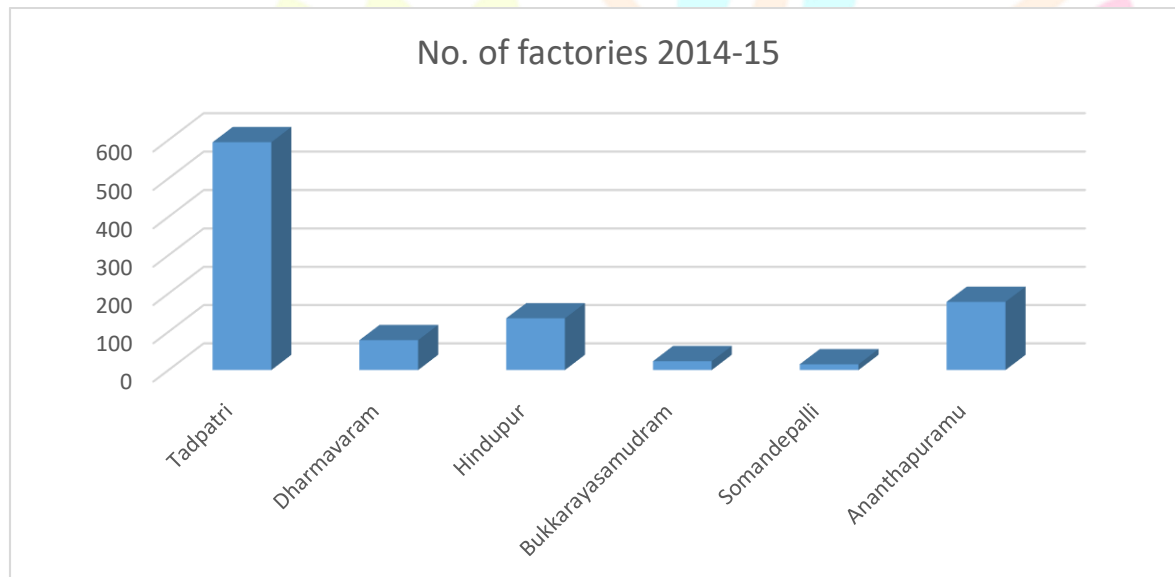
**Table 1.2 MANDAL - WISE -WORKING OF FACTORIES REGISTERED  
UNDER THE FACTORIES ACT - 1948**

S. No.	Name of the Mandal	No. of factories 2014-15	No. of factories 2015-16
1.	Tadpatri	594	217
2.	Dharmavaram	78	49
3.	Hindupur	135	97
4.	Bukkarayasamudram	23	18
5.	Somandepalli	15	8
6.	Ananthapuramu	178	112

**Source: Hand Book of Statistics, Ananthapuramu District 2016**

In the district, major factories are located in Tadpatri, Dharmavaram, Hindupur, Bukkarayasamudram, Ananthapuramu, Somandepalli etc.,

When we study about the data regarding the factories registered under the factories act, 1948 there is a decrease when compared 2014-15 and 2015-16. But when we look at the picture of the district then we will come to know the socio-economic background of the women entrepreneurs in the district.





## Conclusion

Today we are in a better position wherein women participation in the field of entrepreneurship is increasing at a considerable rate. Efforts are being taken at the economy as brought promise of equality of opportunity in all spheres to the Indian women and laws guaranteed equal rights of participation in political process and equal opportunities and rights in education and employment were enacted. But unfortunately, the government sponsored development activities have benefited only a small section of women i.e., the urban middle class women. Women sector occupies nearly 45% of the Indian population. At this juncture, effective steps are needed to provide entrepreneurial awareness, orientation and skill development programs to women. The role of Women entrepreneur in economic development is also being recognized and steps are being taken to promote women entrepreneurship. Resurgence of entrepreneurship is the need of the hour emphasizing on educating women strata of population, spreading awareness and consciousness amongst women to outshine in the enterprise field, making them realize their strengths, and important position in the society and the great contribution they can make for their industry as well as the entire economy. Women entrepreneurship must be moulded properly with entrepreneurial traits and skills to meet the changes in trends, challenges global markets and also be competent enough to sustain and strive for excellence in the entrepreneurial arena. If every citizen works with such an attitude towards respecting the important position occupied by women in society and understanding their vital role in the modern business field too, then very soon we can pre-estimate our chances of out beating our own conservative and rigid thought process which is the biggest barrier in our country's development process.

## References:

1. Bhatia B.S., Batra G.S; "Entrepreneurship and Small Business Management", Deep and Deep Publications Pvt Limited, New Delhi.
2. Nadkarni, Sulochana ,(1982),"Social and Economic Study of Women Entrepreneurs with Reference to Pune", Ph.D. Thesis Pune University.
3. Panandiker Surekha; "Women Entrepreneurs: Problems and Potential", Economic Times, December 26, 1985.
4. George, Anna (1991); "Women Entrepreneurs in Ready-made Garments in Ernakulam District in Kerala, ed M. Soundarapandian, Women Entrepreneurship Issues and Strategies.