



## ENTREPRENEURIAL ASPECTS OF WOMEN ENTREPRENEURS – A STUDY ON KHAMMAM DISTRICT OF TELANGANA STATE

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### ABSTRACT

**T**his paper examines the entrepreneurial aspects women entrepreneurs in Khammam district. It analyses the socio-economic profile of women entrepreneurs and the problems faced by them in the course of business activities. The study further tests the opinion of the respondents and relationship between their socio-economic characters. The sample size was 135 and the study adopted descriptive research design utilizing both primary and secondary data. Statistical tools like percentage analysis and chi-square test were applied for drawing inferences from the collected data. The study shows that lack of education, training and financial sources are the main hurdles for women entrepreneurs in order to sail safely.

**KEY WORDS:** Women Empowerment, Entrepreneur, socio-economic profile, problems of women entrepreneurs.

### INTRODUCTION

In India, women constitute nearly 48% of the population but their participation in quantifiable economic activity is around 25.7%. The effect of this economic inequality is mirrored in the social scenario, where a small percentage of population is becoming more and more prosperous and nearly two thirds by the population still remains poor and untouched of technological progress. The share of women in the adult labour force is 31% in India; much less compared to China (47%). The female economic rate which is defined as the proportion of female population aged 15 year and above, and who furnish or available to furnished the supply of labour for production of goods and services is also very low in India (41%) compared to that of China (74%).

Women involvement in economic activities is marked by low work participation rates, excessive concentration in the unorganized sector of the economy and in low skill jobs. There is a greater dynamism in the rate of growth of female employment. However, in rural areas, agriculture has provided more employment for women. Their literacy rate, which itself is the cause for low economic conditions, creates a vicious circle of low social and economic status. It is in the specific contest, that the emergence of women entrepreneur is to be viewed as a socio – economic emancipation of women. The inequalities inherent in the Indian traditional social structure, based on caste, community and class have a significant influence on the low status of women in



different spheres. Thus, the main issue which is still being debated is the kind of strategy to be evolved for raising their status and participation in the process of development. Hence, the emergence of women as entrepreneurs in India should be seen as a resurgence of the rightfully respectable socio-economic status of women.

### SIGNIFICANCE OF THE STUDY

The study analyzes the entrepreneurial aspects and activities of women entrepreneurs in the Khammam district of Telangana state. The study examines the socio-economic profile of self-employed women in the select area and examines the motivational factors that have a significant impact on them to become entrepreneurs and the study further explores the problems encountered by the women entrepreneurs in the course of their business activities. The findings of the study will be helpful in drafting policies that aim at promoting the entrepreneurial activities among women in the select study area.

### REVIEW OF LITERATURE

**P. Babu (1978):** The study was an attempt to find out the sociological factors that contribute to the development of small entrepreneurs. The study showed that community and family background contributed to the success of prospective entrepreneurs, formal education has not been a positive factor in entrepreneurship development, providing infrastructure facilities alone will not promote entrepreneurship development and the association of small scale industries has to play an important role in identification and development of entrepreneurs, as strong policy to support the entrepreneurs is called upon, as the economy demands the growth of *women entrepreneurs*, the education and other factors like the background for entrepreneurship is not a criteria for entrepreneurial growth, risk bearing attitude and innovation prove to be more encouraging towards growth.

**Usha Jumani (1991)** conducted a study to analyze the status of self-employed women in rural areas. Economic activities through which the income of the women will be increased have to be identified with great care. They have to be in consonance with time availability with family roles and with their awareness levels. Traditional occupations can be exchanged for the new technological

base employment for *women entrepreneurs*. Use of information technology and also scientific processes, can enhance economic activities in the rural area. The women need to be trained by the government for the same. Policies that encourage the training through government agencies can cover both male as well as the female business contenders.

**Porus P Munshi (1999)** Glass ceiling and maternal walls are blocks faced by women in organizations. Currently, women managements handicapped by not having advisers to guide them and canvas for them in the senior management. The attitude of the society is that it looks at women as not a helping agent but as a burden. Hence the glass ceiling is the progeny of this thought. Counseling for the women as well as their counterpart will help to change this attitude. Economic independence can bring about development in thought as well as actions.

**Vasudev and Romica (2012)** conducted a study amongst working women of the organized and unorganized sector for understanding their status within the family by looking at their involvement in key decision making areas including distribution of household duties and money related decisions.

### OBJECTIVES OF THE STUDY

1. To study the socio - economic profile of the women entrepreneurs in Khammam district.
2. To examine the motivational factors that influence women to become entrepreneurs.
3. To analyze the problems faced by the women entrepreneurs in the study area.
4. To offer suggestions for improving the entrepreneurial activities among women in the select study area.

### RESEARCH METHODOLOGY

For the purpose of present study, descriptive research design was adopted. The study utilized both primary and secondary data. Data was collected through schedule method (interview + Questionnaire ) and the respondents (women entrepreneurs) from Khammam district were selected for the study. The sample size was 135. Statistical tools like percentage analysis, average, weighted ranking method and chi-square test were applied for data analysis and interpretation.

**DATA ANALYSIS AND INTREPRETATION****Table 1 Socio-Economic Background of the Respondents**

Factors	Category	No. of Respondents	Percentage
Age	Below 30	30	22.22
	30-40	48	35.55
	40-50	39	28.88
	50 and above	18	13.35
Marital Status	Unmarried	32	23.70
	Married	103	76.30
Educational Qualification	Illiterate	8	5.92
	Primary	13	9.62
	Secondary	24	17.77
	Higher Secondary	63	46.66
	Graduate and above	27	20.03
Annual Income	Below 10000	23	17.03
	10000 – 20000	48	35.55
	20000-30000	31	22.96
	30000 – 40000	21	15.55
	40000 and above	12	8.91
Business Type	Trading	36	26.66
	Manufacturing	57	42.22
	Service	24	17.77
	Combination	15	11.11
	Others	3	2.24
Size of the Business	Below 1 Lakhs	63	46.66
	1 – 5 Lakhs	33	24.44
	5 – 10 Lakhs	26	19.25
	10 Lakhs and above	13	9.65
Sources of Financing	Spouse Income	48	35.55
	Personal Savings	40	29.62
	Loan from Banks	35	25.92
	Other Sources	12	8.91
Spending pattern of the business income	Family Expenses	56	41.48
	Personal savings	43	31.85
	Re-Investment in her business	36	26.67

Source: Primary Data

Table no.1 shows the socio-economic background of the respondents. It shows that 22.22% of the total respondents are below the age of 30 years, 35.55% of the respondents are within the age group of 30-40 years, 28.88% of the respondents are within the age group of 40-50 years, 13.35% of the respondents are within the age group of 50 and above.

The table further shows that 76.30% of the respondents are married and 46.66% of the respondents have higher secondary education qualification and 35.55%

of the total respondents are within the annual income group of Rs.10000- 20000.

The table further depicts that 42.22% of the total respondents are engaged in manufacturing type of business activities and 46.66% of the total respondents are having the business size of below one lakh rupees.

It is further seen that 35.55% of the total respondents had spouse income as a source of finance and 41.48% of the total respondents had spending pattern of business income towards family income.

**Table 2 Problems of Women Entrepreneurs in Khammam District (Weighted Ranking Method)**

Sl.N o	Weight Particulars	10 I	9 II	8 III	7 IV	6 V	5 VI	4 VII	3 VIII	2 IX	1 X	Total	Rank
1	Lack of strong Leadership	21	17	19	24	7	13	9	9	6	10	875	1
		210	153	152	168	42	65	36	27	12	10		
2	Financial Deficit	20	13	12	17	11	16	14	11	6	15	794	2
		200	117	96	119	66	80	56	33	12	15		
3	Leaders misusing the group's money	14	12	10	11	13	17	9	13	11	25	690	7
		140	108	80	77	78	85	36	39	22	25		
4	Lack of education	12	15	11	7	9	13	17	16	14	21	676	9
		120	135	88	49	54	65	68	48	28	21		
5	Non- awareness of government scheme	17	9	13	14	15	11	11	13	12	20	725	5
		170	81	104	98	90	55	44	39	24	20		
6	Non-awareness of loan by the members	8	17	16	9	16	9	14	19	13	14	718	6
		80	153	128	63	96	45	56	57	26	14		
7	Lack of proper training	7	11	15	7	13	17	13	17	13	22	652	10
		70	99	120	49	78	85	52	51	26	22		
8	Lack of systematic planning and working	17	14	19	11	16	12	10	11	7	18	786	3
		170	126	152	77	96	60	40	33	14	18		
9	Health problems	11	13	13	24	13	13	13	7	9	19	752	4
		110	117	104	168	78	65	52	21	18	19		
10	Other problems	16	11	12	8	13	7	16	13	14	25	680	8
		160	99	96	56	78	35	64	39	28	25		

Table no.2 shows the problems experienced by the women entrepreneurs and in order to portray this, the weighted ranking method was applied. It can be evidenced from the table that majority of the respondents have given their first preferential rank for the aspect of lack of strong leadership and second preference for

financial deficit and third preference for lack of systematic planning and working and the fourth preference for health problems followed by non-awareness of government scheme, non-awareness of loan by the members and lack of education and proper training respectively.

**Table 3 The Summary of Opinion of Women Entrepreneurs**

Sl.No	Factors	Chi-square value	Degree of Freedom	Total Value	Result
1	Age	18.23	6	15.24	Significant**
2	Educational Qualification	15.27	4	14.32	Significant**
3	Marital Status	13.22	2	6.38	Significant*
4	Family Income	4.92	6	13.76	Not Significant
5	Business Type	12.36	4	10.86	Significant*
6	Size of the Business	8.12	4	9.94	Not Significant
7	Sources of Finance	14.76	6	13.12	Significant*
8	Amount Spend	8.24	4	14.28	Not Significant

Note: \* Significant at 5% Level, \*\* Significant at 1% level

Source: Computed

Table no.3 shows the opinion of the respondents on the relationship between socio-economic characters. The chi-square test reveals that the factors of age and education are significant at 1% level and the factors of marital status, type of business and sources of finance are significant at 5% level. The factors like family income, size of business and amount spending patterns are not significant.

## CONCLUSION AND SUGGESTIONS

The study had examined the socio-economic profile of the women entrepreneurs and problems faced by them in conducting the business activities. It is clear from the above study that they lack education

qualifications, financial sources and funding assistance and proper training activities. It is also observed that the women entrepreneurs are not aware of government schemes and financial assistance programs by the constitutional machinery. Women education contributes to a great extent for the process of social transformation. It can be perceived from the above study that women are ready to face the challenges associated with setting up of business activities. The factors like type and mode of business, training programs and financial assistance are the important problems of women entrepreneurs in the Khammam district. Hence, necessary steps are to be taken in order to provide training programs to the women

entrepreneurs, financial assistance is to be given for the new women entrants into the business activities, providing infra structural assistance and export promotion for marketing the products of women entrepreneurs. We can hope that the future will see more women venturing into areas traditionally dominated by men because women are not into business for survival but to satisfy their inner urge of creativity and to prove their capabilities.

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