



ATTITUDES OF THE WOMEN ENTREPRENEURS IN KRISHNA DISTRICT-SWOT ANALYSIS

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ABSTRACT:

Women constitute almost half of the total population of world. Similarly in India also women constitute fifty percent of the total population. Till the turn of the century, man has enjoyed a dominant position. Women entrepreneurs have been making a significant impact in all segments of the economy in India. The areas chosen by women are retail trade, restaurants, hotels, education, cultural, cleaning insurance and manufacturing. It is the group of women or single women running an enterprise or company in order to earn profit. Now days because of women empowerment women are stepping-stone into the industries and are taking the place of men. Now a day's women's are running several business like beauty parlours, switching shops, boutiques, etc. Women entrepreneurs may be defined as a woman or a group of women who initiate, organize and run a business enterprise. In terms of Schumpeterian concept of innovative entrepreneurs, women who innovate, initiate or adopt a business activity are called business entrepreneur.



Though the economic slowdown has given nightmares to the auto industry and reduced offtake down the line, these entrepreneurs take the downturn for what it is. Business has risks and we should face all difficulties is the bold answer that comes. Of course, entrepreneurship has lent to these women more confidence and independence. Factories, they say, have helped them become better home-makers, turning them more rational in decisions, more patient and less prone to ego clashes. The main objective of the paper is to analyse the problem and threats of the women entrepreneurs in the Krishna District of Andhra Pradesh. A size of the sample is 300 women entrepreneurs has taken from four revenue divisions of Krishna District. The selection of sample is from each category of line activity by using simple random sampling technique (Beauty Parlors, Fancy/Bangle stores, Hardware/Electronics, Readymade/Cloth Stores/Tailoring Shops, Food Processing/Paper Products and Others like Medical stores, Kirana/Departmental stores, Books & Stationary shops etc.).

KEYWORDS: business entrepreneur, innovative entrepreneurs, Women entrepreneurs.

INTRODUCTION:

Entrepreneurship amongst women has been a recent concern. Women have become aware of their existence their rights and their work situation. However, women of the middle class are not too eager to alter their role in fear of social backlash. The progress is more visible among upper class families in urban cities. This research study focuses on Women entrepreneur. Any understanding of

Indian women, of their identity, and especially of their role taking and breaking new paths, will be incomplete without a walk down the corridors of Indian history where women have paused, lived and internalized various role models. Some have taken entrepreneurship roles where some have opted for employment, some in entertainment field and some for leadership roles while millions of others have taken the role of ideal stereotyped social roles.

The study has been conducted in the 21st centuries and how transformation has occurred in the women roles in entrepreneurial world. Also the study talks about the status of women entrepreneurs and the problems faced by them when they ventured out to carve their own niche in the competitive world of business environment.

Women owned businesses are highly increasing in the economies of almost all countries. The hidden entrepreneurial potentials of women have gradually been changing with the growing sensitivity to the role and economic status in the society. Skill, knowledge and adaptability in business are the main reasons for women to emerge into business ventures. 'Women Entrepreneur' is a person who accepts challenging role to meet her personal needs and become economically independent. A strong desire to do something positive is an inbuilt quality of entrepreneurial women, who is capable of contributing values in both family and social life. With the advent of media, women are aware of their own traits, rights and also the work situations. The glass ceilings are shattered and women are found indulged in every line of business from papad to power cables. The challenges and opportunities provided to the women of digital era are growing rapidly that the job seekers are turning into job creators. They are flourishing as designers, interior decorators, exporters, publishers, garment manufacturers and still exploring new avenues of economic participation. In India, although women constitute the majority of the total population, the entrepreneurial world is still a male dominated one. Women in advanced nations are recognized and are more prominent in the business world. But the Indian women entrepreneurs are facing some major constraints like -

- a) **A lack of self-assurance:** Women generally lack self-assurance regarding their abilities and strengths. Society and family members are reluctant to support their entrepreneurial expansion. This situation is changing for Indian women to some extent, but there is still a lot of work to be done to increase the rate of growth in entrepreneurship.
- b) **Barriers from society and culture:** Women's personal and family responsibilities can sometimes make it hard for them to succeed in business. Only a small number of women are able to prioritize and effectively manage both their homes and their businesses.
- c) **Risks related to the market:** Women entrepreneurs are forced to rely on middlemen because of the fierce competition in the market and their limited mobility. It is challenging for many businesswomen to gain market share and popularize their products. They are able to effectively utilize the internet and media because they are unaware of the shifting market conditions.
- d) **Motivational factors:** A business-oriented mindset, a willingness to take risks, and a willingness to take on social responsibilities can all contribute to self-motivation. Family support, government policies, financial support from public and private institutions, and an environment favorable to women starting businesses are additional factors.
- e) **Business Administration Knowledge** Women require ongoing education and training in order to acquire knowledge and skills in all aspects of business management. Women may be able to develop a strong business network and excel in the decision-making process thanks to this.
- f) **Awareness of financial assistance:** Various financial institutions provide maximum support in the form of incentives, loans, programs, and other forms. Even then, not every woman entrepreneur may be aware of all the institutions' assistance. Therefore, genuine efforts to support female entrepreneurs may not reach those in rural and underdeveloped areas.
- g) **Exposed to training programs:** Social and welfare organizations offer training programs and workshops for all kinds of entrepreneurs, depending on the duration, skill, and goal of the training program. Young, rural, and new entrepreneurs who want to start a small or medium-sized business on their own will benefit greatly from such programs.

h) Identifying the resources that are available Women are reluctant to learn about the resources that are available to meet their marketing and financial needs. Women are not entrepreneurial or dynamic enough to maximize resources in the form of reserves, human assets, or business volunteers, despite the mushrooming growth of associations, institutions, and government schemes.

Highly educated, technically sound and professionally qualified women should be encouraged for managing their own business, rather than dependent on wage employment outlets. The unexplored talents of young women can be identified, trained and used for various types of industries to increase the productivity in the industrial sector. A desirable environment is necessary for every woman to inculcate entrepreneurial values and involve greatly in business dealings.

Empowering women entrepreneurs is essential for achieving the goals of sustainable development and the bottlenecks hindering their growth must be eradicated to entitle full participation in the business. Apart from training programs, Newsletters, mentoring, trade fairs and exhibitions also can be a source for entrepreneurial development. As a result, the desired outcomes of the business are quickly achieved and more of remunerative business opportunities are found. Henceforth, promoting entrepreneurship among women is certainly a short-cut to rapid economic growth and development. Let us try to eliminate all forms of gender discrimination and thus allow 'women' to be an entrepreneur at par with men.

Women entrepreneurs often have solid ideas, great marketing strategies, and effective systems in place, but they still feel stuck. Entrepreneur and business coach, Kim DeYoung, defines what a limiting belief is and explains how it prevents you from moving forward in your business. She describes the most common limiting beliefs that affect women entrepreneurs and gives tips on shifting your beliefs so they're more supportive to your business growth.

Having a brilliant business sense and running a successful business do not necessarily intersect each other. While one may be a gifted businessman or a businesswoman, yet when it comes to actually managing and running the business affairs, talent alone is not sufficient. You need some guidance and useful advice that can catapult you from a good business thinker to a successful entrepreneur.

Most women business owners in Indian organization were either housewives or fresh graduates with no previous experience of running a business, These women business owners were in traditionally women - oriented business like garments, beauty care, and fashion designing, which either do not require any formalized training or are developed from a hobby or an interest into a business, The classic example will be of herbal queen Lady Shehnaz Hussain who started her herbal-based treatment from a relatively small scale, Infact, she started literally from her kitchen domain to a chain of beauty parlors spread out across the nation and world, Shehnaz started her business as a hobby on a relatively small budget and made an herbal empire to be inherited by her family.

Since the 21st century, the status of women in India has been changing as a result to growing industrialization and urbanization, spasmodic mobility and social legislation, Over the years, more and more women are going in for higher education, technical and professional education and their proportion in the workforce has also been increased.

With the spread of education and awareness, women have shifted from the kitchen, handicrafts and traditional cottage industries to non-traditional higher levels of activities, Even the government has laid special emphasis on the need for conducting special entrepreneurial training programs for women to enable them to start their own ventures, Financial institutions and banks have also set up special cells to assist women entrepreneurs. This has boomerang the women entrepreneurs on the economic scene in the recent years although many women's entrepreneurship enterprises are still remained a much neglected field

There are also several other schemes of the government like the Income Generating Scheme, implemented by the Department of Women and Child Development, which provides assistance for setting up training-cum-income generating activities for needy women to make them economically independent. The SIDBI has been implementing two special schemes for women which are an exclusive scheme for providing equity to women entrepreneurs and offers developmental assistance for pursuit of income generating activities to women. This has also taken initiative to set up an informal channel for

credit needs on soft terms giving special emphasis to women. Over and above this, the Government also provides training for credit utilisation as also credit delivery skills for the executives of voluntary organisations working for women. Grant for setting up a production unit is also available under Socio-Economic Programme of Central Social Welfare Board.

OBJECTIVE AND METHODS

The main objective of the paper is to analyse the problem and threats of the women entrepreneurs in the costal Andhra region of Andhra pradesh. A size of the sample is 300 women entrepreneurs. The sample has taken from four revenue divisions of Krishna district in Andhra Pradesh. The selection of sample is from each category of line activity by using simple random sampling technique (Beauty Parlors, Fancy/Bangle stores, Hardware/Electronics, Readymade/Cloth Stores/Tailoring Shops, Food Processing/Paper Products and Others like Medical stores, Kirana/Departmental stores, Books & Stationary shops etc.) .

THREATS OF THE WOMEN ENTREPRENEURS

The table -1 analyses about the response of the women entrepreneurs on different threats towards their granted in the competitive environment, we live in today. Out of the total sample, 30.3 percent great threat and 28.7 percent average threat towards necessity of shifting from the place of your establishment on account of your spouse's career advancement. Regarding necessity of giving up the enterprise due to family obligations or requirements, from the total sample, 26.7 percent great threat and 30.0 percent average threat. Among the total sample, 31.3 percent great threat and 27.7 percent average threat that non-acceptance of your managerial abilities by your employees. Out of the total sample, 28.7 percent great threat and 31.0 percent average threat towards non-acceptance of your entrepreneurial abilities by government promotional agencies. Regarding shortage of additional owned capital to invest as required by the enterprise, from the total sample, 20.7 percent great threat and 28.3 percent average threat. Among the total sample, 29.0 percent great threat and 24.7 percent average threat that business community's non-acceptance of women entrepreneur as competent and trustworthy. Out of the total sample, 17.3 percent great threat and 31.7 percent average threat towards threat of obsolescence of product or product technology. Regarding competition from bigger industrial units with economic scale of operation, from the total sample, 23.0 percent great threat and 18.3 percent average threat. Among the total sample, 23.7 percent great threat and 30.7 percent average threat that less demand for your product due to mushrooming of similar units. Regarding lack of continuing zeal and enthusiasm in the enterprise after takeoff, from the total sample, 28.3 percent great threat and 31.0 percent average threat.

Table-1: Threats of the women entrepreneurs

S. No	Threats	Great threat	Average threat	Lesser threat	No threat	Total
1	Necessity of shifting from the place of your establishment on account of your spouse's career advancement	91 (30.3)	86 (28.7)	58 (19.3)	65 (21.7)	300 (100.0)
2	Necessity of giving up the enterprise due to family obligations or requirements	80 (26.7)	90 (30.0)	73 (24.3)	57 (19.0)	300 (100.0)
3	Non-acceptance of your managerial abilities by your employees	94 (31.3)	83 (27.7)	60 (20.0)	63 (21.0)	300 (100.0)
4	Non-acceptance of your entrepreneurial abilities by	86 (28.7)	93 (31.0)	56 (18.7)	65 (21.7)	300 (100.0)

	government promotional agencies					
5	Shortage of additional owned capital to invest as required by the enterprise	62 (20.7)	85 (28.3)	94 (31.3)	59 (19.7)	300 (100.0)
6	Business community's non acceptance of women entrepreneur as competent and trustworthy.	87 (29.0)	74 (24.7)	99 (33.0)	40 (13.3)	300 (100.0)
7	Threat of obsolescence of product or product technology	52 (17.3)	95 (31.7)	89 (29.7)	64 (21.3)	300 (100.0)
8	Competition from bigger industrial units with economic scale of operation	69 (23.0)	55 (18.3)	82 (27.3)	94 (31.3)	300 (100.0)
9	Lees demand for your product due to mushrooming of similar units	71 (23.7)	92 (30.7)	82 (27.3)	55 (18.3)	300 (100.0)
10	Lack of continuing zeal and enthusiasm in the enterprise after takeoff	85 (28.3)	93 (31.0)	82 (27.3)	40 (13.3)	300 (100.0)

Source: Primary Data

Attitudes of the women entrepreneurs

The above table-2 analyses about the response of the women entrepreneurs on different attitudes towards their reaction in the changed society of today. Out of the total sample, 32.3 percent strongly agree and 34.3 percent agree towards women have work much harder at a given job than men to be successful. Regarding women first priority is her home, from the total sample, 32.0 percent strongly agreed and 30.0 percent agreed. Among the total sample, 28.0 percent strongly agreed and 14.7 percent agreed that women has to be economically independent. Out of the total sample, 31.1 percent strongly agree and 22.0 percent agree towards women entrepreneurs have more status in the society. Regarding women entrepreneurs contribute to the economic growth of the nation, from the total sample, 26.0 percent strongly agreed and 13.7 percent agreed. Among the total sample, 42.7 percent strongly agreed and 14.3 percent agreed that government policy is discriminatory between men and women entrepreneurs. Out of the total sample, 30.0 percent strongly agree and 27.3 percent agree towards present day family set up women are made to shoulder more responsibility than previously. Regarding independence has sparked a keen interest to be independent in your children, from the total sample, 32.3 percent strongly agreed and 23.3 percent agreed. Among the total sample, 34.3 percent strongly agreed and 29.7 percent agreed that successful entrepreneur has brought in a favorable attitude among your family members towards you and your opinions. Regarding entrepreneurial status gives you more satisfaction than being a mere housewife, from the total sample, 32.3 percent strongly agreed and 26.3 percent agreed.

Table-2: Attitudes of the women entrepreneurs

S. No	Attitudes	Strongly agree	Agree	Disagree	Strongly disagree	Total
1	Women have to work much harder at a given job than men to be successful	97 (32.3)	103 (34.3)	35 (11.7)	65 (21.7)	300 (100.0)
2	A women's first priority is her home	96 (32.0)	90 (30.0)	88 (29.3)	26 (8.7)	300 (100.0)
3	A women has to be economically	84	44	83	89	300

	independent	(28.0)	(14.7)	(27.7)	(29.7)	(100.0)
4	Women entrepreneurs have more status in the society	94 (31.1)	66 (22.0)	50 (16.7)	90 (30.0)	300 (100.0)
5	Women entrepreneurs contribute to the economic growth of the nation	78 (26.0)	41 (13.7)	84 (28.0)	97 (32.3)	300 (100.0)
6	Government policy is discriminatory between men and women entrepreneurs	128 (42.7)	43 (14.3)	75 (25.0)	54 (18.0)	300 (100.0)
7	In the present day family set up women are made to shoulder more responsibility than previously	90 (30.0)	82 (27.3)	51 (17.0)	77 (25.7)	300 (100.0)
8	Your independence has sparked a keen interest to be independent in your children.	97 (32.3)	70 (23.3)	83 (27.7)	50 (16.7)	300 (100.0)
9	Your being a successful entrepreneur has brought in a favorable attitude among your family members towards you and your opinions	103 (34.3)	89 (29.7)	68 (22.7)	40 (13.3)	300 (100.0)
10	Entrepreneurial status gives you more satisfaction than being a mere house wife.	97 (32.3)	79 (26.3)	75 (25.0)	49 (16.3)	300 (100.0)

Source: Primary Data

Attitude towards best occupation

The above table-3 explains the priority-wise reasons to occupations in terms of the image enterprise by women entrepreneurs in the sample study. Regarding to agriculture occupation, majority group of the sample has given first, second and third ranks by 29.0%, 34.7% and 16.7% respectively. Related to business occupation, the rank order priority has given by entrepreneurs were 26.7% to first, 38.7 to percent second and 14.7 to percent third. Regarding to industry occupation, first priority has given by 19.0 percent, second priority has given by 28.3 percent and third priority has given by 26.3 percent. In related to employment occupation, majority group (18.0%) has given first rank followed by (25.3%) second rank and (31.3%) third rank. Regarding to profession occupation in 26.0 percent has given first rank followed by 17.7 percent second rank and 16.3 percent are third rank. Regarding to services occupation, first priority has given by 10.3 percent, second priority has given by 23.0 percent and third priority has given by 27.7 percent.

Table-3: Attitude towards best occupation

S. No	occupation	1	2	3	4	5	6	Total
1	Agriculture	87 (29.0)	104 (34.7)	50 (16.7)	41 (13.7)	3 (1.0)	15 (5.0)	300 (100.0)
2	Business	80 (26.7)	116 (38.7)	44 (14.7)	42 (14.0)	9 (3.0)	9 (3.0)	300 (100.0)
3	Industry	57 (19.0)	85 (28.3)	79 (26.3)	29 (9.7)	16 (5.3)	34 (11.3)	300 (100.0)
4	Employment	54 (18.0)	76 (25.3)	94 (31.3)	25 (8.3)	21 (7.0)	30 (10.0)	300 (100.0)
5	profession	78 (26.0)	53 (17.7)	49 (16.3)	38 (12.7)	48 (16.0)	34 (11.3)	300 (100.0)
6	services	31 (10.3)	69 (23.0)	83 (27.7)	44 (14.7)	45 (15.0)	28 (9.3)	300 (100.0)

Source: Primary Data

The above table-4 infers that the faces many problems of the women entrepreneurs. Regarding this 26.7 percent are facing project identification, 8.3 percent are facing registration, 7.0 percent are facing R & D information and the remaining 6.7 percent are obtaining infrastructural facilities. This analysis infers that entrepreneurs facing many problems are in the project identification in the women enterprises.

Table -4: Problems faced by the women entrepreneurs

S. No	Problems	Frequency	Percent
1	Project identification	80	26.7
2	Feasibility study	19	6.3
3	Project preparation	17	5.7
4	Registration	25	8.3
5	Acquiring plot / shop	19	6.3
6	Obtaining infrastructural facilities	20	6.7
7	Acquiring plant and machinery	18	6.0
8	Securing finances	22	7.3
9	Procuring personnel	15	5.0
10	Training personnel	13	4.3
11	Procurement of the material	15	5.0
12	Obtaining technical Know - how	13	4.3
13	Marketing of product	3	1.0
14	R & D Information	21	7.0
	Total	300	100.0

Source: Primary Data

The above table-5 explains about consider you a successful entrepreneur of the women entrepreneurs. Regarding this 27.3 percent said just successful, 22.7 percent said successful to my satisfaction, 20.7 percent said not so successful, 16.3 percent said successful beyond my expectation and 13.0 percent said the no successful. This analysis infers that consider you a successful entrepreneur in the women enterprises.

Table-5: Extent of considering their self as successful entrepreneur

S. No	Extent of Success	Frequency	Percent
1	Just successful	82	27.3
2	Successful to my satisfaction	68	22.7
3	Successful beyond my expectation	49	16.3
4	Not so successful	62	20.7
5	No successful	39	13.0
	Total	300	100.0

Source: Primary Data

CONCLUSION

Women constitute almost half of the total population of world. Similarly in India also women constitute fifty percent of the total population. Till the turn of the century, man has enjoyed a dominant position. But change in position technological innovation and modern way of thinking can reduce the disparity between man and women, and bring about equality and equity between them, the need of the hour in women empowerment both through provision of employment and enterprise creation. Typologically, the former leader to endogenous empowerment and the latter give rise to exogenous empowerment.

Women entrepreneurs have been making a significant impact in all segments of the economy in India. The areas chosen by women are retail trade, restaurants, hotels, education, cultural, cleaning insurance and manufacturing. It is the group of women or single women running an enterprise or company in order to earn profit. Now days because of women empowerment women are stepping-stone into the industries and are taking the place of men. Now a day's women's are running several business like beauty parlours, switching shops, boutiques, etc. Women entrepreneurs may be defined as a woman or a group of women who initiate, organize and run a business enterprise. In terms of Schumpeterian concept of innovative entrepreneurs, women who innovate, initiate or adopt a business activity are called business entrepreneur. Though the economic slowdown has given nightmares to the auto industry and reduced offtake down the line, these entrepreneurs take the downturn for what it is. Business has risks and we should face all difficulties is the bold answer that comes. Of course, entrepreneurship has lent to these women more confidence and independence. Factories, they say, have helped them become better home-makers, turning them more rational in decisions, more patient and less prone to ego clashes.

Regarding competition from bigger industrial units with economic scale of operation, from the total sample, 23.0 percent great threat and 18.3 percent average threat. Among the total sample, 23.7 percent great threat and 30.7 percent average threat that less demand for your product due to mushrooming of similar units. Regarding lack of continuing zeal and enthusiasm in the enterprise after takeoff, from the total sample, 28.3 percent great threat and 31.0 percent average threat. faces many problems of the women entrepreneurs. Regarding this 26.7 percent are facing project identification, 8.3 percent are facing registration, 7.0 percent are facing R & D information and the remaining 6.7 percent are obtaining infrastructural facilities. This analysis infers that entrepreneurs facing many problems are in the project identification in the women enterprises. Regarding this 27.3 percent said just successful, 22.7 percent said successful to my satisfaction, 20.7 percent said not so successful, 16.3 percent said successful beyond my expectation and 13.0 percent said the no successful. Finally the paper suggested the Government of India has defined women entrepreneurs based on women participation in equity and employment of a business enterprise. Accordingly, a woman entrepreneur is defined as an enterprise owned and controlled by a woman having a minimum financial interest of 51% of the capital and giving at least 51% of the employment generated in the enterprise to a woman.

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