

Problems of Women Entrepreneurship in Andhra Pradesh

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ABSTRACT

The women constitute not only half the world population but also sway the growth of the remaining half. They produce half the world food supply and account for 60 per cent of the working force but comprise only about 30 per cent of the labour force, receive benefits of only 10 per cent of the world economy and surprisingly own less than 1 per cent of the world real estate. They have little access to productive resources and negligible control over family income. This discrimination is the result of the gender bias malpractices prevalent in Indian societies are female fetus termination, killing the girl child at birth, less nutrition, medical care, education and freedom due to preference for the male child, marriage before puberty, dowry death, legal discrimination, professions exclusively earmarked for men, precarious widow life, etc. while such practices and activities are prevalent in Indian society, they are fortuality not the lot of every Indian women and are confined to certain communities and section of society. The studies reviewed above have analysed the study of women entrepreneurship at international, national and regional levels by the individual researchers, institutions and Government. A careful investigation at micro level is therefore necessary to take a correct stand in regard to the study of the various women entrepreneurs in Tirupati District of Andhra Pradesh. The study is mainly designed to analyse the problems of women entrepreneurship in Tirupati District of Andhra Pradesh State. In the first the list of registered units functioning in the district obtained from the District Industries Centre, Tirupati. There are all types of entrepreneurs are operating in Tirupati District, after especially physically identified women entrepreneurs in Tirupati District. In all types industries are high concentrated entrepreneurs are also identified. The concentrated entrepreneurs are classified into nine categories which are specified below. The methodology explains that stratified random sampling method is employed for the selection of women entrepreneurs. From each category 50 per cent of the sample women entrepreneurs have been selected at random. Thus the study covers a total sample of 91 women entrepreneurs covering all the 9 categories and total sample size is 91 entrepreneurs in the study area.

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A woman is the builders and moulders of the nation's destiny. Though delicate and soft as a lily, she has a heart for the stranger and is bolder than man. She is the supreme inspiration for man's onward march, an embodiment of love, pity and compassion.

- Rabindra Nath Tagore

The women constitute not only half the world population but also sway the growth of the remaining half. They produce half the world food supply and account for 60 per cent of the working force but comprise only about 30 per cent of the labour force, receive benefits of only 10 per cent of the world economy and surprisingly own less than 1 per cent of the world real estate. They have little access to productive resources and negligible control over family income. This discrimination is the result of the gender bias malpractices prevalent

in Indian societies are female fetus termination, killing the girl child at birth, less nutrition, medical care, education and freedom due to preference for the male child, marriage before puberty, dowry death, legal discrimination, professions exclusively earmarked for men, precarious widow life, etc. while such practices and activities are prevalent in Indian society, they are fortuality not the lot of every Indian women and are confined to certain communities and section of society. Even in such a situation the important role of women in procreation, upkeep, management and development of the family, as well as in performing diverse economic, social, political, religious, national and international roles, cannot be denied. Despite the fact that they deserve equal status, honour, dignity, rights and consideration, certain complex factors have reduced the status of women in human society to a lower level, leading to gender biases generally manifested in a loss of freedom, drudgery,

malnutrition and economic and sex exploitation. The women form a nation's significant human resource. They should be used as instruments for the growth and development of economy of each and every state. The women, on the other hand, are willing to take up business and lend their contributions to the growth of the nation. The women are now ready to do all business and enter all professions like trade, industry, engineering etc. The role and participation of women are recognized and steps are being taken for the promotion of women entrepreneurship, the women must be shaped up properly with other entrepreneurial traits and skills to face the challenges of world markets, meet the changes in the trends, be competent enough to sustain and strive for excellence in the entrepreneurial field.

Role of Women

The position of women and their status in any society is an index of its civilization. The women are to be considered as equal partners in the process of development. But, because of centuries of exploitation and subjugation, the Indian women have remained at the receiving end. The women in India have been neglected a lot, they have not been actively involved in the mainstream of development even though they represent equal proportion of the population and labour force, the primarily women are the means of survival of their families, but are generally unrecognized and undervalued, being placed at the bottom of the pile. In the interest of long-term development, it is necessary to facilitate their empowerment. In many developing countries, including India, the women have much less access to education, jobs, income and power than men. Even after six decades of planned development Indian women have not achieved expected success in the mainstream of life. Our country will be unable to have a competitive edge over others until and unless the status and role of women is improved. The majority of women do not undertake entrepreneurial ventures. Entrepreneurship is a key to economic development of a country. The history is full of instances of individual entrepreneurs whose creativity had led to the industrialization of many nations. The Small Scale Industries (SSI) plays a key role in the industrialization of the country. It is considered as an important means for checking concentration of economic power in the few hands and bringing about economic dispersal and more equitable distribution of national income.¹

Concept of Women Entrepreneurs

The women entrepreneurs may be defined as the women or a group of women who initiate,

organize and operate a business enterprise. The Government of India has defined women entrepreneurs as an enterprise owned and controlled by women having a minimum financial interest of 51 per cent of the capital and giving at least 51 per cent of the employment generated in the enterprise to women. The women entrepreneurs engaged in business due to push and pull factors which encourage women to have an independent occupation and stand on their own legs. A sense towards independent decision-making on their life and career is the motivational factor behind this urge. Under the influence of these factors the women entrepreneurs choose a profession as a challenge and as an urge to do something new. Such a situation is described as pull factors. While in push factors women engaged in business activities due to family compulsion and the responsibility is thrust upon them.²

Functions of Women Entrepreneurs

Similarly to men entrepreneurs women entrepreneurs have to perform all the functions involved in setting up an enterprise such as idea generation and scanning, determination of objectives, project preparation, product analysis, determination of forms of business organization, combination of factors of production etc. Fredrick Harbinson has listed out the following five functions of a women entrepreneur.

- ❖ The exploration of the prospects of starting a new business enterprise;
- ❖ The undertaking of risks and the handling of economic uncertainties involved in business;
- ❖ Introduction of innovations or imitation of innovations;
- ❖ The Coordination, administration and control; and
- ❖ The Supervision and leadership, and major entrepreneurial functions can be broadly classified under three categories are Risk bearing, Organization and Innovations.³

Role of Women Entrepreneurs

The role of women is undergoing a radical transformation in the modern society. Gone are the days when women were confined within the four walls of the house. These days women are playing a vital role in socio-economic development of the country. Search for identify made her surge out of the four wall barrier and walk in hand with men. She is today playing a vital role in all spheres. She is the caring nurse, the brave pilot, the bold cop, the enterprising entrepreneur. The constitution of India guarantees of all citizens, irrespective of sex, equality of status and opportunities, social economic and political justices, liberty and dignity

of the individuals significant steps have been initiated to these into realities. The emergence of women on the economic scene as entrepreneurs is a significant development in the emancipation of women and for securing for them place in the society. Women entrepreneurs would make a success of their enterprises and help economic progress of developing and underdeveloped counties.⁴

Growth of Women Entrepreneurs in India

If the society is a vehicle, both men and women are its two wheels. Contributions of both women and men are required to the activities of building a nation. India has about seven lakh villages, in which more than 70 per cent of its population lives. The labour force in the rural sector is formed by 56 per cent of the male and 33 per cent of the female. Women struggle in India for entrepreneurial freedom though more than 60 years have completed after the independence. They still face various socio-economic problems. The women entrepreneurs in India comprise a small proportion of the total entrepreneurs. The emergence of women entrepreneurs has been hampered by

attitudinal constraints, social traditions and kinship system. Due to the lack of technical knowledge and little competition from men, Indian women have contributed for the most part to household industries. The spread of education and growing awareness among women have motivated women to enter the fields of engineering, electronics, energy and such other industries. In spite of the small number of such units, women start units for manufacturing solar cookers, TV, capacitors, electronic ancillaries, and small foundries. The growth of women entrepreneurs in the country has been accelerated by several Government agencies and voluntary organization like Mahila-mandals and so on. Indian women have become more career-minded, economically independent and more achievement-oriented. They would like to widen their scope of work and taste the fruit of achievement. But, now, the scenario is changing fast with modernisation, urbanisation and development of education and business.⁵ Thus, the opportunities of employment for women have increased drastically. The numbers of women entrepreneurs registered in India are presented in Table-1.

Table-1
Numbers of Women Entrepreneurs Registered in India

S.No	Women Entrepreneurship States	No of Units Registered	Rank	No of Women Entrepreneurs	Rank	Per cent
1	Tamilnadu	9618	1	2930	2	30.36
2	Uttar Pradesh	7981	2	3181	1	39.84
3	Kerala	5487	3	2135	3	38.91
4	Punjab	4791	4	1618	4	33.77
5	Maharashtra	4339	5	1394	6	32.12
6	Gujarat	3872	6	1538	5	39.72
7	Karnataka	3822	7	1026	7	26.84
8	Madhya Pradesh	2967	8	842	8	28.38
9	Other States and UTs	14576	9	4185	9	28.71
	Total	57452		18848		32.82

Source: Report of MSMEs, 12th Five year plan, 2012-2017.

From above Table-1, reveals that Tamil Nadu stands first out of the total number of units registered in India (9618 Units). Regarding the number of women entrepreneurs in India, the first place goes to Uttar Pradesh (3181 units) followed by Tamil Nadu which holds the second place(2930 units). It is understood from the table that Tamil Nadu has taken more steps to improve the growth and development of women entrepreneurs in Tamil Nadu with the help of financial institutions and government agencies. The several state Governments in India like, Andhra Pradesh, Kerala, Rajasthan, Gujarat, Chandigarh, and Tamil Nadu have taken steps to promote women entrepreneurs.

The Women co-operative finance corporation for the development of women entrepreneurs was set up by Andhra Pradesh Government in1975. A package of incentives to be availed by women entrepreneurs is offered by the Government of Haryana. Exemptions from payment of stamp duty and of registration of electricity duty up to a certain period have also been offered along with them. In Gujarat under the leadership of the noted social workers and in Ahmedabad, with the membership of milk mards, vegetable vendors, casual workers and the like. The Kerala State becomes a model for the development of women entrepreneurs in India. The number of Industrial units runs by women

entrepreneurs in Kerala from 1981. The women entrepreneurs in Kerala occupy a top position in all industries from readymade garments to high tech computers. The women entrepreneurs in Kerala are at the age group between 36 and 46 years. Special assistance programme for women entrepreneurs to provide managerial grant and various subsidiaries has been formulated by the Government of Karnataka. Assistance to skilled and trained women entrepreneurs under various schemes to women entrepreneurs has been extended by financial corporation in Rajasthan and the Government effort like Mahila Mandal, STEP (Support of Training and Employment Programmes, Training cum production centre, RMK (Rashtriya Mahila Kosh), TRYSEM (Training of Rural Youth for Self Employment), DWCRA (Development of Women and Children in Rural Areas) lend support to women entrepreneurs. In the State of Madhya Pradesh (M.P) major entrepreneurship activities are Co-ordinate through Centre for Development of Entrepreneurship in Madhya Pradesh (CRDMAP). The centre organizes special training programmes women for short and long durations.⁶

In spite of the measures taken by the Government for creating a congenial atmosphere to encourage women entrepreneur, the development of their entrepreneurship in our country is still far behind expectations. The overall industrial situation in our country is discouraging particularly in this sector where a majority of units in a moribund state, because of conspicuous lack of managerial and innovative skills. Above all the entrepreneurs are afraid that all small units will land in troubles due to industrial sickness which is a quite serious problem in India. This situation naturally discourages prospective entrepreneurs particularly women. Therefore it is absolutely necessary that the necessary that the entrepreneurs areas properly motivated encouraged, trained in technical and managerial skills and provided with adequate financial resources for their for successful functioning. It may be taken as axiomatic that there can be no industrial development at all without a commensurate development of entrepreneurship in this sector particularly among women. While the Govt. has become aware of the need to develop women entrepreneurship and has taken several steps to promote it, the desired results have yet to be achieved. The prospective entrepreneurs themselves and part with the milieu in which they find themselves, if lack of will power self-confidence proper motivation foresight, lack of awareness of opportunities, managerial skills technical and financial support and want of family and community support etc. stand in the way of a women entrepreneur cumbersome formalities in

starting an industry, lack of required infrastructural abilities and assured marketing for their products, absence of proper training and encouragement from the Government financial and other related agencies etc. discourage one from entrepreneurship. This situation has to be remembered if there should be rapid industrial development in India.

Need for the Study

The studies reviewed above have analysed the study of women entrepreneurship at international, national and regional levels by the individual researchers, institutions and Government. A careful investigation at micro level is therefore necessary to take a correct stand in regard to the study of the various women entrepreneurs in Tirupati District of Andhra Pradesh. India is a vast country with varied resources base and endowments and also one of the states in south India with considerable women population there is a need to conduct micro level study to understand the important of women entrepreneurship in Tirupati District. This study is in these directions to be conducted to develop the women entrepreneurship in Tirupati District. The development of any area can never be a smooth process and particularly the small industries have to face numerous problems within the changed environment. These problems vary from region to region depending upon the stage and level of economic development. The most of the economic enquires have examined the problems of women entrepreneurs in general. The Government is offering a wide range of incentives and adopting favourable policies and programmes to promote MSMEs, the growth of this sector has been relatively slow and not encouraging. The study is mainly designed to analyse the problems of women entrepreneurship in Tirupati District of Andhra Pradesh State. Hence, the present study pertaining to Tirupati District which is located in backward region of the Andhra Pradesh state is an attempt in this my direction. *The specific objective is the examine the various problems of sample women entrepreneurs of in the study area and to suggest feasible measures to promote successful women entrepreneurship in the study area.*

Sample Design

In the first the list of registered units functioning in the district obtained from the District Industries Centre, Tirupati. There are all types of entrepreneurs are operating in Tirupati. District, after especially physically identified women entrepreneurs in Tirupati. District. In all types industries are high concentrated entrepreneurs are also identified. The

concentrated entrepreneurs are classified into nine categories which are specified below. The methodology explains that stratified random sampling method is employed for the selection of women entrepreneurs. From each category 50 per

cent of the sample women entrepreneurs have been selected at random. Thus the study covers a total sample of 91 women entrepreneurs covering all the 9 categories. The category wise distribution of sample women entrepreneurs are shown in Table-2.

Table-2
 Distribution of Sample Women Entrepreneurs in Tirupati
 District of Andhra Pradesh

S.No	Categories of Women Entrepreneurs	Total Women Entrepreneurs	Per cent	Total Sample
1	Flour mills	23	50	12
2	Making starch packed drinking water	17	50	9
3	Ice cream factory	15	50	8
4	Beedi manufacturing units	21	50	11
5	Manufacturing cement poles and bricks	17	50	9
6	Paper printing and offset printing	18	50	9
7	Flex graphic printing	18	50	9
8	Web designing and hosting	13	50	7
9	Readymade garments	34	50	17
	Total			91

Source: District Industries Centre, Tirupati, 2024.

Data Base

The present study is based on the primary data and secondary data. The primary data covering all the aspects of women entrepreneurs in accordance with the objectives of the study are collected through personnel interview with the sample women entrepreneurs and managers of the sample women entrepreneurs with the help of schedule, which is especially designed for the present study. The problems in area of grounding, production, finance, marketing and other problems of women entrepreneurship in Tirupati District. The secondary data are collected from the relevant publications of Government of India like Development Commissioner, Small Scale Industries, New Delhi, District Industries Centre, Tirupati and Chief Planning Office, Tirupati.

The recognizing the relevance and role that women entrepreneurs play in India's economic

growth, the Central and State Governments undertook a number of programmes to promote and achieve faster growth of entrepreneurs. These measures have been particularly effective, but many problems related to production, marketing and finance still continue to affect the growth of entrepreneurs. These problems not only affect the effective utilization of capacity of the entrepreneurs, but also hamper their prosperity. The major problems noticed in the study include raw material, labour problem, technology problem, power problem, Government policies, financial problems, competition, marketing, packing, water problem, location, transportation and taxation etc. the major problems faced by sample women entrepreneurs in Tirupati District of Andhra Pradesh are presented in Table-2

Table-2

Major Problems faced by sample Women Entrepreneurs in Tirupati District of Andhra Pradesh

Categories of Women Entrepreneurs	Shortage of Raw Material	Labour problems	Technology problems	Marketing problems	Power	Govt. Policies	Financial Problem	Competition	Transport	Taxation	Other	Total
Flour mills	2	-	-	-	2	1	-	2	2	3	-	12 (13.18)
Making starch packed drinking water	1	2	-	-	2	-	1	1	-	2	-	9 (9.89)
Ice cream factory	-	1	-	1	2	-	1	2	-	1	-	8 (8.79)
Beedi manufacturing units	2	2	-	2	2	-	1	1	-	-	1	11 (12.08)
Manufacturing cement poles and bricks	1	-	-	2	2	1	-	1	-	1	1	9 (9.89)
Paper printing and offset printing	-	-	2	-	2	-	1	2	-	1	1	9 (9.89)
Flex graphic printing	1	-	1	1	1	-	1	2	-	2	-	9 (9.89)
Web designing and hosting	-	1	1	-	1	-	1	1	-	1	1	7 (7.69)
Readymade garments	2	2	-	1	2	2	2	2	2	1	1	17 (18.68)
Total	9 (9.89)	8 (8.79)	4 (4.39)	7 (7.69)	16 (17.58)	4 (4.39)	8 (8.79)	14 (15.38)	4 (4.39)	12 (13.18)	5 (5.49)	91 (100)

Source: - Field Data

From the Table-2 shows the overall view of the various types of problems faced or being faced by the sample women entrepreneurs and detailed study of each problem is presented in the latter. It is observed that among the 91 sample women entrepreneurs, the power problems is the major problem as expressed by 17.58 per cent of the sample women entrepreneurs, 9.89 per cent stated that they have problems of raw material and taxation(13.18 per cent). The labour is the main problem for 8.79 per cent of the sample women entrepreneurs. While 4.39 per cent of the women entrepreneurs are faced technology, Government policies and transport problem, 7.69 per cent marketing problem, 8.79 per cent of the sample

women entrepreneurs are financial problem, 15.38 per cent competition, and 5.49 per cent other problems are demand, packing, water problem, location problem and others development problems etc. in the study area.

Opinion regarding Women Entrepreneurship in the Study Area

The opinion of the women entrepreneurs regarding women entrepreneurship was sought. Ten statements were given about women entrepreneurship and they were asked give their opinion. The opinion regarding women entrepreneurship related issues are presented in Table-3.

Table-3

Opinion regarding Women Entrepreneurship related Issues in Tirupati District of Andhra Pradesh

Opinion	SA	A	D	SD	Total
Right place for women is at home	5(5.49)	4(4.39)	48(52.74)	34(37.36)	91(100)
Acquiring of technical knowhow is a problem for women	11(12.08)	45(49.45)	31(34.06)	4(4.39)	91(100)
Management training is must for women entrepreneurs	55(60.43)	31(34.06)	4(4.39)	1(1.09)	91(100)
Women entrepreneurs cannot survive without the help of husband /family members	2(2.19)	26(28.57)	54(59.34)	9(9.89)	91(100)
Women become entrepreneurs due to economic compulsion	2(2.19)	23(25.27)	51(56.04)	15(16.48)	91(100)
Ideal stage for women to take up entrepreneurial career is before marriage	5(5.49)	10(10.98)	65(71.42)	11(12.08)	91(100)
Availing financial assistance from support system is a problem for women entrepreneurs	24(26.37)	52(57.14)	10(10.98)	5(5.49)	91(100)
Women entrepreneurial career results in neglecting children , family and home	6(6.59)	19(20.87)	55(60.43)	11(12.08)	91(100)
There should be Separate Support Agencies For women entrepreneurs	11(12.08)	68(74.72)	8(8.79)	4(4.39)	91(100)
Supervision and control of labour is easy for women entrepreneur	4(4.39)	23(25.27)	54(59.34)	10(10.98)	91(100)

Source: - Field Data.

Note: SA: strongly Agree; A: Agree; D: Disagree; SD: Strongly Disagree.

From The Table-3 reveals that the opinion of women entrepreneurship that

➤ Right place for women is at home:- The majority of the women entrepreneurs were against the statement that right place for women is at home. 37.36 per cent of the respondents strongly disagree with this statement. 52.74 per cent of them disagree with this statement and only 4.39 per cent of them agree with the statement.

➤ Acquiring technical Know-how is a problem for women:- The majority of the women entrepreneurs 49.45 per cent of the respondents agree with this statement, 34.06 per cent of them disagree, only 12.08 strongly agree with this statement and 4.39 per cent of them strongly disagree with this statement.

➤ Management training is must for women entrepreneurs:- The majority of the women entrepreneurs 60.43 per cent of the respondents strongly agree with this statement, 34.06 per cent agree, 5.51 per cent of the respondents are not agreeing with this statement.

➤ Women entrepreneurs cannot survive without the support of family:- The majority of the women entrepreneurs 59.34 per cent of the respondents disagree with this statement. Those who strongly disagree with the statement are 1.09 per cent, 34.06 per cent of them agree with the statement and 9.89 per cent of them strongly agree with this statement.

➤ Women become entrepreneurs due to economic compulsion:- Regarding this statement majority of the respondents., i.e. 56.04 per cent of them disagree and 9.89 per cent of the respondents strongly disagree. Those who agree with the statement are 33.71 per cent.

➤ The Ideal stage for women to take up entrepreneurial career is before marriage:- The majority of the respondents (71.42 per cent) disagrees with this statement and 12.08 per cent of them strongly disagree, 10.98 per cent of them agree with this and 5.49 per cent of them strongly agree.

➤ The availing financial assistance from support system is a problem for women entrepreneurs:- The most of the respondents i.e. 57.14 per cent of them agree, 26.37 per cent of them strongly agree, 16.49 per cent of the respondents disagree with this statement.

➤ The women entrepreneurial career results in neglecting children, family and home:- The most of the respondents are 60.43 per cent of the respondents disagree, 12.08 per cent of them strongly disagree. Those who agree with this are 27.49 per cent of them agree with this statement.

➤ There should be separate support agencies for women entrepreneurs:- The most of the respondents are 74.72 per cent of the respondents are of the opinion that there should be separate support agencies for women entrepreneurs, 8.79 per cent of them disagree and 4.39 per cent of them strongly disagree with this statement.

➤ The supervision and control of labour is easy for women entrepreneur: - The per cent of respondents who agree with this statement are 29.66 and the respondents who disagree with the statement are 70.34 per cent.

These problems are mainly due to the present trend of entrepreneurial promotions and training programmes imparted to the sample women entrepreneurs. The study of the problems expressed by the sample women entrepreneurs reveals that non availability of adequate finance, heavy and unhealthy competition from other firms, non-availability of skilled labour, poor marketing of the products, non-availability of water and location of the entrepreneurs are the major problems faced by the sample women entrepreneurs in the district. This has led to the mushrooms of similar enterprises thereby increasing competition in the market. This emphasis the need of entrepreneurial counselling and promotion with well-planned market surveys. This requires much insight on the part of the officials to assess the local resources and employment potential, identify areas and plan training strategies accordingly. The provision of institutional finance at liberal terms is highly essential to meet the fixed as well as working capital requirements. The marketing support and safeguards will facilitate faster growth of women entrepreneurs in Tirupati District of Andhra Pradesh State.

Conclusion

The entrepreneurship among the women has been a matter of recent concern. The growing percentage of women now are coming into business and are no longer fulltime home makers but have taken the challenges of entrepreneurship and carrier proving the changing nature of women in this 21st century. Though now the structure is shifting, but many of the barriers may still exist. A woman entering into business is nurtured and fostered by family and friends at the outset. From this sheltered atmosphere when she comes into contact with other entrepreneurs, and her counter parts, she is baffled with a whole lot of questions such as the new atmosphere of the organizations, labour force, customers and the like. Sometimes she is made to feel discriminated either favourably or unfavourably. In India, men generally take the lead in the entrepreneurial world. With the change of

time as well as cultural norms and an increase in the rate of literacy; women have increasingly entered into the field of entrepreneurship. There has been significant growth in female self-employment with women starting new ventures at a faster pace. The economic status has given way to an increase of social status that has and thereby empowered women. In the present scenario due to modernization, urbanization, globalization, and economic development with increasing awareness of the development of mass media communication women are now seeking gainful employment in several fields. Women are entering into entrepreneurship even amidst of Socio-cultural, economic, technical, financial, and managerial difficulties. The myth that women lack entrepreneurship or entrepreneurial motivation has now been explored. It is now reasoned that what they lack is not innate will and inclination nor motivation but the supportive climate where their motives to excel are challenged, their vision for action sharpened. The hidden entrepreneurial potential of women has gradually been changing with increasing sensitivity to their role and economic status in the society. It is said that when a man starts a business venture it is only he who becomes the entrepreneur whereas when a women takes an entrepreneurship the whole family changes into an entrepreneurial class in their behaviour. Hence if the aim is to increase entrepreneurs in the society one should promote entrepreneurship among women and the nation would move forward in leaps and bounds.

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