

RURAL WOMEN ENTREPRENEURSHIP IN KAKINADA- A PARADIGM

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Abstract: Entrepreneur is the concept developed in order to remove unemployment from India. This is because the number of educated youth is ever increasing in India. The present paper is about women entrepreneurship that is going to have a drastic change in the economy. In India most of the women entrepreneurs are present in rural areas when compared to the metros. The government is taking number of initiatives in order to encourage women entrepreneurship in villages. The reason behind this is that there is a large multitude of people living in India especially in villages. There are number of factors influencing women entrepreneurship like family support, education level, financial capabilities etc. We have conducted a sample of 100 members in the rural areas near Kakinada like Indrapalem, Madavapatnam, Sarpavaram etc and found major results. The entrepreneurship is increasing is usually seen in case of small and medium sized enterprises. The reason is they require fewer amounts of capital and people.

Keywords : entrepreneur ,entrepreneurship

INTRODUCTION

Entrepreneurship is the act and art of being an entrepreneur or one who undertakes innovations or introducing new things, finance and business acumen, in an effort to transform innovations into economic goods. This may result in new organizations or may be part of revitalizing mature organizations in response to a perceived opportunity. The most obvious form of entrepreneurship is that of starting new businesses (referred as startup company); however, in recent years, the term has been extended to include social and political forms of entrepreneurial activity. When entrepreneurship is describing activities within a firm or large organization it is referred to as intra-preneurship and may include corporate venturing, when large entities spin-off organizations.

OBJECTIVES OF STUDY

- ❖ To study the concept of women entrepreneurship in rural India.
- ❖ To study various factors that paves the way for entrepreneurship.
- ❖ To study the reasons for women entrepreneurship and its development in rural masses.
- ❖ To study about the necessity of women entrepreneurship.
- ❖ To study about reasons why there is lack of women entrepreneurship in many areas

METHODOLOGY OF STUDY

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We have conducted a study for a sample of 100 members in the rural areas near Kakinada like Indrapalem, Madavapatnam, Sarpavaram etc and found major results. Many of the women are working in the rural areas as entrepreneurs operating small and medium enterprises. We have employed random sampling while undergoing the study.

RURAL WOMEN ENTREPRENEURSHIP

Many people are of the wrong opinion that entrepreneurship is present in metros. But in reality most of the entrepreneurs are present in the rural areas. The government does not provide large source of capital to promote entrepreneurships. It now concentrating on promoting on small and medium enterprises because they require low capital. The rural women entrepreneurs are taking the opportunities provided by the government. yes, certainly women entrepreneurs remove the unemployment and increase the financial status of the people present in the rural areas. There are many barriers for the women entrepreneurship. Some times the government policies restrict the entrepreneurship to some extent. We also came to know that the women entrepreneurs living in the rural areas are unable to start the business because of the lack of financial and moral support from the family. Women entrepreneurs provide an additional income to the family. They also gain great awareness and empowerment by running the business. They also contribute to the growth of the economy. it is wrong to think that government does not promote women entrepreneurs. Government provides subsidies and, low interest rate loans. It also provides land at cheaper cost for the rural women entrepreneurs.

WOMEN ENTREPRENEURSHIP

Women's entrepreneurship needs to be studied separately for two main reasons. The first reason is that women's entrepreneurship has been recognized during the last decade as an important untapped source of economic growth. Women entrepreneurs create new jobs for themselves and others and by being different also provide society with different solutions to management, organisation and business problems as well as to the exploitation of entrepreneurial opportunities. However, they still represent a minority of all entrepreneurs. Thus there exists a market failure discriminating against women's possibility to become entrepreneurs and their possibility to become successful entrepreneurs. This market failure needs to be addressed by policy makers so that the economic potential of this group can be fully utilized. While without a doubt the economic impact of women is substantial, we still lack a reliable picture describing in detail that specific impact. Recent efforts initiated by the OECD (1997, 2000) are responses to this lack of knowledge and have focused the attention of policy makers and researchers on this important topic.

The second reason is that the topic of women in entrepreneurship has been largely neglected both in society in general and in the social sciences. Not only have women lower participation rates in entrepreneurship than men but they also generally choose to start and manage firms in different industries than men tend to do. The industries (primarily retail, education and other service industries) chosen by women are often perceived as being less important to economic development and growth than high-technology and manufacturing. Furthermore, mainstream research, policies and programmes tend to be "men streamed" and too often do not take into account the specific needs of women entrepreneurs and would-be women entrepreneurs. As a consequence, equal opportunity between men and women from the perspective of entrepreneurship is still not a reality. In order for policy makers to address the situation the report makes a number of recommendations.

In order to realise the benefits of policy changes it is important to incorporate a women entrepreneurial dimension in considering all SMEs and growth policies (*e.g.* meeting women's financing needs at all stages of the business continuum; take-up of business development and support services; access to corporate, government and international markets; technology access and utilisation; R&D and innovation; etc.). Moreover this means periodically evaluating the impact of these measures on the success of women-owned businesses and exchanging good models and best practices, through cooperation with leading international organisations such as the OECD, European Union, APEC, UNCTAD and the ILO, in order to continually improve policies and programmes.

Better qualitative information and quantitative data and statistics are required to profile women entrepreneurs (demographic information, barriers to start-up and growth). This would also assist in promoting awareness of the role of women entrepreneurs in the economy. Using a frame of reference such as that developed in the report could be valuable for the analysis of this information.

It is observed that women entrepreneur networks are major sources of knowledge about women's entrepreneurship and they are increasingly recognized as a valuable tool for its development and promotion. Policy makers must foster the networking of associations and encourage co-operation and partnerships among national and international networks and facilitate entrepreneurial endeavors' by women in the economy. Women's entrepreneurship is both about women's position in society *and* the role of entrepreneurship in the same society. Women are faced with specific obstacles (such as family responsibilities) that have to be overcome in order to give them access to the same opportunities as men. Also, in some countries, women may experience obstacles with respect to holding property and entering contracts. Increased participation of women in the labour force is a prerequisite for improving the position of women in society and self-employed women.

PRESENT CHALLENGES

Even though female entrepreneurship and the formation of women business networks is steadily rising, there are a number of challenges and obstacles that female entrepreneurs face. One major challenge that many women entrepreneurs may face is the traditional gender-roles society may still have on women. Entrepreneurship is still considered as a male-dominated field, and it may be difficult to surpass these conventional views. Other than dealing with the dominant stereotype, women entrepreneurs are facing several obstacles related to their businesses.

| 1. Where do you find women entrepreneurs? | | | |
|---|-------------------|--------------------------|-------------------------|
| S. No | Options | No of respondents | % of Respondents |
| 1. | Rural | 60 | 60 |
| 2. | Semi urban | 22 | 22 |
| 3. | Urban areas | 18 | 18 |
| | Total | 100 | 100 |
| 2. which sector do you have an easy access to entrepreneurship | | | |
| S. No | Options | No of respondents | % of Respondents |
| 1. | SME | 75 | 75 |
| 2. | Large scale | 25 | 25 |
| 3. | None of the above | nil | nil |
| | Total | 100 | 100 |

| 3. Necessity of women entrepreneur in India | | | |
|--|---------------------------|--------------------------|-------------------------|
| S. No | Options | No of respondents | % of Respondents |
| 1. | Create employment | 8 | 8 |
| 2. | Increase financial status | 12 | 12 |
| 3. | Both 1&2 | 80 | 80 |

| 4. Reason for the lack of women entrepreneurship | | | |
|---|--------------------------------|--------------------------|-------------------------|
| S. No | Options | No of Respondents | % of Respondents |
| 1. | Only Govt. policy | 10 | 10 |
| 2. | Only Lack of financial support | 13 | 13 |
| 3. | Only Lack of family support | 12 | 12 |
| 4. | All of the above | 65 | 65 |
| | Total | 100 | 100 |

| 5. Use of women Entrepreneurs | | | |
|--------------------------------------|------------------------|--------------------------|-------------------------|
| S. No | Options | No of Respondents | % of Respondents |
| 1. | Only Additional income | 11 | 11 |
| 2. | Only Women empowerment | 6 | 6 |
| 3. | Only Growth of economy | 8 | 8 |
| 4. | All of above | 75 | 75 |
| | Total | 100 | 100 |

| 6. Government initiations for encouraging Women Entrepreneur | | | |
|---|-------------------------|--------------------------|-------------------------|
| S. No | Options | No of respondents | % of Respondents |
| 1. | Only Subsidies | 18 | 18 |
| 2. | Only Low interest loans | 20 | 20 |
| 3. | Only land procurement | 7 | 7 |
| 4. | All of above | 55 | 55 |
| | Total | 100 | 100 |

Findings

❖ In India most of the women entrepreneurs are present in rural areas when compared to the metros.

❖ The government is taking number of initiatives in order to encourage women entrepreneurship in villages.

❖ The reason behind this is that there is a large multitude of people living in India especially in villages.

❖ There are number of factors influencing women entrepreneurship like family support, education level, financial capabilities etc.

❖ The entrepreneurship is increasing is usually seen in case of small and medium sized enterprises.

The reason is they require fewer amounts of capital and people.

- ❖ If the women in the family is employed this would lead to development of family, society and economy.
- ❖ Many of the institutions are coming forward to encourage women entrepreneur in order to remove unemployment from India.

CONCLUSION

Entrepreneurship is the major problem in India. It is solves the major problem that is unemployment. There is no other way for India except to encourage the rural entrepreneurship. The reason is majority of people present in the rural areas are attracted by awareness programmers' conducted by the government. This paper is a hope that India will register entrepreneurship in rural areas certainly.

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