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Women Entrepreneurship: Socio – Economic Status - Rayalaseema Region, Andhra Pradesh – A Study

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Abstract: *Women entrepreneurship is an untapped source of economic growth in India. Entrepreneurship development among women is important for the achievement of broader development objectives such as growth. Many studies indicate that many women entrepreneurs are found working in difficult situations when compared to their male counterparts. In globalized arena the hidden entrepreneurial potentials of women have gradually been changing with the growing sensitivity to the role and economic status in society. Women are increasingly being conscious of their existence, their rights and their work situation. Today, woman entrepreneurs represent a group of women who have broken away from the beaten track and are exploring new avenues of economic participation. Among the reasons for women to run organized enterprises are their skill and knowledge, their talents and abilities in business and a compelling desire of wishing to do something positive. The present paper focuses on the socio economic status of the women entrepreneurs in the area of Rayalaseemaregion, Andhra Pradesh, India.*

I. INTRODUCTION

The days have changed women from which they have arrested by four walls of the kitchen and to look after the members of the family to the days where women are showing their talent in all fields. Women entrepreneurship is not a new concept now-a-days to the people living in urban areas but, in the rural areas where tradition play a key role in doing every activity. Women entrepreneurship will be a new concept to them women coming out of their house for their economic independence, most of them will not support to this concept in past decades. Slowly the mindset of the people has changed they recognized the importance of the women that the women should not to be restricted to 3P,s (Powders, Pickles and Papads) they have extend their knowledge to 3E,s (Electronics ,Engineering and Energy). This has given birth to the concept of Women entrepreneurship. This means a business which is headed by women where there more scope for the development of women.

The 1991 Industrial Policy has envisaged special training programmes to support women entrepreneurs. Accordingly women entrepreneurs are receiving training through Entrepreneurship Development Programmes (EDPS) conducted by various institutions and organizations, both at central and state levels. The Small Industries Development Organization (SIDO), with its field offices all over the country, has been carrying out development programmes for women entrepreneurs and providing technical schemes for setting up of SSI units. In view of the changing outlook for the promotion of women enterprises, the SSI Board in 1991 revised the definition of women enterprises by omitting the condition of employing 50 per cent women workers.

A. Definition

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.

B. “You can Tell The Condition Of A Nation by Looking at the Status of its Women” Jawaharlal Nehru.

Woman entrepreneurs are the women or group of women who initiate, organize and operate a business enterprise“. Entrepreneurship is an economic activity which is undertaken by an individual or group of individuals. Entrepreneurship can be defined as the making of a “new combination” of already existing materials and forces; that entrepreneurship throws up as innovations, as opposed to inventions and that no one is entrepreneur forever, only when he or she is actually doing the innovative activity.

II. REVIEW OF LITERATURE

- 1) *Kavita Sangolagi & Mallikarjun Alagawadi (2016)* : They find out that Women should attend training programs, seminars, workshop and conferences. This may help to reduce the challenges they face in business, the study was conducted in the area of Kalburagi city, Karnataka.
- 2) *Stanzin Mantok (2016)* : find out the effectiveness of women entrepreneurship in promoting women empowerment in emerging economies. The result depicts that women entrepreneurship has a crucial role in accelerating women empowerment i.e., women entrepreneurship leads to women empowerment. - ROLE OF WOMEN ENTREPRENEURSHIP IN PROMOTING WOMEN EMPOWERMENT “Jammu”.
- 3) *Uma Rani, Ratan Reddy & Diwakar Rao (2015)* : They examined that the vital prerequisite for women entrepreneurship development is to make aware the women regarding her existence, her unique identity and her contribution towards the economic growth and development of country. Implementation at national and state level policies should ensure that women entrepreneurs have equal opportunities to face the challenges the amount of impact of Socio economic factors on Women Entrepreneurship development. The study was conducted in the area of Hyderabad District, Telangana
- 4) *T. Naga lakshmi (2015)* Most of the women entrepreneurs are not aware the programmes, incentives and schemes provided by the Government and institutions supporting women entrepreneurship. There is a need to redefine the role of Government and Institutions, which are providing women entrepreneurship. Her study WOMEN ENTREPRENEURSHIP: GOVERNMENT AND INSTITUTIONAL SUPPORT IN ANDHRA PRADESH –i.e., Vijag, Ranga reddy, Kurnool & Anantapoor.
- 5) *K. Srinivas (2015)* He observed that More than 80 % of the SHG’s members are studied less than 10th class only. It requires making them educate for proper decisions. In his SOCIO-ECONOMIC DIMENSIONS OF WOMEN ENTREPRENEURS THROUGH SHG’s: AN EMPIRICAL STUDY - Chitoor District
- 6) *Vijaya Barathi (2014)* Proper steps should be taken by government to check whether the schemes are reaching to the actual beneficiaries or not. Women entrepreneurs should improve their marketing skills in order to develop their business. This study was conducted in Kadapa distict, A.P on Status of Women Entrepreneurs.
- 7) *Dr. Y. Maddileti (2014)* : “Women Empowerment in Rayalaseema region – International Journal of Economics and Business review” He identified that women taking loans through SHG’s mostly for business purpose.
- 8) *P. Sri Sudha. (2013)* "A study on the Development of Women Entrepreneurship in Nellore, A.P”, Her analysis find out the difference between good & poor performers with respect to their strengths & Weakness. The major strength of our women entrepreneurs is their commitment and dedication. The weakness is giving importance to family matters than business
- 9) *Madhavi Putta & Prof. G. Satyanarayana (2013)* : The study was conducted in three backward provinces in Anantapur District in Andhra Pradesh State, India. The women entrepreneurs must be ready to take the risks, control of business for their success. The impact of the business on the family matters of women entrepreneur is presented. One-fourth of women entrepreneurs felt that their entrepreneurial activities have positive impact in their family life while the remaining three-fourth reported some kind of problems
- 10) *ParulTyagi and RichaNangia (2012)*, in their research paper “Emergence of Indian Women as Global Entrepreneurs: Opportunities and Challenges” finds that the government sponsored development activities have benefited only a small section of women in the area of Jaipur.
- 11) *Mu. Subrahmanian (2011)*, conducted study in chennai and finds that there are various institutions in the financial sector extend their maximum support in the form of incentives, loans, schemes etc. Even then every women entrepreneur may not be aware of all the assistance provided by the institutions.
- 12) *Sudhakar Reddy (2010)* : His study “women entrepreneurs in Hyderabad city” reveals that The existing facilities and curriculum of entrepreneurship dcvelopment should be updated and diversified. Useful and proper training is need to change their attitudinal views, environmental notions. It enhances the capability of women.
- 13) The study conducted by Kishore (2008), revealed that women empowerment emphasizes majorly on women’s decision making roles, their economic self-confidence, their legal rights, inheritance and protection against all forms of discrimination,
- 14) The study conducted by Singh, (2008), revealed that major obstacles in the growth of women entrepreneurship are lack of interface with successful entrepreneurs, lack of social support for women entrepreneurs, low priority given by bankers to provide loan to women entrepreneurs, family responsibility, gender discrimination and missing network. in addition to the elimination of barriers such as access to education and information
- 15) *Center for Women’s Business Research, (2007)*, revealed that the problem of work-life balance challenges for women entrepreneur will continue to increase as the number of women-owned businesses.

- 16) *Boyum-Breen, (2006)* opined that women changed the traditional family structure once our society knew by entering the workforce in great numbers and experienced the challenge of managing work and life responsibilities.
- 17) *Renuka . G (2005)* has studied in Kurnool District, Andhra Pradesh, Analysis revealed that many women entrepreneurs did not attend training programs either before or after setting up of their enterprises. Entrepreneurship was a fulfillment of their need for autonomy and self-expression but they considered it to be secondary to their home and family.
- 18) *Khanka (2002)*, focused on Entrepreneurial Development, concept of women entrepreneurs, Functions of women entrepreneurs, Growth of women entrepreneurs, their problems, development of women entrepreneurship, recent trends etc., and concluded that women entry into business is a recent phenomenon. It is traced out as an extension of their kitchen activities to three P s, i.e., pickles, powder (masala) and papad manufacturing. With growing awareness and spread of education over the years, women have started engrossing to modern activities like engineering, electronics and energy popularly known as 3Es. In certain businesses, women entrepreneurs are doing exceedingly well and excelling their male counterparts
- 19) *Krishna Kanthi (2001)* : The study DEVELOPMENT OF WOMENENTREPRENEURSHIP WITH SPECIAL REFERENCE TO ANANTAPUR & KURNOOL DISTRICTS reveals that the family background of the entrepreneurs has a significant bearing on the orientation of entrepreneurial activity and helped in setting up of an enterprise.
- 20) *Das, (2000)* performed a study on women entrepreneurs of SMEs in Tamilnadu and Kerala. The initial problems faced by women entrepreneurs are quite similar to those faced by women in western countries. However, Indian women entrepreneurs faced lower level of work-family conflict in comparison with western countries.
- 21) *Need for the Study:* Women Entrepreneurship is a very crucial factor for the acceleration of economic development. The average Indian rural women plays many roles in life and contributes to the well-being of her family. She tends her service to the family, but in the context of her life she also has her own importance. Present women are grooming in every sector still, there are some women who even don't know about the government schemes and policies which are designed for their for. Thus, there is a great need to study about the Women Entrepreneurship which not only makes betterment in their economic level but also for a well being society.

III. OBJECTIVES OF THE STUDY

To analyze the socio – economic conditions of women entrepreneurs in Rayalaseema region, Andhra Pradesh.

A. Scope and Limitations of the Study

- 1) The present study is limited to selected women entrepreneurs in 40 Mandals of Rayalaseema region, Andhra Pradesh.
- 2) The data is collected from only 200 women entrepreneurs.
- 3) Some women entrepreneurs were busy and not showed interest to give response to the questions

B. Sample Design

For the purpose of the study 200 women entrepreneurs have been selected to the principle of simple random sampling.

Number of Districts and mandals in the study area

S. no	District Name	Number of Mandals
1	Kurnool	54
2	Anantapuram	63
3	Chittor	66
4	Kadapa	51

Number of Mandals selected from the districts in the study area

S. no	District Name	Number of Mandals	Selected mandals & women entrepreneurs for the study
1	Kurnool	54	10 mandals * 5 Women Entrepreneurs = 50 Women entrepreneurs
2	Anantapuram	63	10 mandals * 5 Women Entrepreneurs = 50 Women entrepreneurs
3	Chittor	66	10 mandals * 5 Women Entrepreneurs = 50 Women entrepreneurs
4	Kadapa	51	10 mandals * 5 Women Entrepreneurs = 50 Women entrepreneurs
	TOTAL	234 Mandals	200 Women entrepreneurs

Source: www.census2011.co.in

The present study proposes to make use of both primary and secondary sources of the data.

For primary data collection, a well-defined structured schedule have been developed as a research instrument, aimed to analyze the perception of women entrepreneurs about the socio economic status among women entrepreneurs in Rayalaseema region, Andhra Pradesh.

IV. METHODOLOGY

- A. The research is based on primary and secondary data. The primary data is collected through schedules .
- B. The secondary data is collected from review of past researches, journals, articles and other reports.

TABLE : 1

Age of the women entrepreneurs								
	kurnool		anantapur		kadapa		chittor	
age in years	number	percentage	number	percentage	number	percentage	number	Percentage
20 - 30	12	24	11	22	14	28	15	30
30 - 40	23	46	25	50	25	50	20	40
40 - 50	10	20	9	18	10	20	12	24
50 - 60	5	10	5	10	1	2	3	6
TOTAL	50	100%	50	100%	50	100%	50	100%

SOURCE : FIELD SURVEY

- 1) The table shows that the age-wise distribution of women entrepreneurs in four districts of Rayalaseema region. Most of the women entrepreneurs are in middle age with the % of 46.5.
- 2) At the same time youngsters also in second place with 26%.
- 3) It seems women are showing interest to do business than jobs. It will become good time to increase our national income also.

TABLE :2

community wise women entrepreneurs								
	kurnool		anantapur		kadapa		chittor	
community	number	percentage	number	percentage	number	percentage	number	percentage
Other Castes	20	40	10	20	22	44	12	24
Backward Castes	10	20	15	30	15	30	14	28
Schedule castes	11	22	10	20	7	14	18	36
Schedule Tribes	9	18	15	30	6	12	6	12
TOTAL	50	100%	50	100%	50	100%	50	100%

Source : Field Survey

- 4) The table shown that Community wise distribution in rayalaseema region. In the districts the women entrepreneurs relating to OC with 31%,
- 5) Relating to Backward castes are with the % of 27.

- 6) 23% of SC & 19% ST Women entrepreneurs are there.
- 7) Actually except other castes(OC) all other (b.c, sc, st castes) having subsidies and easy process to get loans in banks and other works, In this time also OC women are also first to choose business as their profession with out any subsidies. It is also good thing that they are not showing interest for any subsidies.

TABLE :3

RELIGION WISE WOMEN ENTREPRENEURS								
	kurnool		anantapur		kadapa		chittor	
Religion	number	percentage	number	percentage	number	percentage	number	Percentage
HINDU	36	72	44	88	48	96	42	84
MUSLIM	10	20	4	8	2	4	4	8
CHRISTIANITY	2	4	1	2	0		2	4
OTHERS	2	4	1	2	0	0	2	4
TOTAL	50	100%	50	100%	50	100%	50	100%

SOURCE : FIELD SURVEY

- 8) The above table showing that religion wise women entrepreneurs. India means unity in diversity, diversity in unity.
- 9) All religion people are living here. Basically it is a Hinduism country. So automatically we are getting high population of women entrepreneurs relating to Hindu. It is 85%.

TABLE : 4

MARITUL STATUS WISE WOMEN ENTREPRENEURS								
	kurnool		anantapur		kadapa		chittor	
marital status	number	percentage	number	percentage	number	percentage	number	percentage
UN MARRIED	4	8	5	10	2	4	2	4
MARRIED	43	86	44	88	48	96	46	92
DIVORCED	0	0	0	0	0	0	0	0
WIDOW	3	6	1	2	0	0	2	4
TOTAL	50	100%	50	100%	50	100%	50	100%

SOURCE : FIELD SURVEY

- 10) Mostly Married women only showing interest to do business because of most of the financial burdens and also family support with 90.5%.
- 11) 3 % of Widow women entrepreneurs are there.
- 12) If there is any divorced women are there, but they did not tell the truth because of various reasons
- 13) Actually, some of the unmarried women also wish to lead independent life with own ambition in business field but their parents are discouraging them and showing interest to do marriage and the % is 6.5%

TABLE : 5

DESCRIPTION OF FAMILY OF THE WOMEN								
ENTREPRENEURS								
	kurnool		anantapur		Kadapa		chittor	
description	number	percentage	number	percentage	Number	percentage	number	percentage
JOINT FAMILY	12	24	8	16	10	20	10	20
NUCLEAR FAMILY	38	76	42	84	40	80	40	80
TOTAL	50	100%	50	100%	50	100%	50	100%

SOURCE : FIELD SURVEY

- 14) The table showing that most of the families are nuclear families with 80%.
- 15) Basically Indian culture having Joint family tradition but present days it became to nuclear family. Due to jobs, business people and so many people are showing interest to have nuclear family.
- 16) But this nuclear family is not good for all time, joint family is the best in some times.

TABLE :6

NUMBER OF CHILDREN								
	kurnool		anantapur		kadapa		chittor	
no.of children	number	percentage	number	percentage	number	percentage	number	percentage
NO KIDS	4	8	3	6	2	4	1	2
1 – 2	44	88	47	94	44	88	47	94
3 & ABOVE	2	4	0	0	4	8	2	4
TOTAL	50	100%	50	100%	50	100%	50	100%

SOURCE : FIELD SURVEY

- 17) The table shown that people are showing interest to have only 1 – 2 kids, due to all convenient and the % is 91.

TABLE : 7

LEVEL OF EDUCATION OF THE WOMEN								
ENTREPRENEURS								
	Kurnool		Anantapur		Kadapa		Chittor	
Level of education	Number	Percentage	Number	Percentage	Number	Percentage	Number	Percentage
No education	10	20	12	24	8	16	10	20
Ssc	5	10	5	10	12	24	8	16
Below graduation	20	40	15	30	20	40	24	48
Graduation & above	12	24	10	20	5	10	6	12
Diploma	3	6	8	16	5	10	2	4
TOTAL	50	100%	50	100%	50	100%	50	100%

SOURCE : FIELD SURVEY

- 18) The table showing that women are getting education good. 80% of educated women entrepreneurs are there.
- 19) Once upon a time we don't have this type of growth in women education.
- 20) So we have to be proud for getting good education our women in India.

TABLE : 8

NUMBER OF FAMILY MEMBERS THE WOMEN ENTREPRENEUERS								
	kurnool		anantapur		kadapa		chittor	
number of family members	number	percentage	number	Percentage	number	percentage	number	percentage
1 – 4	30	60	32	64	30	60	35	70
4- 6	12	24	8	16	10	20	10	20
6 & ABOVE	8	16	10	20	10	20	5	10
TOTAL	50	100%	50	100%	50	100%	50	100%

SOURCE : FIELD SURVEY

- 21) The table showing that we have less family members like from 60% to 70% because of nuclear families and no kids reasons.

TABLE : 9

EDUCATIONAL BACKGROUND OF FATHER / HUSBAND THE WOMEN ENTREPRENEUERS								
	kurnool		anantapur		kadapa		chittor	
educational background of father / husband	number	percentage	number	percentage	number	percentage	number	percentage
No formal education	10	20	20	40	6	12	12	24
Below graduation	15	30	12	24	10	20	13	26
Above graduation	10	20	10	20	10	20	10	20
Diploma	8	16	2	4	11	22	7	14
TECHNICAL	7	14	6	12	13	26	8	16
TOTAL	50	100%	50	100%	50	100%	50	100%

SOURCE : FIELD SURVEY

- 22) The table showing that educational background of the fathers / husbands educational background of the women entrepreneurs.
- 23) This is also good thing to say, because men education also gradually improving in India. In Kurnool 20%, in anantapur 15% kadapa – 22%, chittor 19% educated people who are living in villages is 76%.

TABLE : 10

OCCUPATIONAL BACKGROUND OF FATHER / HUSBAND THE WOMEN ENTREPRENEURS								
occupational background of father / husband	kurnool		anantapur		kadapa		chittor	
AGRICULTURE	12	24	12	24	20	40	10	20
BUSINESS	13	26	15	30	15	30	13	26
PROFESSION	10	20	13	26	5	10	15	30
EMPLOYEE	15	30	10	20	10	20	12	24
TOTAL	50	100%	50	100%	50	100%	50	100%

- 24) In Kurnool district employees are high than agriculture and business people. It is about 30%.
- 25) In anantapur district business people are high about 30% because here pattu Sarrys business is more in some areas.
- 26) In kadapa district Agriculture people are high about 40%
- 27) In chittor district various profession people are high about 30%.
- 28) India is mainly based on Agriculture and various professions. But now people are not showing interest to do agriculture showing interest to do jobs because of safety.

TABLE : 11

FAMILY MEMBERS ACCEPT YOUR ADVICES & SUGGESTIONS								
	KURNOOL		ANANTAPUR		KADAPA		CHITTOR	
YES	40	80	42	84	35	70	28	56
NO	0	0	0	0	0	0	0	0
SOME TIMES	10	20	8	16	15	30	22	44
TOTAL	50	100%	50	100%	50	100%	50	100%

SOURCE : FIELD SURVEY

- 29) Women entrepreneurs happily told that there is a values for their words in their family.
- 30) The family members are accepting suggestions / advices near about 72.5% and some times is 27.5%.
- 31) This is also very good approach when compared to our old traditional environment in India.

TABLE : 12

WOMEN ENTREPRENEURS IN SHGS								
	Kurnool		Anantapur		Kadapa		Chittor	
	Number	Percentage	Number	Percentage	Number	Percentage	Number	Percentage
Yes	40	80	35	70	38	76	40	80
No	10	20	15	30	12	24	10	20
Total	50	100%	50	100%	50	100%	50	100%

SOURCE : FIELD SURVEY

- 32) Self Help Groups / Dwacra showing impact very much on Women entrepreneurs and their family.
- 33) Because of SHG schemes so many women showing interest to do business also.
- 34) It is about 80% in Kurnool district & Chittor district. 70% in Anantapur & 76% in Kadapa district.
- 35) We must appreciate our government for establishment of this type of scheme

TABLE : 13

SPECIFIC REASONS TO ENTER IN THIS BUSINESS FIELD								
	kurnool		anantapur		kadapa		chittor	
	number	percentage	number	Percentage	number	percentage	number	percentage
HERIDITY	4	8	5	10	2	4	2	4
FRIENDS & RELATIVES	16	32	12	24	14	28	8	16
SELF MOTIVATION	10	20	16	32	15	30	20	40
GOVERNMENT SCHEMES	20	40	17	34	19	38	20	40
TOTAL	50	100%	50	100%	50	100%	50	100%

SOURCE : FIELD SURVEY

- 36) The table showing that the women entrepreneurs opinion to how they enter in business field.
- 37) Government schemes are having high impact on women entrepreneurs like 76% total region, and also self motivation and help of friends also coming into business line.
- 38) Some women came from their heredity as % of 13.

C. Findings & Suggestions for the Growth of Women Entrepreneurs

The following are the suggestions found from my study for the betterment of women entrepreneurs in the area of Rayalaseema region.

- 1) There should be change in the minds of parents as to educate their daughters, because economic development of nation can be achieved only through proper education.
- 2) Women should upgrade her knowledge in all aspects so that she can make decisions on her own.
- 3) Proper steps should be taken by government to check whether the schemes are reaching to actual beneficiaries or not.
- 4) Rural women are still depending on agriculture as their income source, they should recognize that there is great need to develop their skills regarding agriculture also towards entrepreneurship.
- 5) Family support should be more for women entrepreneurs so that they can gain success from their entrepreneurial activities.
- 6) Due to lack of proper education, women entrepreneurs are not aware of the technological development, new methods of production, marketing and other governmental support which will help them to proceed in a proper way.
- 7) Traditions and customs stand as an obstacle before women to grow and flourish as successful women entrepreneurs as they are prevalent in the Indian society.

V. CONCLUSION

Entrepreneurship is not a bed of roses to women. Women participation in many kinds of economic activities to complement to their family income, their participation in no way reduces their family duties. The task of women has become more full of challenges. Let us all make efforts to help women rediscover her. By taking confidential steps into consideration we can conclude that the education system is also well developed in Rayalaseema region in recent days.



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45.98



IMPACT FACTOR:
7.129



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