



## WOMEN MICRO-ENTREPRENEURS AND SUSTAINABLE ECONOMIC AND SOCIAL GROWTH OF FAMILIES IN RURAL COMMUNITIES

**\*Dr. R. Madhumathi**

Assistant Professor, Department of Social Work, Vikrama Simhapuri University, Nellore-524 320

### Abstract

Economic and social development of rural women is very essential for overall economic development of society and nation. Now –a-days, there is more incidence of entrepreneurship among rural women were observed even though the entrepreneurial potential, managerial skills and socio-economic contribution of rural women remain largely neglected. Women entrepreneurship development is the instrument of women empowerment. Empowerment through entrepreneurship leads to self-fulfilment and makes women aware about their status, existence, right and their position in the society. In modern era, women are becoming socially empowered, and economically empowered through business ownership. Women entrepreneurship gaining importance in India at the wake of globalization and economic liberalization. Economic empowerment of women in rural areas leads to the development of any nation in all spheres. Women entrepreneurship is important for women position in society, and economic development of women will lead to development of family, community and country. The present paper focused about rural women entrepreneurship, advantages, their problems, and suggestions to overcome it.

**Key words:** Women Micro-Entrepreneurs, Rural Communities, Social and economic growth.

### **Introduction:**

Women consist of half the world's population and they play a vital role in the economic development of their families. Entrepreneurship is felt generally as a developmental and progressive idea for business world. Women entrepreneurial activities are essential for rural economic transformation and to remove rural poverty.

**Review of literature:**

The literature trace out that, effective utilization of human resources to their optimum potential is one of the most important challenges faced by inestimable business organizations in the modern-day industrialized world. Entrepreneurial activities are not restrained to only male alone but somewhat economic hardship enable more women twisted to entrepreneurship activities as a means of mitigation from the economic hardship suffers by them. (Kuzulwa, 2005). Training (skills) and education (learning) of woman entrepreneurs have certainly given them enormous confidence to discover new business opportunities. However the ground realities is most women in Andhra Pradesh state of India are predominantly confined to the informal sector such as agriculture, cattle rearing, sheep rearing, flower vendors, small scale hotels. Therefore, supporting them with micro-finance factors could be a means of economic development at the grassroots. (Salia & Mbwambo, 2014). Micro entrepreneurs in rural areas, improved their lifestyle and achieve both economic and social empowerment and that the income of SHG women almost doubled after taking to micro enterprise. In addition to this, the micro enterprise have developed the qualities of leadership, organizational and skill management of various activities of business, identifying raw material, marketing and suitable diversification and modularization (Manimekalai and Rajeswari ,2001),

Women entrepreneurs themselves have roles to play so as to compliment government's effort in rural micro-enterprise development in Andhra Pradesh. These include making good business decisions, having the right motive, making effort to acquire appropriate training, strong network ties, business experience or skills, innovation, market information and so on. For a woman entrepreneur to succeed in her business, appropriate decision making is required of her especially on effective utilization of funds or credits acquired because misuse of such funds will result to business failure and continued payment of interest. Consequently the ability of rural women to participate effectively in micro entrepreneurs is of paramount importance for the development of micro business. Rural women development is an integrated and unified concept, stretching across economic, social and cultural fields (Akanji, 2009). Therefore entrepreneurial motivation, entrepreneurial skills, ability to network (accessibility to credit and information) and strategic planning are essential success attributes of entrepreneur's growth and development .Having the right motive (Mitchell,2004) ambition, self confident, high level of energy and being less emotional (Ekpe,2011) are other characteristics without which an entrepreneur may not succeed in her entrepreneurial activity.

### **Need of the Study:**

The need of micro finance factors and women entrepreneurship development sustainability has to be studied for two reasons, the first one is that women micro entrepreneurs is an important untapped source of economic growth and second reason is that the women entrepreneurs create new jobs for themselves and others; they can provide different solutions to management, organization and business problems.

### **Objectives of the Study:**

The present study aims to fulfilling the following objectives.

1. To study profile of women entrepreneurs..
2. To study the social and economic growth of women entrepreneurs
3. To explore the difficulties of women entrepreneurs in rural communities.
4. To suggest measures for uplifting the status of women entrepreneurs.

### **Study Area:**

Study area consists of Vidavalur Mandal of Nellore District. The researcher randomly selected five villages; they are Chowkacharla, Vavilla, Thummagunta, Dinni and Dandigunta

### **Research Design:**

A descriptive research design was used to obtain quantitative data to need the objectives of the research study.

### **Sample Selected:**

The researcher selected randomly 60 women who are doing petty businesses in 5 villages were chosen purposively for the study.

### **Tools used in the study:**

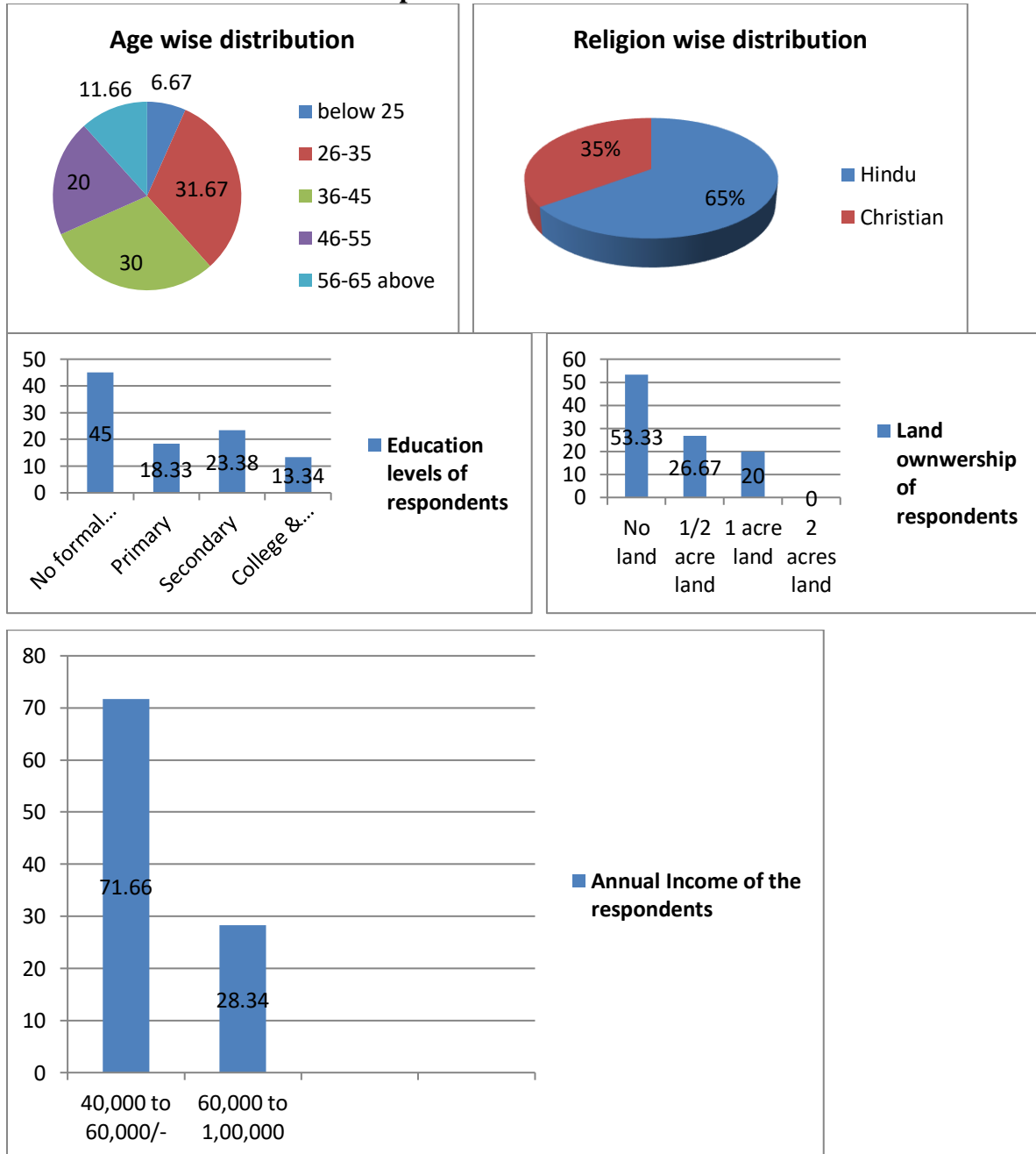
The researcher used interview schedule and observation method for data collection. The researcher personally met all the women entrepreneurs and explained the purpose of the study and their co-operation. Later the researcher collected data required from them to meet the objectives of the study.

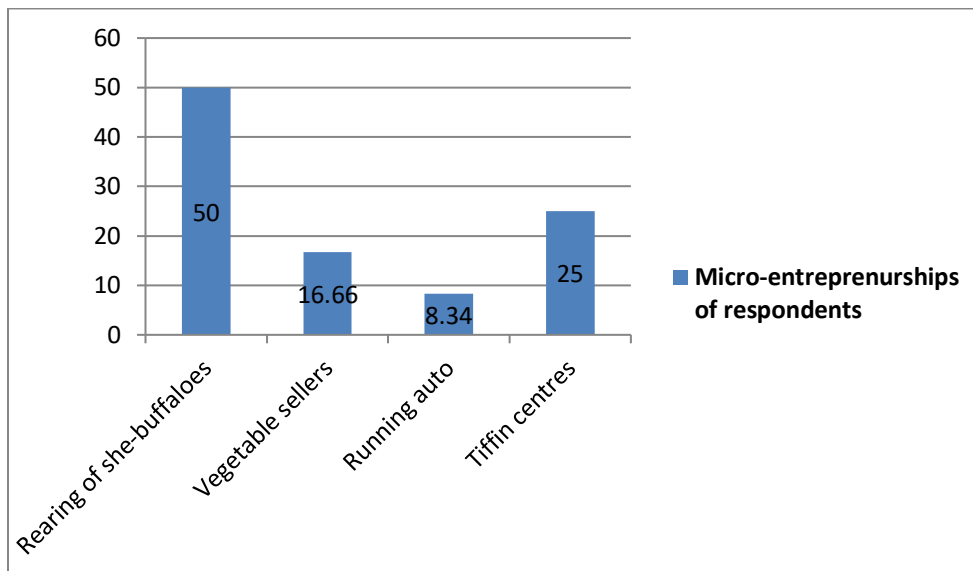
## Analysis of data:

The collected data were tabulated and analysed by using simple percentages.

### Results:

#### Socio-economic details of the Respondents:





The results showed that majority of women entrepreneurs are in the age groups of 26-35 years, and belongs to Hindu religion (65%), Scheduled Caste (51.66%), majority (45%) of women entrepreneurs have no formal education, involving in agricultural works (83.33%), 51.66% have four family members, and 53.33% of them have no land in their names and nearly three fourth's (71.66%) of women entrepreneurs annual income falls between Rs.40,000/- to Rs.60,000/- and are living in pucca houses (78.66%). Majority of women entrepreneurs are motivated by their neighbours (58.33%) to start the micro-business, and three fourths of women told that, the period of stay in the communities are 11 to 15 years. Majority (56.66%) of women started the business for income generation, and to clear the old loans (33.33%). And majority (80%) are saving Rs.100/- per month through the micro entrepreneur activities like rearing she-buffaloes (50%), Tiffin centres (25%), vegetable sellers (16.66%) and running autos (8.34%). When we talk about the advantages of Micro-entrepreneurship, after starting the small scale business 45% of women told that they got increased self confidence and improved social relationship, and aware about banking procedures (18.33%), able to take own decisions (16.66%), increased voice in decisions of house / reduced husband domination (13.33%), and (6.66%) mentioned increased organizational skills.

Regarding problems of micro-entrepreneurs, 78.33% of women entrepreneurs mentioned that they are suffering with alcoholism among men and 13.33% told that atrocity against women and 7% mentioned that they are suffering with health problems due to heavy work. Regarding difficulties of Micro-entrepreneurship it was observed that 48% of respondents told that they have problem in credit accessibility. Though they are getting limited credit support from Self Help Groups, but to expand the business they need more margin of amount, 25% of women mentioned marketing problem and 20% told that lack of network with related industries.

To uplift the status of women entrepreneurs, 66.66% of women opined that government should provide loans without interest followed by 33.34% of women suggested to cancel the loans, when they have taken to start the business, and they also suggested that they need training in related business and learn the strategies to improve their business with upcoming problems.

### **Suggestions:**

1. Women need to aware about importance of education.
2. Women need to be educated about Indian economy and marketing systems.
3. Co-ordination among self help groups, N.G.O., Banks are required and need to be facilitating frequent meetings to resolve problems which occurred during the operations.

### **Conclusion:**

The social status of women is a reliable index of the general empowerment of the society. Empowerment of women is the central issue, women who are hither to constrain by their social structure for the self expression constitute the target of most of the development programmes which aim at bringing them into the mainstream of the development process. Men in the family must encourage women entrepreneurship and Government agencies and NGO's (Non Governmental Organisations) and media has the impending role to play in entrepreneurial development by initiating and stress the need of rural women to engage in entrepreneurship activities and make women workforce to explore them unexplored dimensions of business ventures for sustainable development.

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