

IMPACT OF WOMEN ENTREPRENEURSHIP DEVELOPMENT ON FAMILIES: A STUDY OF WOMEN RUNS MICRO-ENTERPRISES IN MEHABUBNAGAR DISTRICT OF TELENGANA STATE

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ABSTRACT

The past decade in India it has seen a growing interest in strategies to enhance the economic status of women, especially in rural areas of Telangana State with regard to promotion of Micro and small sector enterprises. The number of women moving into various sectors is on the rise because women are of the opinion that there are better prospects in improving their economic standing in these sectors. The existing scenario in Telangana is that women form an important part of the labor force and the economic role played by them cannot be isolated from the framework of development. Emergence of entrepreneurship considered to be closely linked with social, cultural, religious and psychological variables. These changes seem to have become acceptable norms in the context of women at work in India today's with increasing number of women participation in economic development. Studies suggest that it is more difficult for women to start and be in business due to lack of opportunities to develop business skills, granting of business credit, domestic responsibilities that make them have a feel of conflict between their roles. Under such circumstances it is very essential to study the economic independence of women entrepreneurs on family especially in case of micro enterprise sector.

The study also brought to light that most of the respondents have brought a change in their financial positions thus bringing a change in the standard of living of their family. This has brought about a positive self esteem in the women entrepreneurs thus proving that there has been empowerment of women entrepreneurs through entrepreneurship development which has brought a positive impact on the lives of the family and improvement in the community and society at large.

Keywords : Entrepreneurs, self esteem

INTRODUCTION

Entrepreneurs are agents who perform a vital role in the development of industries of a country and are linked to the overall economic development of the nation. According to Kjeldsen and Nielsen (2000), creating new enterprises constitute the base for "maintaining a country's international competitive power, economic development, employment, and standard of living". UNDP (2008) suggests that the workforce participation for women is half than for men in India. Women employment record shows that more women are still largely concentrated in agriculture as self-employed and casual labor and are lesser-paid (Kanwaldeep and Anupama, 2013). There are evidences of higher rates of women working in informal and non-farm sector (MWCD Report, 2007). It is clear now that women and society in general are in great need of self-introspection to overcome the downslide in human values and justice and empower women. Empowerment is central to the issue of equality, liberation and justice. The dictionary meaning of empowerment refers "to give power" or "authority" and "to enable" or "permit". According to Kahlen (2004), empowerment is concerned with power, particularly power relations, distribution of power between individuals and groups.

Kabeer (2005) perceives empowerment as the expansion of ability of people to make strategic life choices in a situation where such ability was denied to them. Amita (2006) expresses a similar view. The author sees Empowerment as a means to let women live their own life in a way they think appropriate on the basis of their conditions, family circumstances, qualities and capabilities of which they themselves are the best judges. Demand for empowering is not a demand for equality or superiority; it is the demand to let them realize their own true self which shouldn't be denied to them on any basis whatsoever, anywhere, anytime and anyplace.

In the words of **former President A P J Abdul Kalam**, "Empowering women is a prerequisite for creating a good nation, when women are empowered, society with stability is assured".

To Ramani and Nandita (2005), women empowerment means their capacity to participate as equal partners in cultural, social, economic and political systems of a society. This view is in line with the thinking of Aparajita (2006), who felt that empowerment of women may be taken to mean strengthening women's position in socio-political power structure of the society. Sherly and Lavanya (2012), states that empowerment gives power to women in various spheres to have control over the circumstances of their lives. It includes both control over resources and ideology, greater self-confidence that enables one to overcome any problems. Empowerment of women is critical not only for their own welfare but also for the development of their family and community at large.

According to Jaya and Binod (2013), empowerment is a process of awareness and capacity building, leading to greater participation, greater decision- making power and control over transformative action.

In a nutshell, empowerment refers to giving power to individuals in all spheres of life which are essential for the survival and overall development of the mankind. Empowerment of women means equipping women to be economically independent, self-reliant, have a positive self-esteem to enable them to face any difficult situation and they should be able to participate in development activities and in the process of decision making.

Small manufacturing and service enterprises such as brick kiln industry, stone crushing industry, bakery, steel fabrication, cane and bamboo, detergent and washing soaps, food and dairy products, beauty parlors, tailoring and embroidery, jewelry designing, supari processing are some of the examples of micro enterprises.

In India it is now recognized that development planning has to concentrate on generation of more employment, as it is the only effective way of poverty alleviation, reduction of inequality and meaningful growth (Kamalakannan, 2006).

The unemployment problem in rural India, involving 70% of the Indian labor force, can never be solved by industrialization and globalization. The answer to this problem lies only in the creation of massive number of jobs where rural Indians can be gainfully employed. Such jobs can become a reality only if micro and small enterprises emerge intensively all over India (Santana and Jegadeesan, 2008).

Rural microenterprises ensure value addition to rural resources in rural areas engaging largely rural human resources. The basic rationale of developing microenterprises is that they provide additional employment opportunities and ensure more equitable distribution of income and better standard of living to the rural inhabitants. Global experience shows that the development of rural microenterprises is one of the most cost-effective ways of creating employment, scattering the industry, catalyzing research and development and allowing entrepreneurial talent to prosper (Dipanjan and Ratan, 2012).

Jayashree and Joyati (2013), have made an empirical study on the impact of micro enterprises in achieving the empowerment of women. The authors organized a study in two villages of Badarpur Development Block of Karimganj District. From the two villages five women SHGs have been selected randomly and 50 percent of the total member of the groups have been selected for the purpose of the study which made a sample of 25 members. The study reveals that SHG members not only earn money but also learn different entrepreneurial skills and techniques which were provided to them by the Government and Non Government Organizations. The authors concluded that there is a direct linkage between micro enterprise and women empowerment.

Sahab-et-al (2013), in their article has emphasized the role of micro-entrepreneurship in empowerment of rural women. The authors have stated that the women as members of SHGs are involved in micro-entrepreneurship and are becoming economically independent which in turn has led to development of family, community, society, state and nation. The authors have stressed the need to give keen of our

attention over empowerment of women in the rural area for the real development of our country in all spheres.

Mehabubnagar district is classified as a backward district, while on the other it has the distinction of housing the one among the largest number of small and medium industries in the State.

Handicrafts:

Hand loom activity is prevalent in different mandals in the district; clusters of power looms are located in Gadwal and Mehbubnagar areas. Brass, silver and wooden wares traditional works; it can be encouraged in alampur areas. Toy making and Pearl drilling units are encouraged at surrounding villages of Jogulamba Temple.

OBJECTIVES OF THE STUDY

Based on the secondary data, literature review and the gaps identified the objectives of the study was framed.

The objectives of the study are as follows:-

1. To identify the key drives of economic independence of women entrepreneurs.
2. To study the impact of women entrepreneurs on family with respect to standard of living.
3. To study the interdependence of women entrepreneurs and families.

RESEARCH HYPOTHESIS

Based on the above objectives, the following hypothesis was initiated.

- 1) Financial conditions of the family do not play significant role for involvement of women in entrepreneurship.
- 2) There is no significant change in the extent of household decision-making power of women before and after starting the micro-enterprises.
- 3) There is no significant change in the level of self-confidence of women before and after starting the entrepreneurship.

METHODOLOGY

Research Design

The study is exploratory and descriptive in nature pursuing into the assessment of the role of microenterprises in the empowerment of women.

DATABASE

The data for this study have been collected both from **primary** and **secondary sources**.

Primary data was collected from the sample respondents through a structured schedule specially designed for the purpose. Personal interview method was used to get the required information with the aid of schedules.

Secondary data was collected from various sources like District Industries Centre (Mehabubnagar, District), publications of Chief Planning Officer (Mehabubnagar), journals, periodicals, articles, books, reports and websites.

SAMPLE DESIGN

A sample of 60 women micro enterprises were selected based on simple random sampling method. In the present study, empowerment of women is classified into Three Spheres namely economic, social and psychological aspects. It helped to explore the impact economic, social and psychological variables have on the empowerment of women. An assessment was done on the level of empowerment of women before and after the starting of micro-enterprises.

LIMITATIONS

The sample size was limited to 60 and the study is restricted to Mehabubnagar District alone.

RESULTS AND DISCUSSION

Entrepreneurial and Socio-Demographic Profile of Woman Entrepreneur

This finding attempts to draw socio-demographic profile of women respondents covered in the study. It includes Profile of the respondents and the entrepreneurial activities.

Table 1. Age in years

Category	20-30	31-40	41-50	>50	total
Frequency	14	35	10	1	60
Percentage	23	58.8	16.8	1.4	100

The frequency and percentage distribution for age show that the highest percentage(58.8%) is in the age group of 31 – 40 years followed by 20 – 30 years which is (23%). There was very negligible (1.4%) existing in age group above 50 years who venture into entrepreneurship. This indicated that women ventured in their mid age of life. The discussion also revealed 3 main reasons for this, increased needs in family, growing household expenses, education of children, and marriage of daughters which forced women to look for sources of income to support the family

Table 2. Education Levels

Category	Illiterate	Formal education	Inter	Graduation	total
Frequency	14	20	25	1	60
Percentage	22.4	33.8	41.2	2.6	100

Maximum respondent (41.2%) had studied upto class Inter-mediate, followed by respondents who are literate but with no formal education was (33.8%) and the respondents with graduation were negligible with (2.6%). From the details and discussion it was seen that education and entrepreneurship was inversely selected. The entrepreneurial activities undertaken by the respondents do not require much education as it did not have direct impact on the activities. The skills such as (cooking, stitching, grinding etc.) they possessed more importance for the management of their enterprise.

Table 3. Relation between Entrepreneurial Activity and Income

Category	< Rs.2000	Rs.2000-5000	Rs.5000-10000	Total
Service	9	5	1	15
	59.38%	32.8	7.8	100
Trading	3	25	3	31
	10%	81.54	8.46	100
Manufacturing		2	12	14
		13.39%	86.60	
Total	12	32	16	60

From above maximum number of respondents were belonging to the category of income bracket Rs 2000 – Rs. 5,000 were involved with trading activity, the respondents who fell into the income bracket of Rs. 5,000 – Rs. 10,000 were more involved in manufacturing activity. Those who earned income upto Rs.2,000 were more involved in service activity followed by trading with nil involved in the manufacturing. Through details of table and discussion it was understood that manufacturing activity did earn the respondents a higher income but people involved had to be high risk takers.

Table 4. Status of women versus income of family

Cateogry	Income levels	
	< Rs.5,000	Rs. 5,000-10,000
Women depended on family	11	27
	16.33	26.97
Family depended on women	15	7
	9.66	7.02
Total	26	34
	26	34
Chi-square value:72.12	Df:1	Sig: 0.000

The data as per table, projects that calculated Chi-square 72.212 was much greater than the tabulated values of 3.143 at 0.05 level of significance hence the null hypothesis was rejected, proving that the respondents with income level less than Rs.5000 had the family depend on them more as compared to respondents with family income more than Rs.5000.

This also proves that the women play more important role in less income bracket and the family income does play a very important role in entrepreneurship involvement and interdependence of women and family also depends on the income level of the family. The discussions during the filling of the questionnaire also revealed that the respondents who belong to weaker financial condition of families took more initiative in starting their venture and managing their venture in terms of decision.

MOTIVATING FACTORS TO START THE ENTERPRISE

Table 5: Motivating factors

S.No	Motivating factors	Number	Percentage
1	Self-earning & Independence	22	36.7
2	Utilize technical Know-how	4	6.7
3	Government Incentives	14	23.3
4	Overcome Unemployment	8	13.3
5	Need to be ones own boss	2	3.3
6	No other alternative for Income	2	3.3
7	Family environment	4	6.7
8	Acquire social status	2	3.3
9	Use spare time	1	1.7
10	Self-achievement	1	1.7
	Total	60	100

The factors that motivated the respondents to take up entrepreneurship have been identified and presented in the above table. A majority 22(36.7%) of sample respondents took up entrepreneurship for self-earning and to lead an independent life. While 14(23.3%) sample respondents took up entrepreneurship because of government incentives, 8(13.3%) pursued entrepreneurship to overcome the unemployment. While 4(6.7%) opted for entrepreneurship to utilize their technical knowledge, another 4(6.7%) did so because of the family environment. While 2(3.3%) sample respondents started the micro-enterprise because they had no other alternative for income, another 2(3.3%) did so to acquire social status and still another 2(3.3%) did it to remain their own boss. While 1(1.7%) sample respondents took up entrepreneurship for using their spare time, the factor of self-achievement prompted 1(1.7%) respondent to take up entrepreneurship.

SOCIAL EMPOWERMENT OF THE SAMPLE RESPONDENTS

Table 6. Monthly income before and after

Category	<2000	2000-3000	3000-5000	5000-10000	Total
Frequency	54	3	2	1	60
Percentage	90	5	4.2	0.8	100
After					
Frequency	12	19	14	15	60
Percentage	20.4	31.2	22.6	25.8	100

Chi-square value 8.696, df: 1; significance: 0.789

Monthly income before the start of business majority of the respondents (90%) fell in the bracket of income below rupees two thousand followed by an income bracket between two and three thousand of (5%) and very negligible of (0.8%) in the income bracket of five thousand and ten thousand. The monthly income after the business was majority in the income bracket between two thousand and three thousand of (31.2%) followed by five thousand – ten thousand income bracket (25.8%) and the least being in the income bracket of below rupees two thousand (20.4%). The table value of chi-square test for 1 degree of freedom at 5 percent level of significance is 3.84, which is very much less than the calculated value 8.696. Since the calculated value is more than the table value, the null hypothesis can be successfully rejected. Thus, it may be concluded that there is a significant change in the extent of household decision-making power of women after starting the micro-enterprises.

PSYCHOLOGICAL EMPOWERMENT OF THE SAMPLE RESPONDENTS

Expansion of mental space is one of the essentials of empowerment of women. Human beings are unlikely to pursue their goals without the feeling of competence, self-sufficiency, autonomy and optimism

Table 7: Change in Level of Self-Confidence

	Low	Moderate	High
Before starting	39(97%)	19(45%)	2(0.05%)
After starting	1(3%)	23(54%)	36(95%)
Total	40(100%)	42(100%)	38(100%)
Chi-square	4.515	Df:1	0.89

The table value of chi-square test for 1 degree of freedom at 5 percent level of significance is 3.84, which is less than the calculated value 4.515. Since the calculated χ^2 value is more than the table value, the null

hypothesis can be rejected. So, it is clear that there is a significant change in the level of self-confidence of women starting the micro-enterprises

SUGGESTIONS

It becomes very essential that the organizations like NGO's and Government agencies and academic institutions to work with the women at a close level and educate the women with importance of entrepreneurship and economic independence. The institution and organizations should classify their target groups educate them before the women can enter into a mid married phase of life and work only for money keeping short term benefit in mind.

Many government and non-government bodies who work with these ladies through their grass root level workers, hence they need to bring in a light format or method in the local language to make the women realize the importance of passion, leadership, business and the output of this being money rather than focusing only on money. The grass root level workers are also not aware of certain aspects such as how to come up with an idea, how to create a business plan, maintain accounting and counseling the women and men. They do not take interest as they are not paid well for their work by the organization and institutions. Hence the organization needs to take care of them well to get better results.

Proper training for running the enterprises, maintaining accounts and marketing strategies are to be provided through Skill Development, so that women get an opportunity to start micro-enterprises in their respective localities without upsetting their family life.

CONCLUSION

The impact of entrepreneurship development among the women with micro enterprise has displayed a positive impact on their family. For attaining this several promotional agencies and institutions have been set up at state level and village levels. The socio-demographic profile of women respondents brings out the fact that most of the women ventured into entrepreneurship in their midage of life. The three main reasons for this is increased needs in the family, growing household expenses, education of children marriage of daughters which forced women to look for sources of income to support the family. It was also revealed during the study that women focus on entrepreneurship post 30 years of age because that is the time when the women focus on their own interest and maturity at this stage of life enables them to cope better with the pressure of a male dominated society specially in rural region. The key driver for entrepreneurship development among women has been money due to families economical problems such as jobless husband or husband who is drunkard or on contractual work. During the course of study, it was researched that though initially, it is a monetary benefit the women venture into business, but later it is the interest and passion towards business which helps her to sustain the business. It is concluded that women have attained empowerment in economic, social and psychological spheres after starting the micro-enterprises, which a true reflection of women empowerment.

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