



# **An Analysis On The Socio Economic Status Of Women (in Palamaner Revenue Division (A.P))**

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## ***Abstract***

A "woman entrepreneur" is a person who takes on difficult tasks in order to achieve financial independence and fulfill her own wants. More and more women are taking on leadership roles in their own companies, but many of them are finding it difficult to succeed. One major instrument for supporting women's empowerment is said to be women's entrepreneurship. The literature on women's entrepreneurship is examined in this research. It is anticipated that other researchers working on related projects would find it helpful. This has become an important subject to research and comprehends in light of current happenings in the world, particularly in terms of incentives, limitations, and outcomes. The world over, the variables influencing women's involvement roles vary according to the ever-changing conditions of their living situations. Every nation in the world needs the entrepreneurship of women to grow and prosper. Since women made up half of the population in every nation. This may be one of the reasons it's so important for us to support women, particularly in entrepreneurship. The performance of women entrepreneurs in India is impeded by specific socio-economic factors. This essay focused mostly on identifying the specific socioeconomic barriers that prevent women from advancing in the field of entrepreneurship. There may be regional differences in these socioeconomic circumstances.

**Keywords:** Socio Economic, Women Entrepreneurs, Economic conditions etc..

The focus has been on economic progress from the time of renowned economist Adam Smith. Development is a state of mind and a physical reality in which a civilization has acquired the resources to live a better life through a confluence of institutional, social, and economic processes. Human activity is what leads to the evolution of our people's socioeconomic circumstances and the growth of the economy in general. Three roles are envisaged for this activity in a man: organizer, worker, and consumer of the things created. The organization of the factors of production by humans is the most significant of them. Man's labor will remain insufficient until the abilities and resources found in nature are completely converted into productive machines.

For a nation dedicated to socioeconomic progress, the growth of indigenous entrepreneurship is essential. Someone who integrates the several production components is an organizer. To provide goods and services, he is an individual who integrates the factors of production. The business could be in the commerce, industry, profession, or agriculture. He creates or purchases goods that are valued by society, then he sells them in the market and pays the providers of capital, labor, and land. All that's left is his profit. An entrepreneur is a person who coordinates and organizes a commercial venture. The entrepreneur sets the direction for the company, implements novel ideas, manages novel tasks, and chooses how the factors of production should be distributed. He predicts the direction of future demand.

## **II.REVIEW OF LITERATURE**

1. Women are becoming more and more entrepreneurs in both developed and developing nations during the past few decades. It is clear that female entrepreneurs have a significant positive impact on reducing poverty, raising per capita income, and creating jobs. (2012), Kumar, S. M. et al. (2013), and Ogidi, A. E. (2014) Aguirre, D., et al.
2. In April 2014, V. Krishnamoorthy and R. Balasubramani According to the survey, the key motivators for entrepreneurship include ambition, knowledge and skills, market opportunities, independence, family support, government subsidies, and satisfaction. The study also came to the conclusion that the entrepreneurial motivational characteristics of ambition, knowledge, and skill, and independence, significantly influence the success of new ventures.
3. In their study published on March 19, 2012, G. Palaniappan, C. S. Ramanigopal, and A. Mani examined how women have been able to overcome obstacles that kept them inside their homes by pursuing careers and services that varied from one another. The key factors driving women into entrepreneurial enterprises are skill, knowledge, and adaptability. This study came to the conclusion that their inability to thrive in the market is a result of their lack of education and training. One of the biggest issues facing female entrepreneurs is finance.
4. In their study, Shanthi Revathi and Dr. Jayasree Krishnan (2012) describe how women are becoming more and more entrepreneurs and how this has a noticeable impact on India's national economy. Over time, particularly in the 1990s, there has been an increase in the number of female entrepreneurs. The greater use of contemporary technology by female entrepreneurs, their increased investment, their ability to carve out a profitable niche in the market, the substantial jobs they have created, and the example they have established for other female entrepreneurs in the organized sector deserve recognition.
5. A thorough examination of the backgrounds, experiences, and motivations of men and women entrepreneurs was provided by Cohoon, Wadhwa, and Mitchell (2010). The top five psychological and financial factors encouraging women to start their own businesses were found in this survey. These include the need to accumulate riches, the desire to profit from their own business ideas, the allure of startup culture, a long-standing dream to run their own firm, and the dislike of working for someone else. According to the study's findings, women are significantly more worried than males about safeguarding intellectual property.

Women value mentoring greatly since it offers them experiences, a strong professional network, financial support, and business partner encouragement.

6. Based on demographic characteristics, Lall, Madhurima, and Sahai Shikha (2008) defined psychographic variables including degree of commitment, business hurdles, and future strategy for expansion. The qualities of business owners were found to include self-perception, self-esteem, entrepreneurial zeal, and operational problems for future growth and expansion plans. According to the survey, even if the proportion of women choosing to work in family-owned businesses has increased significantly, they still have lesser status and greater operational difficulties.

7. Binitha V. Thampi (January 2007) made an effort to comprehend the relationship between women's employment and the wellbeing of children in a particular social context in his thesis. It also makes an effort to clarify how women's employment position affects the wellbeing of their children. Mothers spend less time caring for their children as the number of work-related activities rises, according to research. This study demonstrates that while mother employment does not directly cause child morbidity, it does limit women's ability to locate alternative care arrangements and force them to shoulder the majority of the childcare responsibilities.

8. A 1999 study by Sharma, N.K. Nair, and Barman examined the efficacy of product reservations as a safeguard for small-scale businesses. They discovered that the current small-scale industrial sector product reservation strategy appears to have outlived its usefulness. This approach is out of step with the global techno-economic progress that is occurring. Product reservations could gradually be discontinued in order to promote healthy competition and provide value to customers.

9. A study on "Sickness in Small Scale Industries in Kerala" was carried out by Harikumar (1994). It has been noted that Kerala has a high rate of industrial illness, with the small-scale sector being disproportionately affected. The majority of small-scale businesses were founded by entrepreneurs who lacked an entrepreneurial heritage or culture. He recommended that the task of coordinating the operations of several governmental entities be given to the DICs.

10. Jaiswal, R. P. (1993) looked into the type and extent of women's involvement in science and engineering, two fields that are dominated by men. The study shows that women do not have the same socioeconomic standing, professional recognition, job placement, or work allotment as males in comparable circumstances, despite having higher educational attainment and a generally better familial background.

### III.OBJECTIVES OF STUDY

- To Examine the Current Literature on Women Entrepreneurs
- To Study the socio-economic circumstances facing female entrepreneurs in the Chittoor District.
- To recommend the appropriate elements that stimulates female entrepreneurs?

#### IV.IMPORTANCE OF STUDY

The growth of female business in Chittoor District is of utmost importance due to the industrialized society in the study area, where a large number of companies, industrial parks, and special economic zones are visible. For this reason, women's entrepreneurship in Chittoor District is quite important.

#### V.STATEMENT OF PROBLEM

The primary focus of this article was to examine the various socio-economic situations and how these factors impact the performance of female entrepreneurs.

#### VI.METHODOLOGY OF RESEARCH

The following methodology is used in this Article:

**Study Area:** The state of Andhra Pradesh in Chittoor District served as the survey's location. One of Andhra Pradesh biggest districts is Chittoor. This neighborhood is an ideal location for study. Numerous industrial, trading, and service firms are present here and can be contacted for investigation.

**Data sources:** Primary and secondary data were both used in the study. In order to gather primary data from 150 sample respondents in the Palamaner revenue division from the Chittoor District, a field survey method was used. The primary data collection process follows a prearranged schedule. Through a variety of periodicals, magazines, publications, and newspapers, secondary data were gathered.

**Sampling Design:** A questionnaire was produced and given in person to each respondent in order to select 150 sample respondents for the study from the study area using simple random sampling. After being checked for accuracy and consistency, the data was assembled and put into a master table for analysis. Tools for Analysis: The raw data gathered for this study are categorized, edited, and tabulated in preparation for analysis. Some of the instruments that were employed were the percentage method.

#### VII ANALYSIS & INTERPRETATION:

The Sample Respondents Age Group Women entrepreneurs' entrepreneurship activity is significantly influenced by their age. The starting age of the female sample respondents is shown in table 1 below.

**Table-1: Distribution of Sample Respondents According to Age Group**

Sl. No.	Age Group	Respondents	Percentage
1	Below - 25	33	22.00
2	26 - 40	76	50.67
3	40 - above	41	27.33
	<b>Total</b>	<b>150</b>	<b>100.00</b>

**Sources:** Primary Data

According to the above table, of the 150 sample respondents, 76 (or 50.67 percent) are in the age range of 26 to 40 years old, followed by 41 (or 27.33 percent) who are in the age range of 40 and above, and the remaining 33 (or 22.00 percent) who are in the age range of under 25. As a result, it is evident from the study that the majority of the sample respondents are between the ages of 26 and 40.



**Table-2: Educational Qualification of Sample Respondents**

Sl. No.	Opinion	Respondents	Percentage
1	Illiterate	4	2.67
2	1-5 Standard	27	18.00
3	6-12 Standard	93	62.00
4	Graduation	11	7.33
5	Post-Graduation	6	4.00
6	Diploma	9	6.00
	<b>Total</b>	<b>150</b>	<b>100.00</b>

**Source:** Primary Data

Out of 150 sample respondents, the survey shows that 93 (62 percent) studied grades 6–12, followed by 27 (18 percent) who studied grades 1–5, 11 (7.33 percent) who studied graduation, 6 (4 percent) who studied postgraduate studies, 9 (6. percent) who studied diplomas, and the remaining 2.67 (4 percent) who were illiterate. Therefore, it may be said that the majority of responders have studied in grades 6 through 12.

**Table-3: Nature of Family of Sample Respondents**

Sl. No.	Opinion	Respondents	Percentage
1	Nuclear family	118	78.67
2	Joint family	32	21.33
	<b>Total</b>	<b>150</b>	<b>100.00</b>

**Source:** Primary Data

Because people are more likely to live in nuclear families than in joint families in the globalized period, 118 (78.67 percent) of the 118 respondents in the sample are in nuclear families, as shown by Table 3 above. Since the idea of the joint family was gradually fading or becoming less significant, 32 (21.33 per cent) of the sample respondents reported that they were part of a joint family.

**Table-4: Family Occupation of Sample Respondents**

Sl. No.	Opinion	Respondents	Percentage
1	Business	40	26.67
2	Employee	13	8.67
3	Self-Employed	31	20.66
4	Agriculture	66	44.00
	<b>Total</b>	<b>150</b>	<b>100.0</b>

**Sources:** Primary Data

Table 4 above illustrates that of the 150 sample respondents, 40 (26.67 percent) are women entrepreneurs with backgrounds in business; 13 (8.7 percent) are from employee families; 31 (20.66 percent) are from self-employed families; and the remaining 66 (44 percent) are from agriculture families. Therefore, it can be said that the majority of female entrepreneurs work in the agricultural sector, as does their family.

**Table-5: Distribution of Respondents According to the Sources of Capital**

Sl. No.	Opinion	Respondents	Percentage
1	Own Sources	14	9.33
2	Bank Assistance	37	24.67
3	Own Bank Assistance	69	46.00
4	Private Money lenders	30	20.00
	<b>Total</b>	<b>150</b>	<b>100.00</b>

**Sources:** Primary Data

The above table 5 shows that, of the 150 sample respondents, 69 (46 percent) are women entrepreneurs whose sources of capital are both their own and bank assistance. These women entrepreneurs are followed by 37 (24.67 percent) who obtained a bank loan, comparatively, by 30 (20 percent) who obtained funding from private money lenders, and the remaining 14 (9.33 percent) who obtained their capital from their own sources. Therefore, it can be said that the majority of sample respondents and their sources of funding are their own resources and bank loans.

## VIII: FINDINGS

76 (50.67 percent) of sample respondents are between the ages of 26 and 40: 93 (62.00 percent) studied from grades 6 through 12: 118 (78.67 percent) of sample respondents are in nuclear families; 97 (64.66 percent) of women entrepreneurs come from self-employed and agricultural backgrounds; 69 (46.6 percent) of women entrepreneurs obtain capital from both banks and their own sources.

## IX.RECOMMENDATIONS:

1. **Enhancing Educational Opportunities:** Implementing policies to improve girls' access to education and reduce dropout rates.
2. **Economic Empowerment Programs:** Developing skill development and entrepreneurship programs tailored for women.
3. **Policy Interventions:** Advocating for gender-sensitive policies that address wage disparity and provide equal opportunities.
4. **Health and Social Support:** Improving healthcare facilities and social support systems for women.

5. **Awareness Campaigns:** Conducting campaigns to change societal attitudes towards gender equality and women's rights.
6. **Strengthening Legal Frameworks:** Enforcing laws that protect women from violence and discrimination.

## X.CONCLUSION:

Since women are viewed as their husbands' better halves, why can't they excel in the workplace? The government of Andhra Pradesh ought to implement effective measures to foster women's entrepreneurship in the Chittoor District. In the light of the aforementioned issues, women who aspire to become entrepreneurs must undoubtedly traverse a tough path where they must demonstrate their abilities. Today's woman is brave enough to stand out from the crowd and set an example for others even if she faces many obstacles. Her archaic portrayal of the woman as a sacred domestic cow is elevated. It is our duty as the nation's citizens to honour and admire her for how she manages to combine her personal and professional lives. If we wish to be recognized internationally,

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