



PROSPECTS OF WOMEN ENTREPRENEURS OF MICRO, SMALL AND MEDIUM ENTERPRISES IN SPSR NELLORE DISTRICT

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ABSTRACT

Ministry of Micro, Small & Medium Enterprises, popularly known as the engine of growth in the country and incubators of entrepreneurship has emerged as the torchbearers of women empowerment on a global platform. Last year, on the eve of International Women's Day 2018, Ministry of MSME launched Udyam Sakhi, a network for nurturing social entrepreneurship creating business models revolving around low-cost products and services to resolve social inequities. The portal cater needs of around 8 million Indian women who have started or running their own businesses through its platform for entrepreneurship learning tools, incubation facility, training programs for fundraising, providing mentors, one-on-one investor meet, provide market survey facility and technical assistance. To put it in nutshell, it can be easily inferred that Indian Govt has been incessantly involved in revolutionising the role of women outside the four walls of their home. Women, nowadays, take risks, trust their vision and settle for nothing less. In this paper presents the Identify the Enterprises by the Women Entrepreneurs of MSMEs, Factors helped to become a women entrepreneur of MSMEs, reasons for success of Women Entrepreneurs, Purchase the Machineries of Women Entrepreneurs and Factors motivated to start the enterprises.

Keywords: Identify the Enterprises by the Women Entrepreneurs of MSMEs, Factors helped to become a women entrepreneur of MSMEs, reasons for success of Women Entrepreneurs, Purchase the Machineries of Women Entrepreneurs and Factors motivated to start the enterprises.

INTRODUCTION

India's economic growth story has eluded a large section of the micro, small and medium enterprises (MSMEs) - in fact the smallest of the enterprises led by women. This is evident in the fact that, despite the growing number of MSMEs in India, as of 2018-19, only one in every five enterprises was owned by women (21.5 percent). Not only is women's representation across sectors low, the growth of existing enterprises also seems to have stagnated over time. According to 2015 National Sample Survey (NSS) estimates, between 2010 and 2015 the share of women-led enterprises and the gross value added (GVA) did not increase. Moreover, there was a fall in worker share from 18 percent to 16 percent. A recent study conducted by Mastercard ranked



India 49th amongst 57 countries in its 2020 Mastercard Index of Women Entrepreneurs. This ranking speaks volumes of the odds stacked against women in India's entrepreneurship ecosystem. In India, opportunities for women who are able and willing to work have been restricted due to inflexible work schedules and wage disparity. For those seeking entrepreneurial activities this has resulted in survivalist ventures mainly aimed at subsistence and sustainable income.

Review of Literature

Venkatesh and Muthaiah, find that the role of Women entrepreneurs of small and medium enterprises (SME) in the industrial sector is growing rapidly and they have become a thrust area for future growth. They emphasized that nurturing SME sector is essential for the economic well-being of the nation. The above literature highlights the various aspects viz. performance, growth & problems of MSME in Indian economy and induces for continuous research in this field.

Ram Jass Yadav, surveyed that the Indian economy is dominated by vibrant set of enterprises which are prestigiously known as Women entrepreneurs of MSME for their scale of operations. Only 1.5 million MSME are in registered segment while the remaining 24.5 million that contribute 94 percent of the units are in unregistered segment. The role of MSME in economic and social development of country is widely acknowledged. They are nurseries for entrepreneurship, often driven by individual creativity and innovation and make significant contribution to country's GDP, manufacturing output, exports and employment generation.

Nagaraju and Shivalingappa, studied that the stated that the Women entrepreneurs of MSME acquired a prominent place in the socio-economic development of our country. They are small in term but play a significant role in the Indian economy. It is acknowledged by the government that, alongside agriculture, small scale industry is an important segment of the Indian economy. Small Scale Industry sector contributes to significant employment generation dispersal of industrial activity to rural and backward areas, ushering in all round economic growth by value of addition ensuring the mobilization of local capital and developing entrepreneurial skills.

OBJECTIVES OF THE STUDY

The main objective of this paper is to examine the prospects of Women Entrepreneurs of MSMEs in SPSR Nellore district.

SAMPLING

Primary data is collected from the selected Women Entrepreneurs in SPSR Nellore district, from three administrative revenue divisions, viz. Nellore, Gudur and Kavali. A sample of 400 (i.e., 4012 Women Entrepreneurs rounded figure) units equal to 10 percent is drawn at



random covering all Women Entrepreneurs units belonging to different opportunities. In selecting the sample enterprises are used “Stratified Random Sampling” method.

Identify the Enterprises by the Women Entrepreneurs of MSMEs

Division-wise identify the Enterprises by the Women Entrepreneurs of MSMEs in Nellore District present the Table 1. It could be seen from the table identify the women entrepreneurs of Micro, Small and Medium Enterprises. Micro sector out of 173 identify the enterprise knowledge of the technology was 71 (41.04 percent), Market Demand was 60 (34.68 percent) and followed by others was 42 (24.28 percent).

Table 1

Division-wise identify the Enterprises by the Women Entrepreneurs of MSMEs in Nellore District

S. No	Identify the Enterprises	Micro Enterprise	Small Enterprise	Medium Enterprise	Total
1	Knowledge of the technology	71 (41.04)	49 (38.89)	40 (39.60)	160 (40.00)
2	Market Demand	60 (34.68)	46 (36.51)	30 (29.70)	136 (34.00)
3	Followed by others	42 (24.28)	31 (24.60)	31 (30.69)	104 (26.00)
	Total	173 (100)	126 (100)	101 (100)	400 (100)

Note: Figures in parenthesis represent the percentages

Source:Field Survey

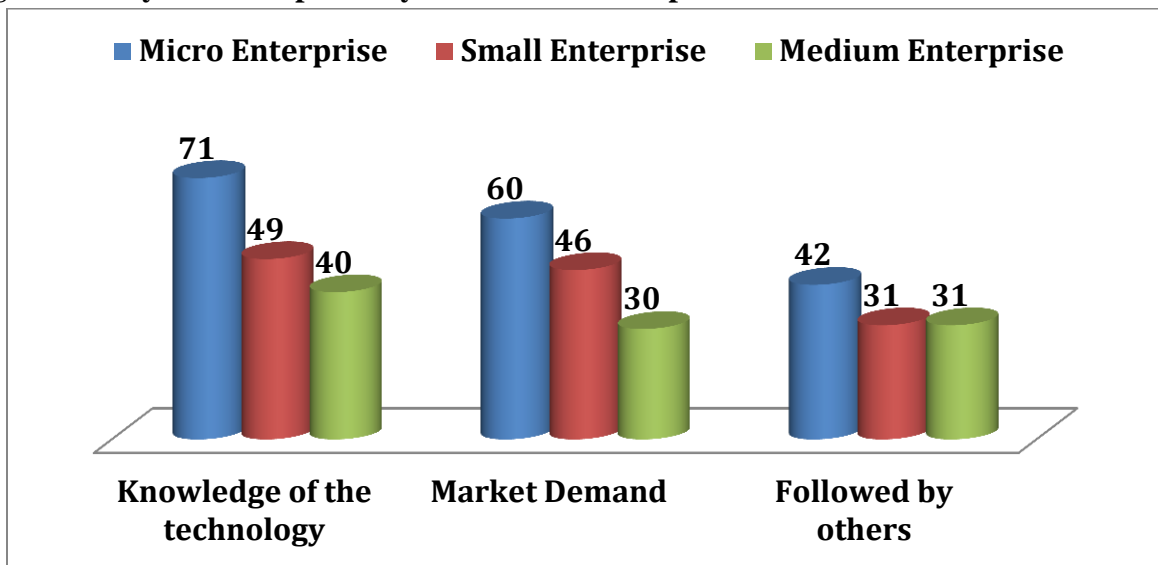
Out of 126 Small sectors identify the enterprise knowledge of the technology was 49 (38.89 percent), Market Demand was 46 (36.51 percent) and followed by others was 31 (24.60 percent). 101 identify the enterprise knowledge of the technology was 40 (39.60 percent), Market Demand was 30 (29.70 percent) and followed by others was 31 (30.69 percent).

Taken from the table 1, as an ANOVA results calculated value of F is 24.84. Table value of F at 5 percent level of significance for 3.20 degree of freedom is 3.098. As the calculated value is better than the table value, we reject the null hypothesis. It can say that there is significant difference in Identify the Enterprises by the Women Entrepreneurs of MSMEs.

ANOVA

Variation	Sum of Squares	Degree of Freedom	Mean Square	F-Value	P-Value	Table value
V1	9334.33	3	3111.44	24.84	5.99	3.098
V2	2505.00	20	125.25			
Total	11839.33	23				

Fig: 1 Identify the Enterprises by the Women Entrepreneurs of MSMEs



Sector-wise Factors helped to become a women entrepreneur of MSMEs

Sector-wise factors helped to become a women entrepreneur of MSMEs in SPSR Nellore District presents the Table 2. In Micro Enterprises factors helped to become a women entrepreneur in Education was 36 (20.81 percent), Training was 30 (17.34 percent), Technical knowledge was 40 (20.13 percent), Professional experience was 20 (11.56 percent), Trade information was 27 (15.61 percent) and help from others was 20 (11.56 percent) out of 173. Out of 126 Small enterprises factors helped to become a women entrepreneur in Education was 28 (22.22 percent), Training was 27 (21.43 percent), Technical knowledge was 28 (22.22 percent), Professional experience was 17 (13.49 percent), Trade information was 14 (11.11 percent) and help from others was 12 (9.52 percent). Factors helped to become a women entrepreneur in Education was 26 (25.74 percent), Training was 20 (19.80 percent), Technical knowledge was 13 (12.87 percent), Professional experience was 19 (18.81 percent), Trade information was 12 (11.88 percent) and help from others was 11 (10.89 percent) under medium enterprises out of 101.



Table 2

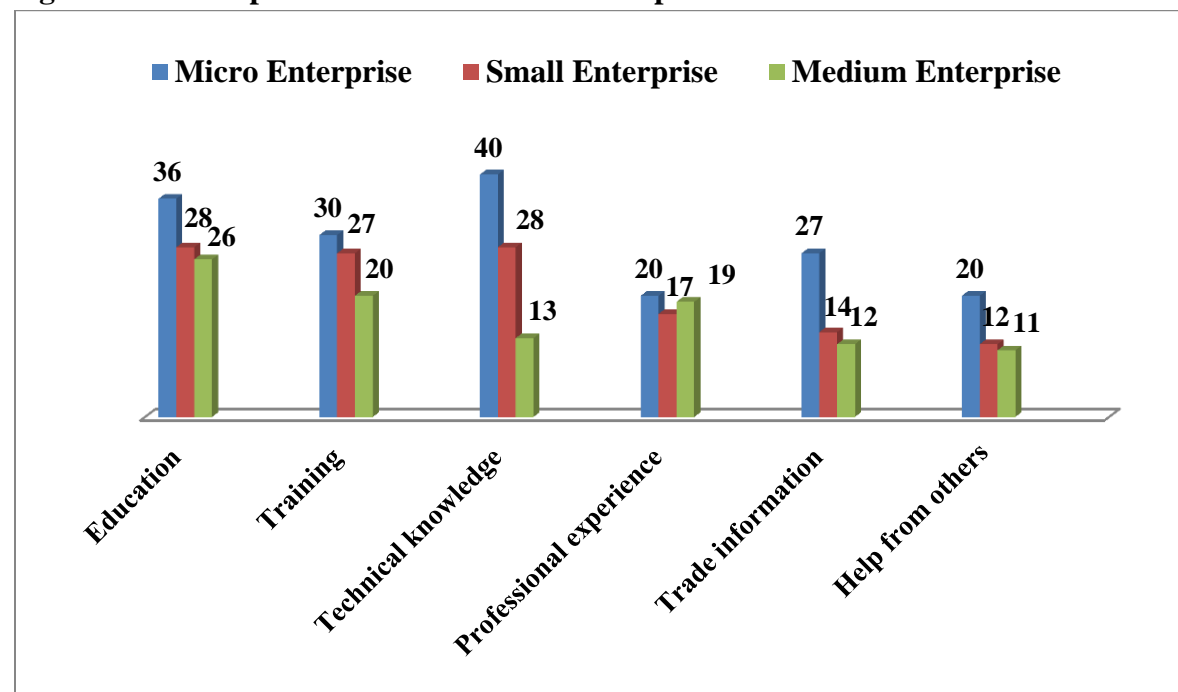
Sector-wise Factors helped to became a women entrepreneur of MSMEs in SPSR Nellore District

S. No	Factors helped to became a women entrepreneur of MSMEs	Micro Enterprise	Small Enterprise	Medium Enterprise	Total
1	Education	36 (20.81)	28 (22.22)	26 (25.74)	90 (22.50)
2	Training	30 (17.34)	27 (21.43)	20 (19.80)	77 (19.25)
3	Technical knowledge	40 (23.12)	28 (22.22)	13 (12.87)	81 (20.25)
4	Professional experience	20 (11.56)	17 (13.49)	19 (18.81)	56 (14.00)
5	Trade information	27 (15.61)	14 (11.11)	12 (11.88)	53 (13.25)
6	Help from others	20 (11.56)	12 (9.52)	11 (10.89)	43 (10.75)
Total		173 (100)	126 (100)	101 (100)	400 (100)

Note: Figures in parenthesis represent the percentages

Source: Field Survey

Fig: 2 Factors helped to became a women entrepreneur of MSMEs





Taken from the table 2, as an ANOVA results calculated value of F is 0.40. Table value of F at 5 percent level of significance for 2.18 degree of freedom is 3.55. As the calculated value is less than the table value, we accept the null hypothesis. It can conclude that there is no significant difference in factors helped to become a women entrepreneur of MSMEs.

ANOVA:

Variation	Sum of Squares	Degree of Freedom	Mean Square	F-Value	P-Value	Table value
V1	1527.24	2	763.62	0.40	0.67	3.55
V2	34124.57	18	1895.81			
Total	35651.81	20				

Sector-wise the reasons for success of Women Entrepreneurs of MSMEs

Table 3 shows that the Sector-wise the reasons for success of Women Entrepreneurs of MSMEs in SPSR Nellore District. In Micro sector, success of women entrepreneurs by self-confidence was 45 (26.01 percent), full involvement was 47 (27.17 percent), team work among members was 40 (23.13 percent) and using market skills was 41 (23.70 percent) out of 173. Out of 126 small enterprises, success of women entrepreneurs by self-confidence was 30 (23.81 percent), full involvement was 32 (25.40 percent), team work among members was 26 (20.63 percent) and using market skills was 38 (30.16 percent). Success of women entrepreneurs by self-confidence was 28 (27.72 percent), full involvement was 27 (26.73 percent), team work among members was 35 (34.65 percent) and using market skills was 11 (10.89 percent) in out of 101 medium enterprises.

Table 3

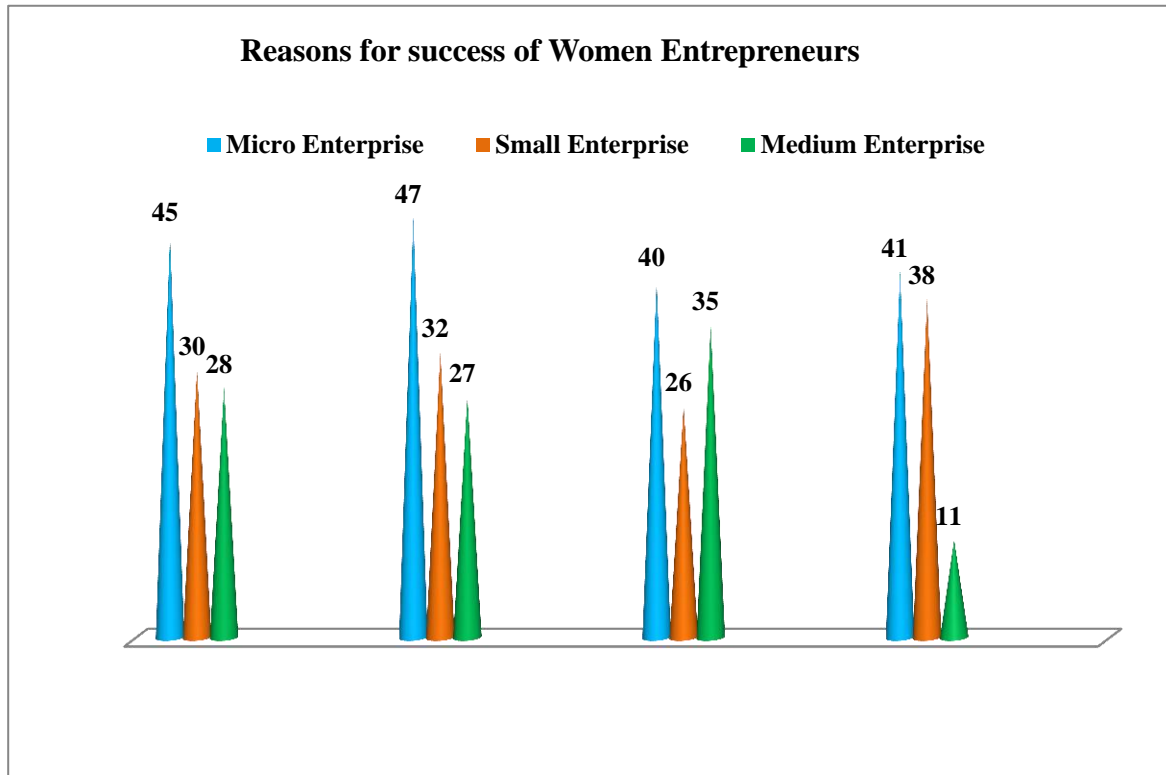
Sector-wise the reasons for success of Women Entrepreneurs of MSMEs in SPSR Nellore District

S. No	Reasons for success of Women Entrepreneurs	Micro Enterprise	Small Enterprise	Medium Enterprise	Total
1	Self confidence	45 (26.01)	30 (23.81)	28 (27.72)	103 (25.75)
2	Full involvement	47 (27.17)	32 (25.40)	27 (26.73)	106 (26.50)
3	Team work among members	40 (23.12)	26 (20.63)	35 (34.65)	101 (25.25)
4	Using market Skills	41 (23.70)	38 (30.16)	11 (10.89)	90 (22.50)
Total		173 (100)	126 (100)	101 (100)	400 (100)

Note: Figures in parenthesis represent the percentages

Source: Field Survey

Fig: 3 Reasons for success of Women Entrepreneurs of MSMEs



Taken from the table 3, as an ANOVA results calculated value of F is 7.22. Table value of F at 5 percent level of significance for 2.9 degree of freedom is 4.26. As the calculated value is greater than the table value, we reject the null hypothesis. It can end that there is significant dissimilarity in the reasons for success of Women Entrepreneurs of MSMEs.

ANOVA:

Variation	Sum of Squares	Degree of Freedom	Mean Square	F-Value	P-Value	Table value
V1	668.17	2	334.08	7.22	0.01	4.26
V2	416.50	9	46.28			
Total	1084.67	11				

Purchase the Machineries funds sources of Women Entrepreneurs of MSMEs

Table 4 reveals that the Sector-wise Purchase the Machineries funds sources of Women Entrepreneurs of MSMEs in SPSR Nellore District. Under micro enterprises, owned fund entrepreneurs are 58 (33.53 percent), government subsidies entrepreneurs are 47 (21.17 percent), entrepreneurs received funds from National Small Industries Corporations (NSIC) are 40 (23.12 percent) and funds received from the Small-Scale Industrial Development Banks (SSIDB) are 28 (16.18 percent) out of 173.



Under small enterprises, owned fund entrepreneurs are 30 (23.81 percent), government subsidies entrepreneurs are 28 (22.22 percent), entrepreneurs received funds from National Small Industries Corporations (NSIC) are 38 (30.16 percent) and funds received from the Small-Scale Industrial Development Banks (SSIDB) are 30 (23.81 percent) out of 126. In under medium enterprises, owned fund entrepreneurs are 28 (27.72 percent), government subsidies entrepreneurs are 29 (28.71 percent), funds received from the Small-Scale Industrial Development Banks (SSIDB) are 23 (22.77 percent) and National Small Industries Corporations (NSIC) are 21 (20.79 percent) out of 101.

Table 4

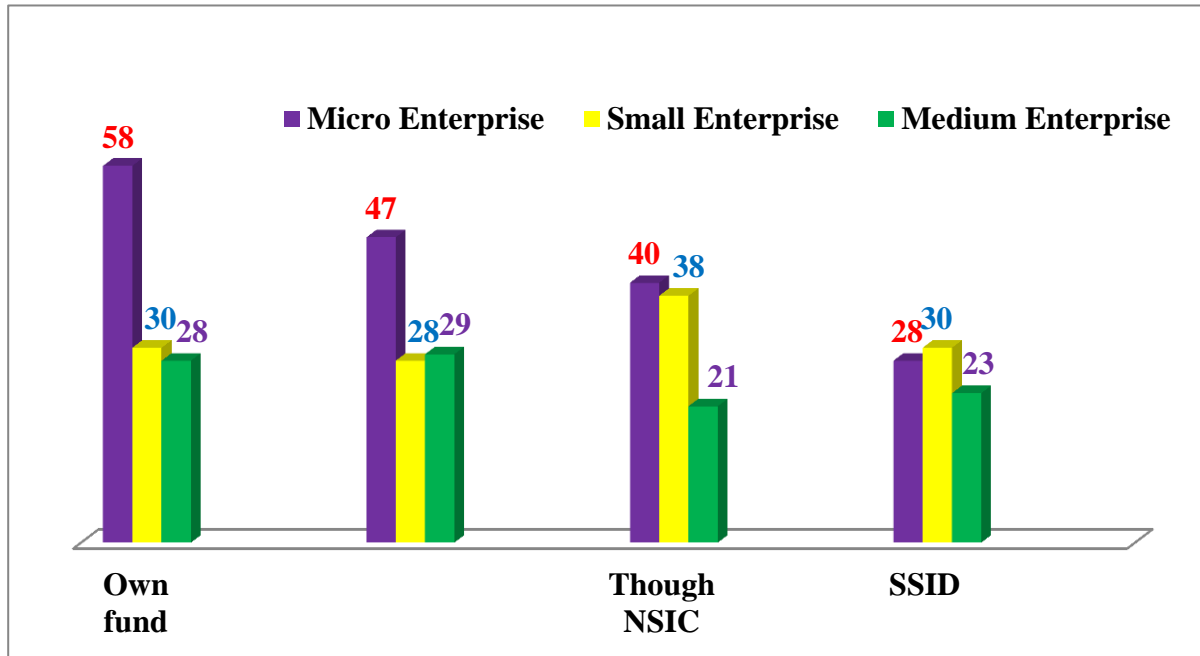
Sector-wise Purchase the Machineries funds sources of Women Entrepreneurs of MSMEs in SPSR Nellore District

S. No	Purchase the Machineries	Micro Enterprise	Small Enterprise	Medium Enterprise	Total
1	Own fund	58 (33.53)	30 (23.81)	28 (27.72)	116 (29.00)
2	Government Subsidies	47 (27.17)	28 (22.22)	29 (28.71)	104 (26.00)
3	Though NSIC	40 (23.12)	38 (30.16)	21 (20.79)	99 (24.75)
4	SSID	28 (16.18)	30 (23.81)	23 (22.77)	81 (20.25)
Total		173 (100)	126 (100)	101 (100)	400 (100)

Note: Figures in parenthesis represent the percentages

Source: Field Survey

Fig:4 Purchase the Machineries funds sources of Women Entrepreneurs



Taken from the table 4, as an ANOVA results calculated value of F is 5.20. Table value of F at 5 percent level of significance for 2.9 degree of freedom is 4.26. As the calculated value is greater than the table value, we reject the null hypothesis. It can conclude that there is significant difference in the Purchase the Machineries funds sources of Women Entrepreneurs of MSMEs.

ANOVA:

Variation	Sum of Squares	Degree of Freedom	Mean Square	F-Value	P-Value	Table value
V1	668.17	2	334.08	5.20	0.03	4.26
V2	578.50	9	64.28			
Total	1246.67	11				

Taken from the table 5.11

Sector-wise Factors motivated to start the enterprises to Women Entrepreneurs of MSMEs

Sector-wise Factors motivated to start the enterprises to Women Entrepreneurs of MSMEs in SPSR Nellore District presents in Table 5. It could be seen from the table Micro units Women Entrepreneurs are 173, factors motivated to start the enterprises unemployment was 38 (21.97 percent), to lead independent life was 32 (18.50 percent), to achieve something and to fill the desire of the parents was 23 (13.29 percent), and to earn money was 57 (32.95 percent). Out of 126 small units' women entrepreneurs, factors motivated to start the enterprises unemployment was 25 (19.84 percent), to lead independent life was 26 (20.63 percent), to achieve something was 20 (15.87 percent), to fill the desire of the parents was 23 (18.25



percent), and to earn money was 32 (25.40 percent). Factors motivated to start the enterprises unemployment was 24 (23.76 percent), to lead independent life was 22 (21.78 percent), to achieve something was 21 (20.79 percent), to fill the desire of the parents was 15 (14.85 percent), and to earn money was 19 (18.81 percent).

Table 5

Sector-wise Factors motivated to start the enterprises to Women Entrepreneurs of MSMEs in SPSR Nellore District

S. No	Factors motivated to start the enterprises to Women Entrepreneurs	Micro Enterprise	Small Enterprise	Medium Enterprise	Total
1	Unemployment	38 (21.97)	25 (19.84)	24 (23.76)	87 (21.75)
2	To lead independent life	32 (18.50)	26 (20.63)	22 (21.78)	80 (20.00)
3	To achieve something	23 (13.29)	20 (15.87)	21 (20.79)	64 (16.00)
4	To earn money	57 (32.95)	32 (25.40)	19 (18.81)	108 (27.00)
5	To fulfil the desires of parents	23 (13.29)	23 (18.25)	15 (14.85)	61 (15.00)
Total		173 (100)	126 (100)	101 (100)	400 (100)

Note: Figures in parenthesis represent the percentages

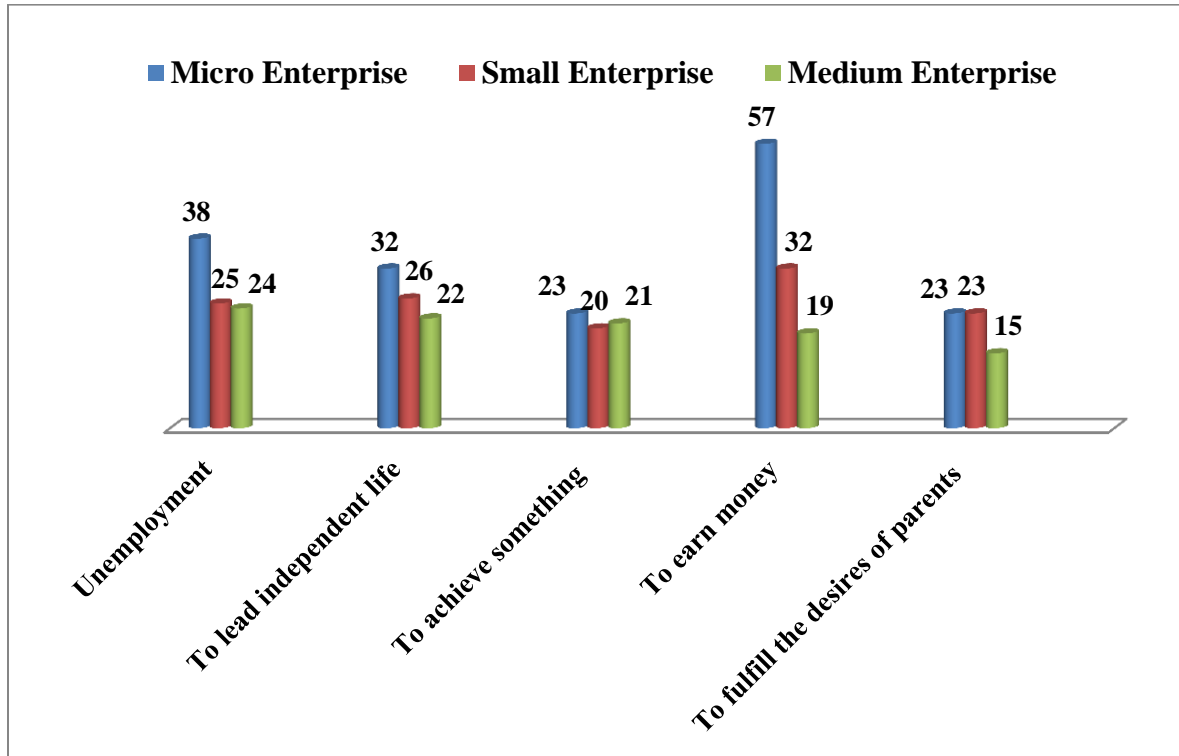
Source: Field Survey

Taken from the table 5, as an ANOVA results calculated value of F is 2.80. Table value of F at 5 percent level of significance for 2.12 degree of freedom is 3.89. As the calculated value is less than the table value, we accept the null hypothesis. It can conclude that there is no significant difference in the Purchase the Machineries funds sources of Women Entrepreneurs of MSMEs.

ANOVA:

Variation	Sum of Squares	Degree of Freedom	Mean Square	F-Value	P-Value	Table value
V1	451.73	2	225.87	2.80	0.10	3.89
V2	967.60	12	80.63			
Total	1419.33	14				

Fig: 5 Factors motivated to start the enterprises to Women Entrepreneurs of MSMEs



CONCLUSION

It is concluded that the India alone has over 3 million women-headed businesses and this number is expected to grow with the plethora of opportunities and government schemes. Micro, small and medium enterprises, popularly known as MSMEs are the mainstay of the Indian economy, which employs millions of men and women across the country. However, only 13.76 percent of the total entrepreneurs in India are women. While the number of male entrepreneurs has crossed over 50 million, the number of women entrepreneurs is just around 8 million.

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