

## Decision Making Power of Women Entrepreneurs in a Draught Prone District—A Case Study

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### Abstract

The recent emphasis and perception is that women can also contribute to the economy of the nation as workers and producers, social scientists, policy makers and administrators to devise the ways of developing planned entrepreneurship and economic development. The role of women has been changing substantially over the last decade and half, both inside and outside homes. The predominant objective of empowering women is to make them economically independent and self-reliant, special efforts are to be made to generate gainful employment through promotion and expansion of both wage and self-employment opportunities. The present study is confined to assess the income levels and decision making power in the business activities by the women entrepreneurs for the economic development of draught prone district (Anantapur) in Andhra Pradesh State.

**Keywords:** Decision making, women entrepreneurs, draught prone district, income levels.

### Introduction

In the traditional society, woman's role was naturally limited to the family. Since she was the beam of children, she was fully occupied with her duties as a mother and home maker. This was no small feat, since the traditional household may be described as both a production and a consumption unit. The man's responsibility was to provide the household with the raw materials which were then converted by the woman into

consumable products or objects, under precarious housing conditions and by means of rudimentary methods and tools.

According to 2011 census, women constitute 29.5% of the working population, of which 96% of them are concentrated in the unorganized sector. For the last two decades their work participation rate has been increasing continuously. The recent emphasis and perception is that women can also contribute to the economy of the nation as workers and producers, social scientists, policy makers and administrators to devise the ways of developing planned entrepreneurship and economic development. Government has also been implementing schemes and programmes to ensure development of women.

### **Need for the Study**

Women comprise half of human resources they have been identified as key agents of sustainable development and women's equality is as central to a more holistic approach towards establishing new patterns and process of development that are sustainable. The contribution of women and their role in the family as well as in the economic development and social transformation are pivotal.

Women constitute 90 per cent of total marginal workers of the country. Rural women who are engaged in agriculture form nearly 78 per cent of all women in regular work in the Anantapur district in Andhra Pradesh. As such their contribution to economy is more essential. In the drought prone Anantapur district, women contribution to family income and thereby national income is most important. As such it is essential to study the problems encountered by the women entrepreneurs during their contribution to the economic betterment of family. Hence, the present study is a humble attempt to assess the problems faced and the impact on self confidence of the women entrepreneurs of the backward and draught prone Anantapur district in Andhra Pradesh.

### **Sampling**

A sample of 300 women entrepreneurs was selected for the present study to analyze the socio-economic conditions of women entrepreneurs from three industrially well bestowed areas i.e. Dharmavaram, Rayadurg and Hindupur (100 each) of the district were taken for the analysis. The sample was selected using non-random opportunity sampling technique.

### **Impact on Income**

The enterprises were expected to enhance the income levels of sample entrepreneurs. The impact on income was reported in Table 1.

**Table 1:** Impact on Income Levels of Sample Women Entrepreneurs.

Amount of Change	Locality Wise Coverage of Entrepreneurs			Total*
	Rayadurg	Dharmavaram	Hindupur	
No change	4	5	6	15 (5.00)
Little change	39	33	35	107 (35.67)
Moderate change	42	40	41	123 (41.00)
Significant change	12	18	17	47 (15.67)
Change for worse	3	4	1	8 (2.66)
Total	100	100	100	300

Source: Field Survey.

\*Figures in Parentheses are percentages to the total.

The table reveals that no change was reported by 4% entrepreneurs in Rayadurg locality, followed by Dharmavaram locality with 5% and Hindupur with 6% respectively. Nearly 39% of the entrepreneurs in Rayadurg locality reported little change with regard to their income levels, followed by Hindupur and Dharmavaram localities with 33% and 35% respectively. Highest number of entrepreneurs reported moderate change in Rayadurg locality (42%), followed by Hindupur (41%) and Dharmavaram (40%). Significant change is reported by 18% of entrepreneurs in Dharmavaram locality and it is followed by Hindupur (17%) and Rayadurg localities (12%). It is important to note that only 7 (Rayadurg and Hindupur) and 9 (Dharmavaram) women entrepreneurs have reported either no change/worse change and is 7.66% on average.

The data reveals that 92.34% of women entrepreneurs have change in their income levels in the positive direction. It is important to note that only 2.66% of entrepreneurs reported negative change in three sample localities. Nearly 35.67 percent and 41 percent of entrepreneurs reported little change and moderate change. Significant change was reported by 15.67% of women entrepreneurs.

### Impact on Business Decision

After launching of an enterprise the women are expected to have more freedom on taking business related decisions in the family. Table 2 gives the amount of changes brought after starting enterprise on sample women entrepreneurs with regard taking business decisions.

**Table 2:** Amount Freedom on Taking Business Decisions.

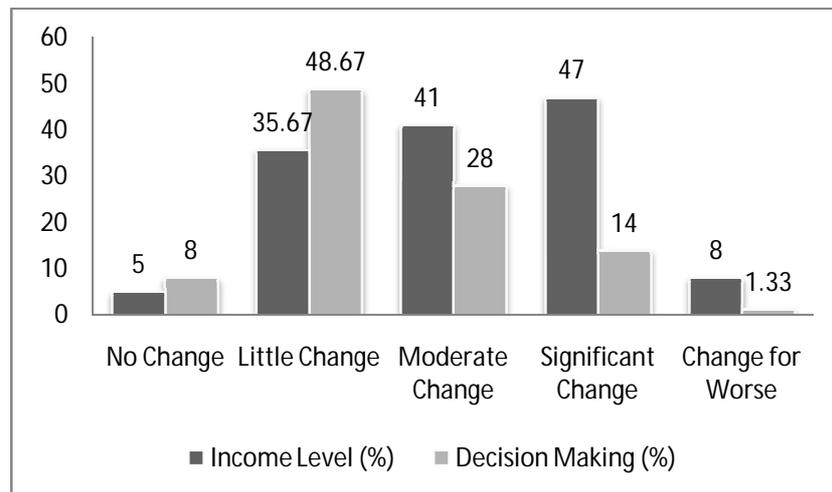
Amount of Change	Locality Wise Coverage of Entrepreneurs			Total*
	Rayadurg	Dharmavaram	Hindupur	
No change	7	6	11	24 (8.00)
Little change	49	46	51	146 (48.67)
Moderate change	31	30	23	84 (28.00)
Significant change	12	16	14	42 (14.00)
Change for worse	1	2	1	4 (1.33)
Total	100	100	100	300

Source: Field Survey.

\*Figures in Parentheses are percentages to the total.

An analysis of Table 2 reveals that in two localities namely Rayadurg and Dharmavaram 92% of entrepreneurs noticed some kind of change on their financial decisions levels after initiating enterprise. But in Hindupur locality, 88% reported some positive change in their financial decision making levels in the family. In case of no change and little change, Hindupur entrepreneurs tops the list whereas, in case of moderate change women entrepreneurs from Rayadurg stood at the top of the ladder. Dharmavaram tops the list in case of significant change as well as negative change.

The combined analysis of three localities makes it clear that around 91.67% reported positive change. The status quo was reported by 8% of respondents. Change for worse or negative change was reported by 1.33%. The figure 1 shown below explains the level of impact on income and decision making of women entrepreneurs of draught prone Anantapur district in Andhra Pradesh state based on the sample survey.



**Figure 1:** Level of Impact on Income & Decision making.

## Conclusion

It is important to note that most of the women entrepreneurs in the study area have reported a positive sign in the decision making levels and the improvement in their income levels. More than 91% of women entrepreneurs of all the sample localities have reported the positive impact in their entrepreneurial arena and this will definitely encourage further the more number of rural women into entrepreneurial activities which ultimately empowers the women in decision making and financial status of the self, family and finally leading to the growth of the country.

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