

A Study on Entrepreneurial Aptitudes, Among Women Entrepreneurs of Micro Finance Beneficiaries in India

TOOPALLI SIRISHA¹, DR. V. RAMANTHAN²

¹ Research Scholar, SCSVMV, Kanchipuram, Enathur, Tamilnadu

² Associate Professor, SCSVMV, Kanchipuram, Enathur, Tamilnadu

Abstract- The future of the any country now and then is dictated and directed by entrepreneurs. Today entrepreneurship is the buzzword across the globe, especially for the countries which are competing to be the super powers. India's ambition to be the super power can also be materialized through promoting entrepreneurship across all the regions. Entrepreneurship on small scale is the only solution to the problems of unemployment and proper utilization of both human and non-human resources and improving the living conditions of the poor masses with the help of micro finance. Micro finance plays a vital role in development of entrepreneurs especially in Industrially Backward Districts like an Anthapur. This study has been done at District Rural Development Agency, seeks to find out the Entrepreneurial Traits among micro finance beneficiaries at Tadipatri area of Anantapur District and around its Mandals like Yadiki, Peddapappuru, Yellanuru, Puttuluru. The data collection method used for the study is direct personnel investigation, indirect personnel investigation, Questionnaire method. Secondary data collected from the District Rural Development Agency records and documents. The main objective of the study is to find out entrepreneurial traits among DRDA beneficiaries. The statistical tools applied for the study is correlation technique and average method.

Indexed Terms- Entrepreneurship, Micro Finance. Entrepreneurial Aptitudes, Traits, Women Entrepreneurs

I. INTRODUCTION

The arrival of “two million” new entrepreneurs every year across the globe indicates the importance of entrepreneurship in the present era of liberalization, globalization and privatization. Entrepreneurs not

only provide goods and services to the society but also generate employment. At the outset entrepreneurs are wealth creators. The future of the any country now and then is dictated and directed by entrepreneurs. No economy can be imagined without entrepreneurship. Today entrepreneurship is the buzzword across the globe, especially for the countries which are competing to be the super powers. India's ambition to be the super power by the 2020 can also be materialized through promoting entrepreneurship across all the regions.

The status of women in India has been subject to great many changes over the past few millennia. The history of women in India has been eventful. But even today Indian women have a status that is mostly subordinate to men, from birth to work to even death. The women enjoyed equal status with men in all fields of life. Even though we strongly believe that the entrepreneurial success strategies are not different for women or men and we believe that women do have traits that help them in starting and running a business. After all, most successful entrepreneurs have a few things in common such as courage, vision, intuition and persistence. Over the last two decades total employment growth has been much more pronounced for women than for men. Self-employment has been increasing steadily for both women and men.

Among women, the rise in the number of employers has been far stronger than the rise in own-account workers among men. Thus, while on average both self-employed women and men are older than their paid worker counterparts, the age differential is greater for men than for women. The most powerful advantage that women have is the development of our “intuition muscle”. And this is the most important skill for many successful entrepreneurs – following gut instinct. The women have got an idea, nobody

believes them in them, people try to reason with in them and stop them from doing it. Yet, they ignore all the naysayers and move ahead. Girls learn to care, make friends and sue their intuition to protect them from danger. They are taught to cook dinner while listening to the details of their partner's workday. In essence, they learn the roles of being a multitasking caregiver. Our families have taught us well. Entrepreneurship plays a key role in the economic development of country. But the economy development was totally depending on the villages.

Entrepreneurship on small scale is the only solution to the problems of unemployment and proper utilization of both human and non-human resources and improving the living conditions of the poor masses. The DRDA was born for the welfare of poor masses as well as encouraging them towards the growth of their income levels and to improving the living conditions of the poor masses.

DRDA, is mainly concerned with the development of rural masses through various poverty alleviation programmes viz. JGSY, EAS, IAY, SGSY, Credit Cum Subsidy and erstwhile IRDP, TRYSEM, DWCRA, GKY, SITRA, MWS etc. The different services offered by DRDA to the participants are Durable assets at the village level and enable the rural poor to increase the opportunities for sustained employment with Creation of demand driven community village infrastructure, Special Safeguards for the Weaker Sections of the Community, Generation of supplementary employment for the unemployed poor in the rural areas., Special Safeguards for the Weaker Sections of the Community, 22.5% of annual allocation shall be earmarked for SCs/STs individual beneficiary Scheme, The wage employment under the programme shall be given below Poverty Line families The programme will be implemented as a centrally sponsored scheme on cost sharing basis between the Centre and the States in the ratio of 75:25. In the case of Union Territories, entire funds under the scheme will be provided by the Centre. Programme Strategy: The programme will be implemented through the village Panchayats. Providing technology-based solutions to improve farm and land productivity.

II. REVIEW OF LITERATURE

- Appah, et al (2012), in their study found that microfinance alone cannot reduce the level of poverty in any given society except the government provides the basic infrastructural facilities such as good road, constant power supply, good transport system etc. They opined that complements of microfinance with other basic facilities will guaranty an effective and efficient role of microfinance as a poverty reduction instrument in contemporary society.
- Rajendran and Raja (2010) also found that Microfinance and self-help groups are effective in reducing poverty, empowering women, creating awareness and ensuring sustainability of environment which finally results in sustainable development of the nation.
- Imai, Arun and Annim (2010), in their study show that loans for productive purposes were more important for poverty reduction in rural than urban areas and significant positive effect of Microfinance Institution productive loans on multidimensional welfare indicator.
- Findings of the Hulme and Mosley studies imply that credit is only one factor in the generation of income or output. There are other complementary factors, crucial for making credit more productive. Among them, the most important is recipient's entrepreneurial skills. The findings of the MIT study by Banerjee et al (2009) also point to this factor. Most poor people do not have the basic education or experience to understand and manage even low-level business activities. They are mostly risk-averse, often fearful of losing whatever little they have, and struggling to survive
- Credit can be used as working capital so that clients' efforts become more productive; for example, clients can buy produce in bulk at discounted or wholesale prices and resell at retail prices for more profitability (Brau, et al, 2005). As clients become more productive, their incomes increase and they are able to accumulate savings for other investments as well as improvements in

welfare (nutrition, hygiene, housing) and emergencies (Hashemi, 2003). Improvement in economic activities of the beneficiaries of MFIs will mean substantial improvements in their clothing, sanitation, feeding, housing, medical care, household property/equipment owned and ability to cover costs related to school fees, transportation and other physiological needs (Armendariz et al, 2005).

- In the same vein, Alemu (2006) found out that the poor have smoothed their income in the study area. However, there was fungibility in the sense that clients were using the loan for unintended purposes.
- Green, Kirkpatrick and Murinde (2006), revealed that the causal linkages among financial policy, enterprise development and poverty reduction remain a key challenge given the commitment to achieve the MDGs by 2015.
- Asemelash (2003) in a study in Ethiopia found that microfinance provided to the poor has brought a positive impact on the life of the clients as compared to those who do not get access to these microfinance services. He showed that microfinance has brought a positive impact on income, asset building, and access to schools and medical facilities in the study area
- However, Mayoux (2002:), observes that an increasing body of evidence on microfinance in Africa and elsewhere, suggests that its contribution to poverty reduction and women's empowerment is generally less than expected. On the issue of women, ADB asserts that microfinance institutions have also brought, particularly poor women into the formal financial system and enabled them to access credit and accumulate small savings in financial assets, reducing their household poverty. Finally, it must be observed that there is general agreement among researchers and practitioners that the poorest of the poor are yet to benefit from microfinance programs in most developing countries partly because most microfinance institutions do not offer products and services that are attractive to this category (www.adb.org 2000).
- Vonderlack/Shreiner (2001) state that the recent shift in terms from micro-credit to microfinance

reflects that savings services – and not just loans – may help to improve the well-being of the poor in general and women in particular and that borrowing is riskier than saving.

III. OBJECTIVES OF THE STUDY

The aim of the study is to study the Entrepreneurial Traits among women entrepreneurs DRDA beneficiaries, the factors like Age, Caste, Education, Occupation, Income, Family size and Business wise entrepreneurial traits has taken in thadipatri area. The study seeks to find out the factors which influence the Entrepreneurial Traits.

IV. SCOPE AND LIMITATIONS OF THE STUDY

This study has been done at District Rural Development Agency, Tadipatri. The study focuses on identifying the Entrepreneur Traits at Tadipatri area of Anantapur District and around its Mandals like Yadiki, Peddapappuru, Yellanuru, Puttuluru. The sample taken for the study is limited to hundred women entrepreneurs. the study is not attributable to general population and the 100 Self-Employment women belongs to Tadipatri (area) of four Mandals (Yadiki, Peddapappuru, Yellanuru and Puttuluru).

V. METHODOLOGY

After reviewing the literature and considering the scope and limitations of the study a twenty-item questionnaire with five-point scale is adopted for the present purpose. The women entrepreneurs of DRDA. The statistical tools applied for Correlation Technique, and Average Method.

VI. RESULTS AND DISCUSSION

The study takes information from 100 Woman by different elements like Age, Caste, Education, Occupation, Income, Family size and Business. Based on the study, the each element describes as follows:

- Entrepreneurial Traits at different age groups – the study takes entrepreneurial traits among the

age groups like 20-30, 31-40, 41-50 and 51-60. Based on the age groups the response was 20-30 age group people having more entrepreneurial traits because of their literacy, and also having zeal to increase their income level as entrepreneurs.

- Entrepreneurial Traits at different Education Levels – the study takes entrepreneurial traits among the education levels like Uneducated, Primary education, Secondary Education and Higher Education. Based on the levels of education the higher education people has more entrepreneur qualities because of their literacy, low family size and know how to generate money for business purpose and also managing capacity.
- Entrepreneurial Traits at different Cast-wise – the study takes entrepreneurial traits among the cast wise like SC, ST, BC and OC. The response of the study was, the BC people having low income, high family size and competitive advantage of their same caste peoples. So, BC people having more zeal to increase their income level as entrepreneurs.
- Entrepreneurial Traits at different Occupation-wise – the study takes entrepreneurial traits among the occupation-wise like Labor, Agriculture, Business and Others. The response of the study was, the agricultural people having more entrepreneurial traits why because they are very risk takers and hard workers. So, they want to take challenges in business field also.
- Entrepreneurial Traits at different Income Levels – the study takes entrepreneurial traits among the income levels peoples like below 10000, 10000-12000, 12000-15000 and above 15000. The response of the study was, the income level between the 12000-15000 having more entrepreneurial traits because, they want to increase their income levels by as entrepreneurs.
- Entrepreneurial Traits at different Family size – the study takes entrepreneurial traits among the family size people like 0-2, 3-5, 6-8 and above 8. The response of the study was the family size that is having 0-2 members have more entrepreneurial traits. Because, they invest their household savings on business field to increase their income level.

- Entrepreneurial Traits at different Business-wise – the study takes entrepreneurial traits among the business-wise peoples like Cows & Sheep, Agriculture, Handlooms and Petty shops. The response of the study was, the agriculture and petty shops people having more entrepreneurial traits because, agriculture people wants to increase their income levels by their household savings and petty shops holders wants to increase their operations (business expansion) and also income levels.

Overall Ranks of Age, Education, Income, Occupation, Cast, Family Size and Business

S . N o	Particulars	Rank-I	Rank-II	Rank-III	Rank-IV
1	Age	52.57	50.40	50.00	54.00(high)*
2	Education	49.44	53.50	52.80	64.66(high)*
3	Income	51.02	58.00	63.00(high)*	56.00
4	Occupation	49.66	58.20(high)*	53.66	---
5	Cast	49.34	40.50	54.18(high)*	52.00
6	Family size	56.33(high)*	48.18	55.42	54.00
7	Business	46.83	57.50(high)*	52.57	56.25

The age 31-40 years old are having entrepreneurial traits is very low compared to other age groups. An entrepreneurial trait among illiterates is very low compared to literates, Entrepreneurial traits are very low among lowest income groups. The present study report is an effort to women entrepreneurship. An attempt has been made to document available information regarding the status of women entrepreneurs, against the backdrop of the socioeconomic context and the attendant challenges they face surroundings of Tadipatri area.

VII. CONCLUSION

Men’s support for women’s empowerment is essential. Men hold the majority of positions of

power in societies throughout the world. Too often the fight for women's empowerment is viewed as one for women to wage alone. Men must understand that gains for women benefit all of society. There are some points which influence the women personal and social capabilities towards the growth; they are Economic empowerment, Improved standard of living, Self-confidence, Enhanced awareness, Improvement in decision making status, Sense of achievement, Increased social interaction, and Improvement in leadership quality. "Given equal opportunities women can achieve success."

- [7] Women entrepreneurs, growth and implications for the classroom. USA: Coleman Foundation whitepaper series for the USA Association for Small Business and Entrepreneurship.
- [8] Dr. Nalla Bala Kalyan, Features of Entrepreneurship in India, International Journal of Research, Volume 05 Issue 01, and January 2018.

REFERENCES

- [1] Adepelumi, P. A. (2007). Women entrepreneurship as a tool for economic development in Nigeria. Retrieved January 26, 2009, from African Center for Advocacy and Human Development: <http://www.advocacygrp.wordpress.com>
- [2] Adepelumi, P. A. (2007). Women entrepreneurship as a tool for economic development in Nigeria. Retrieved January 26, 2009, from African Center for Advocacy and Human Development: <http://www.advocacygrp.wordpress.com>
- [3] Brana, S. (2008). Microcredit in France: Does gender matter? 5th Annual Conference- Nice. European Microfinance Network.
- [4] Cheston, S. & Kuhn, L. (2002). Empowering women through microfinance. A case study of Sinapi Aba Trust, Ghana. USA: Opportunity International.
- [5] Doocy, S., Norell, D., Teffera, S., & Burnham, G. (2005). Outcomes of Ethiopian microfinance program and management actions to improve services. *The Journal of Microfinance*, 7 (1), 79-95.
- [6] Gatewood, E. J., Brush, C. G., Carter, N. M., Greene, P. G. & Hart, M. M. (2004). The duru, N. G. (2002). Women entrepreneurship and development: The gendering of microfinance in Nigeria. 8th International Interdisciplinary Congress on Women. Makerere University, Kampala, Uganda.