

## **GEMS FROM DETRITUS: CREATING THE RURAL ENTREPRENEURS** (With Special Reference to Andrapradesh Rural Women)

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### **Abstract**

*In recent times women empowerment has been egresses as an important consequence. The empowerment of women in economic way is essential and prerequisite of progress for a nation. In India, the empowerment of women leads to the overall development of our economy. In rural areas the self-help groups and NGOs paved the way to get economic strength for rural women. Indeed, the members in self-help groups involved in Micro-entrepreneurs and some have started cottage industries like paper cup making, paper cover making and saree business. This Research article deals with the empowerment of rural women through entrepreneurship and the role of SHG in the way of economic development with reference to some areas of Anantapur districts and the advantages of entrepreneurship among the rural women. Further it explains that how women utilize their innate and learned abilities for their economic development. It also covers the loop holes in women entrepreneurship. It concludes with the notion that the Women being treated as the embodiment of Shakti in Indian context. The kind of multiple roles she plays in the family and in the society etc.*

### **1. Introduction**

*“There is no chance of the welfare of the world unless the condition of women is improved. It is not possible for a bird to fly on one wing.”*

*- Swami Vivekananda*

Poverty and unemployment are the twin problems faced by the developing countries. According to the Planning Commission more than one third of India's total population lives below the poverty line. Policy makers in India have realized the need for generating employment opportunities on a large scale to bring the teeming millions of its population above the poverty line. While the labor force in India is increasing in number every year, the number of unemployed is swelling and takes the form of huge backlog. As majority of the population (about 70 percent) live in rural area and many of them suffer owing to seasonal unemployment, underemployment and disguised unemployment, the Government brought out a number of schemes which aimed at generating employment.

Credit is a crucial input process of development. For historical reasons, the Indian farming community failed to make huge investments in agriculture. There is a proverb which says that “Indian farmer is born in debt, lives in debt and dies in debt”. In order to mitigate the problems of the farming community, the Co-operative Credit Societies Act passed in 1904, which permitted the formation of credit societies. They provided institutional support to farmers for short, medium and long term purposes. Further, a review of the genesis and development of the SHGs (Self Help Groups) in India reveals that the existing formal financial institutions have failed to provide finances to landless marginalized and disadvantaged groups. The origin of the SHGs could be traced to mutual aid in the Indian village community. The cooperatives are formal bodies whereas the SHGs are informal. The SHGs encourage savings and promote income-generating activities through small loans. The SHGs have reliability, stimulate savings and in the process help borrowers to come out of the vicious circle of poverty.

## **2. Importance of Rural Women Entrepreneurship for Economic Growth**

Entrepreneurship is the foundation of a new model for the development of India. The entrepreneur is an economic man tries to maximize his profits by introducing innovative aspects into the market for existing. Innovation involves problem solving and gets smugness to entrepreneur in the way of dealing with the problems from using capabilities. There are around seven lakh villages in India and also that more than 70% of our population live in villages of half are women. Women represent an ample percentage of the work force in the country but they are not brought under the mainstream of development. The rural women may be marshaled and may lead to the nation towards progress.

Women entrepreneurs may be defined as a woman or a group of women who initiate, organize and run a business enterprise. Men and women are two wheels of the society. Women have innate management qualities, as a mother she can manage her children and brought up with good qualities, as a wife takes half of the husband’s responsibilities on her shoulder and also she is good at management functions like planning, organizing, communicating, controlling the resources.

Indeed women have inherent management skills. Now in present scenario with the support of NGOs and SHGs rural women are becoming entrepreneurs by crossing many obstacles and acting as role models for many. Thus the opportunities of employment for women have increased drastically.

The SHGs and NGOs have made a surviving impact on the lives of the women. Their quality of life improves a lot. Many SHGs members are able to develop their skills and abilities in different activities that change them as entrepreneurs. An increase in savings and sanction loans from government transforms them in the way of entrepreneurship; some of women are in

the limelight in the society with their success in the way of running their entrepreneurship. They are in a better position to take benefit from various public services because of the increase in self confident and independent.

### 2.1 Status of Women in India

*“Pita rakshayathe kyumare, bharta rakshyanti youvaane  
Putro rakshyante bardhekyen stree, swantraya maarti”*

“A woman is not entitled to independence; her father protects her in maidenhood, her husband in her youth and her son in old age”

-Manu IX.3

In the early Vedic age, a woman was recognized and respected. But from then onwards, her status was downgraded and her role in the society downplayed. The awakening and the emboldening of the Indian woman has been a slow and steady process. Today we can say that the Indian woman has come of age.

The saying that behind every successful man there is a woman acknowledges the real force behind success. In every woman, we can visualize a Durga, a Kali, a Lakshmi, a Saraswati and a Sita-all symbolizing the various attributes of womanhood. Woman’s capacity to love, learn, endure and adapt to changes to make her special. Saving, invest, investing, planning and making her plans to work as well as maintaining a balance between her home and workplace are the different areas in which she excels.

Years of economic dependence, domestic confinement had forced her in the back-foot in a state of self-denial. Today with modernization, liberalization, rise in literacy and to a major extent economic compulsion, the doors have been opened for women to step outface challenges, grab opportunities and come up trumps.

### 3. Women Empowerment

Women are the almost one half of the world’s population having enormous potential. If she utilized her potential in an effective manner the economic development of the nation increases. It depicts the importance of women entrepreneurs to the nation economic development. The majority of the women are not to undertake entrepreneurial ventures. Entrepreneurship is a key factor for economic development. Indian history is full of examples of individual entrepreneurs whose innovation, creativity has led to the industrialization. It is concerned as the economic development depends on the industries. Illiterate and unskilled women engage in small business activities. Nearly 20% of the SHG members are artisans and engaged in making handicrafts and handloom products.

### Sex Ratio of India as per 2011 Census

<b>Sex Ratio of India</b>	<b>India</b>	<b>940</b>
Rural Sex Ratio of India	Rural	947
Urban Sex Ratio of India	Urban	926

#### 4. Advantages of Entrepreneurship among Rural Women

Empowering women particularly rural women are a challenge. Micro enterprises in rural area can help to meet these challenges..

Micro – enterprises not only enhance national Productivity, generate employment but also help to develop economic independence, Personal and social capabilities among rural women. Following are some of the personal and social capabilities, which were developed as a result of taking up enterprise among rural women:

- Economic empowerment
- Improved standard of living
- Self confidence
- Enhance awareness
- Sense of achievement
- Increased social interaction
- Engaged in political activities
- Improvement in leadership qualities
- Involvement in solving problems related to women and community
- Decision making capacity in family and community

**Entrepreneurship Development in Andhra Pradesh:** Many Training Institutions in the State provide Entrepreneurship Development Training and Technical Consultancy. Important among these are NISIET, MSME-DI (SISI), APITCO, CEDAP, Self Employment and Training Institutes in all districts, and a host of NGOs.

#### 5. The role of SHG in making Women as Entrepreneurs

The self-help Group is a small, economically homogeneous and kinship of rural or urban poor people, voluntarily formed to serve and contribute to a common fund to be imparted to its members as per the group's decision and for working together for the social and economic upliftment of their families and community. Women self-help groups are increasingly being used as a tool for various developmental interventions. Deferred payment and its delivery through self-help groups have also been taken as a means for empowerment of rural women.

Cost of living and lifestyle of the people in the society changes drastically and in this highly economic uncertainty era it is essential to work both wife and husband to survive their family. The emerging of women as entrepreneurs and their contribution to their family as well as to the nation is quite visible in India. In recent years the growth rate of women entrepreneurs has increased. In rural areas with the help of self help groups the women are becoming entrepreneurs and take their step forward to get economic stability.

Self-help groups are the voluntary organizations which disburse micro credit to the members and facilitate them to enter into entrepreneurial activities. In India, the Self-Help Groups are promoted by NGOs, banks and co-operatives. The SHGs voluntarily formed by women save their amount every month and mutually agree to contribute to a common fund to be lent to the members for meeting their productive and emerging needs.

The members of SHGs meet once or twice in a month. There is a president, a secretary and a treasurer in each SHG. All the groups maintain the records ie. Membership register, minute book, cash book, savings ledger and the loan Ledger. Anantapur is economically backward district in Andhra Pradesh and majority of the people depends on rain water based agriculture. The rural women are enough hard workers, but their financial conditions hold their development. In the process of surviving these women depends on daily wages by working as laborers.

### **5.1. Developmental Activities Taken Up By DRDA-IKP (Indira Kranthi Pathakam), Anantapur**

Total No. of SHGs :	51488
Total No. of SHG members :	574488
Total No. of V.O's :	2572
Total No. of MMS :	63

Hence knowing the importance of SHGs women have been disciplined in savings and have been using the loans for their development. Here are some examples in Anantapur district that entails the role of SHG plays a key role to become as an entrepreneur in rural and urban women.

S. No	Year	Trained	Placed
1	2006-2007	1617	1159
2	2007-2008	7120	5256
3	2008-2009	7061	5618
4	2009-2010	3094	2323
5	2010-11	250	179
Total		19142	14535

## 6. Rural Women: Gave life to her vision

The moments and situations in human life teach many precious management lessons that may not have been taught in Business schools and academic books. Vishalakshi, an entrepreneur who had given life to her vision, learned lessons from her experiences, accepting challenges and overcoming criticisms.

Vishalakshi, just a literate woman belongs to middle class family, was born in a pathapalem village, Chittoor district AP. It was a village with no facilities for higher education. She stopped her education at SSC. Her family migrated to Ahmadabad which is famous for textile industries. Based on her interest she got trained in knitting and weaving. She enjoyed weaving as her hobby. Thereafter she married and came to her in-laws home located at Anantapur, Andrapradesh. Her husband has been running two textile shops which were famous for women's inner garments. As she is aware of knitting and weaving she was interested in this field and observed the consumer preferences towards these product purchases and she did a pilot study on the area regarding. She understood that only popular and esteemed industries were manufacturing these products and no other industries in the surrounding regions. She got an idea to start manufacturing unit of her own. Her husband, friends and relatives suggested her that running the ready-made textile store successfully itself a tough task, thus, metro cities like Hyderabad, Bangalore could be the suggested an area to start the industry, but basically, Anantapur is a rural area and it might be tough to get skilled labor, they added. But she

motivated herself and she knows that if any person chooses the different path, challenges are bound to be there. Thus, she decided to combat her challenge.

### **Hurdles-Stepping Stones for Success**

The only investment in starting stage for Vishalakshi's enterprise was innovative thoughts and eagerness to do the things. She was ready to take the risk and had taken loans from banks by conditional conveyance of her land as security for the repayment of a loan. She started her enterprise with the initial investment of Rs.2lakh, with very few laborers. She decided to work hard and consistently. But, she faced teething troubles and hiccups in the form of availability cloth ( only polyester cloth used for making garments), weaving machines and etc., slowly she made a difference in sewing and variety in knitting, zigzag etc., it was very difficult for her to manage these activities as she was not well trained. Another hurdle in her way was, if any marketing problems occurred it was very difficult to sell the goods and the material gets wasted. But she herself motivated that if these goods would not sale in the market, nothing efforts might go waste, the goods could be sold in her husband's shop. This thought made her more confident.

### **Faced insults and invade Her Limits**

For the first 3 years, she could not get profits, that stagnation changed her perception about the trend. She came to know through experience that the profit depends on customer preferences.

To understand the customer views and preferences she had updated technology of usage weaving machines, for this she required financial support. As she already had taken loans from the bank, so she searched for alternatives. If one has passion and preference the ways appears and nature does not stop the passionate and persevere. Likewise, she got the way in the form of Prime minister Employment Generation Program (PMEGP). She got a loan about rupees 25 lakh. Friends and neighbors criticized her a lot. They advised her to instead of leading peaceful lives; she ruins her life by raising debts frequently. Even though, she never bothered about social criticisms and focused on her vision. By visiting cities like Bangalore, Delhi and other places she well trained in the usage of machines and updated with technology. She slowly overcomes her limits. She imported machines from Taiwan. Entrepreneurship itself a matter of dealing with risks and accepting the challenges in an uncertainty environment, Likewise, the new problem raised in the form of skilled labors. The imported machines are technologically well updated, so that the laborers were unable to operate. Furthermore, to make the matter worse, the scarcity of labors was the other problem. To overcome this she talked with the surrounding women, widows and physically challenged as laborers, and trained them.

## Identified the Market Needs

To sustain in the market an entrepreneur should not stick to the traditional zone and has to search for innovative one. She started to manufacture the goods with a soft material Instead of polyester. Quality assurance was the key factor in her success. Her textile “Maithili products” got lots of brand image for quality and sales reached to surrounding towns like Kurnool and other districts. For this achievement she worked consistently for 20years. The major factor for her sustainability was identified the needs of the market and identification of the contemporary trends .She herself acted as a change agent. To beat the competition, she updated the trends in her field by analyzing women's preferences of fashion, convenience and most preferred material etc., she also followed fashion channels, Femina, magazines to get the latest and updated knowledge and using this knowledge, She herself acted as an R & D by experimenting the designs.

### 6.1. SHG in Tadipatri, Anantapur Dist of Andrapradesh

In the municipal area of Tadipatri in Anantapur Dist-Andrapradesh, it has 1228 self help groups' involved 12500 women members to save their money. Government of AP has been granting loans for SHGs based upon the group's performance. Here in this case of SHG in tadipatri, to the most appreciable group in based on performance, Government of AP had released Rs 6crores in the year 2010-2011. Also sanctioned Rs 12 lacks in the form of pavala vaddi scheme. The SHG members had used these loans and started their own enterprise like purchasing Sewing machines, paper cup making industry, saree business, general stores and hotels are some examples owned by the women

## 7. Economic Development

Before joining in SHG, as daily laborers the daily earning capacity of the women was ranging from Rs.150- Rs.300. At present many of the women are the primary earners in their families. Some illustrations mentioned as follows,

- Parvathi -member in self-help group, she saves her money from 2007, she has taken loan in two terms from SHG. In the year 2011 she has taken Rs.1.5 lakhs loan to start saree business. By this she earned nearly Rs 4000 – Rs 5000 per month. Also she has taken loan from swarnajayanthi scheme and she is running her business enterprise successfully.
- Sarojamma from Reddy vari palem in Tadipatri, Anantapur dist, AP, one of the members in *sulochana Self-Help-Group*, She has been running a paper cover making industry with 2 tons turnover per month, besides, employment generation for 15 women. At present, she is earning Rs 6000 per month after paying all expenses like wages for labors, transportation expenses and investment.

- Maddhakka, member in Nandalapadu Lakshmi SHG- She had taken Rs.1 lakh loan from SHG to start a small business. She had been earning Rs2000-Rs 2500 per day by selling cool drink and water packets, after paying all expenses like investment and transportation costs , she gains Rs200-Rs300 per day. Presently she focuses on her business expansion with the help of SHG loans, so again she plans to take loan for her business expansion.

### 8. Keerthi mahila Sangam- Kadiri, Anantapur Dist, A.P

“Grab the opportunities, utilize the opportunities effectively, and using loans in an effective way” these were the three key success factors for the members in Keerthi Mahila Sangam. A self help group with 16 members, has been saving their amount from the year 2003, bank sanctioned Rs 9 lakhs loan to this SHG in the year 2009, the rural women get thriving development by using this amount. The members are very content with their business which was started with the help of loans granted from SHG.

**Shameem**, a member from Keerthi Mahila Sangam, she has a successful story. Before joining in SHG, she was an ordinary housewife depended on her husband who was a daily labor in the bakery. After joining in the SHG she had taken loans to start a small-scale industry for making biscuits. At present she exports her biscuits to the surrounding rural and urban areas and getting Rs1, 00,000 turnovers per month.

Entrepreneur name	Name of SHG	Type of Business runs
Parvathi	Tadipatri SHG	Saree business
Sarojamma	<i>Sulochana Self-Help-Group</i>	Paper covers making Industry
Maddakka	Nandalapadu Lakshmi	Cool drink shop
Shameem	Keerthi mahila Sangam- tadipatri,ATP	Biscuits manufacturing Industry
Mallamma	—	State Resource Person for SHG
Women as a group	Tadipatri SHG	A cottage industry for Paper Cup Making
Rural women From Kambaduru village	Trained and financially supported by RDT (an NGO)	Cottage industry for Dhoop sticks

### 9. Benefits from SHG to Members

1. Economic Independence
2. Saving their money
3. Immunity from debt

4. Support to start their own enterprise
5. Income generation

### 10. Identify the needs of the Market

Here is an example of AP state in India. In 2006, women in Tadipatri, work for the tobacco cottage industry as a daily laborer earning Rs 80 per day. They struggled a lot and in the year 2006 they became members in SHG, initially they used the savings amount for their surviving purpose and to repay their debts. Hence, it does not make any changes in their lives, in the year 2010 members of the group decided to subdue their economical problems. Thereby with the support of loans sanctioned from the bank, they collectively started paper cup making industry and take that as a challenge. Here, they focus to choose industry in an innovative way that using plastic prohibits in this area so if they focus on environmentally friendly products it can bring profits to the enterprise. Now this industry exports 1.5lakh paper cups per month.

PAVALA VADDI (From Inception): The total amount released from the inception of the scheme is as follows:

Year	No.Of SHGs	Amount Released (Rs. In Lakhs)
2005-06	10248	71.29
2006-07	32597	334.02
2007-08	29765	478.27
2008-09	46145	1290.00
2009-10	35654	1432.00
2010-11	30192	1452.77
<b>TOTAL</b>	<b>184601</b>	<b>5058.35</b>

### 11. Role of NGOs

NGOs are also taking part to develop entrepreneurs in rural regions. Rural Development Trust (RDT) in Anantapur Dist, Andhra Pradesh, providing training facilities to the rural women in the Dhoop stick making. Kambadhuru Mandal in the district is economically poor and women are illiterates far away from the society. With the training assistance of RDT the women learnt techniques in Dhoop sticks production, RDT, an NGO not only provides training for 30 days, it also supplies raw material like charcoal powder, sticks etc., in the way to encourage the women

become as an entrepreneur by starting their own industry. Now, many of the women not only started their own cottage industry but also providing employment for other women and now they are economically independent by overcoming their financial problems.

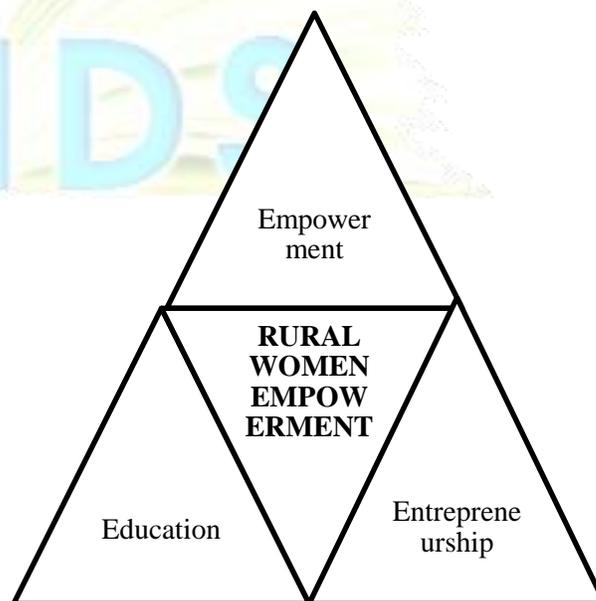
## 12. Rural Women - transform into State Resource Person

SHGs play a pivotal role in many rural women's lives to prove themselves. For an instance, Mallamma- just an educated woman, an entrepreneur and state resource person from Rotary Puram, Anantapur Dist, Andhra Pradesh. She was well experienced in the group activities by this she became group leader. This experience supports to leap from her home town to the national level to explain and demonstrate saving techniques and clear explanation on how to develop SHGs in an effective way for 182 IAS officers in the state of utarakand. In that period she explained about the objectives, maintain and managing groups, debts, savings, importance and need for SHGs in the village, services for two days training program. This example indicates that SHGs not only helps for women to start enterprises for their economic stability and growth, but also, develop their confidence level and brings new light and fame in their lives.

## 13. Loopholes and Necessary Actions

On the other side of the coin there are some loop holes in the way of using SHGs and services from NGOs .Rural women are not so aware and literate as to handle all the legal and other formalities involving in loan taking and establishing an Industrial Unit. They also lack confidence in their ability to run the entrepreneurship.

Government has to take an active role in the way of providing training assistance to the rural women so that they are efficient enough using loans from SHGs , also NGOs still need to be more responsible in the way of empowerment for rural women. Empowerment stands first 'E' in three Es: empowerment, entrepreneurship, education. Many of rural women due to the reason of innocence and they does not know how to start an enterprise, to whom they have to approach and what business to start, these are major queries to drag them back from being as an entrepreneur.



The following efforts can be taken into account for effective development of women entrepreneur.

I. Amend Confidence Level: it is better to develop the woman's mental strength than to only focus on entrepreneurial opportunities. Once she is mentally healthy as she can perform better in her activities. Hence, for this government has to take steps in the way of knowing her capabilities.

II. Training Programs on management skill should be provided to rural women's community.

III. Mental stability in women can do miracles in their work . Hence Counseling through the aid of committed NGOs, Psychologists, managerial experts & technical personnel should be provided.

iv. Making the provisions of marketing & sales assistance from Govt. Part.

v. Making the provisions of the micro credit system & enterprise credit system to the women entrepreneurs at local level.

VI. A women entrepreneur's guidance cell set up to handle the various problems of women entrepreneurs all over the state.

vii. Training entrepreneurial attitudes should be given at the High School level through a well designed course.

#### 14. Conclusion

Women treated as Shakti in Indian context. She can perform not only dual but also manifold roles in the society. As the quote mentioned at the start of this article that the status of women can tell the condition of a nation, she acts as a central cohesive source of support and stability, not only to her family but also to the whole nation. Also, rural women have over-the-top skills for setting an enterprise but lagging in financial support. SHGs play a key role for rural women to utilize their skills to get economic stability by making them as entrepreneurs. Rural women take their step forward. They are becoming a part in SHGs and utilizing this source effectively. Women take it as a challenge and seriously focuses on their business activities and their business expansion, by this they can change their lives and if it continues, contemporaneously the economic condition of the nation also develop.

Furthermore, the government and NGOs have to be more focused on training facilities. Government has to take an active role in the way of providing training assistance to the rural women so that they are efficient enough using loans from SHGs , also NGOs still need to be more responsible in the way of empowerment for rural women.

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