

# **DEVELOPMENT OF WOMEN ENTREPRENEURSHIP IN VIZIANAGARAM DISTRICT**

**A study with reference to Micro, Small and Medium enterprises (MSMEs)**

*Thesis Submitted for the Award of the Degree of*

**DOCTOR OF PHILOSOPHY**

*in the Faculty of Commerce and Management Studies*

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**2020**

## **Chapter - VII**

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# **SUMMARY, FINDINGS AND SUGGESTIONS**

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### **SUMMARY, FINDINGS AND SUGGESTIONS**

#### **Summary**

The importance of Micro, small and medium enterprises (SMEs) is well understood by national economics. World over half to two-thirds of all businesses are SMEs and in many regions this proportion is much higher. SMEs are capable of creating jobs with least amount of capital and in dispersed locations which makes MSMEs attractive to policy makers. However they remain as a heterogeneous group, in different organizational structures ranging from proprietorship to corporate, engages in factories to service organizations activities and with different definition in different countries and in some countries they differ from industry to industry. The heterogeneous nature and small size needs adequate support from organized intermediaries. These intermediaries exist in every country in different forms. MSMEs development agencies such as Small Business Administration (SBA) of the US, Small Business Service (SBS) of United Kingdom and SIDO (Small Industries Development Organization) in India are the intermediaries set up by the Government

It is estimated that women entrepreneurs comprise about 10 per cent of the total entrepreneurs in India. However, it is not late before this percentage doubles and women come out in large numbers to start up their own business ventures. There has also been a lot of discussion from time to empower women and promoting women entrepreneurs. Various banks and institutions extend their financial support in the form of incentives, loans, and

schemes etc. to aspiring women entrepreneurs. The Government of India, on its part has also implemented a Scheme, namely. Trade Related Entrepreneurship Assistance and Development (TREAD) to encourage women in setting up their own venture.

However, women make nearly 50% of the total population structure which means huge potential to be utilized for socioeconomic development of the country. Due to the demographic structure, the issue of the participation of women in the mainstream economy is crucial. It is also impossible to achieve the target of poverty free society and achieving the millennium goals without incorporation of women in the income generating activities. Considering the issue, a special emphasis has been given by the Government, donor agencies, NGOs, business community and all other relevant stakeholders through various initiatives to ensure women's participation in business and industry (<http://tmimjournal.org/Pdf>). At this juncture, effective steps are needed to provide entrepreneurial awareness, orientation and skill development programs to women. The role of Women entrepreneur in economic development is also being recognized and steps are being taken to promote women entrepreneurship. Though they face many problems and challenges in their path of becoming a successful entrepreneur but the government has taken many initiatives for the growth of women entrepreneurs. Finally, it can be said that there is a long way to go for women entrepreneurs and MSMEs in India and their success is the success of Indian economy.

The main reason of success factors to become a women entrepreneur is achievement motivation and human relation. The contribution of the women entrepreneurs with the help of MSME to our national economy cannot be underscored.

In India MSMEs has achieved steady growth over the last couple of years. The role of MSMEs in the industrial sector is growing rapidly and they have become a thrust area for future growth. The Indian market is growing and the Indian industry is making rapid progress in various Industries like manufacturing, food processing, textile and garments, retail, precision engineering, information technology, pharmaceuticals, agro and service sectors. Under the changing economic scenario the MSMEs have both the opportunities and challenges before them. The support given by the national and the state governments to the MSMEs is not adequate enough to solve their problems. However for the sector to fully utilize its potential, it is essential that the entrepreneurs along with the government support take necessary steps for further development. It is quite evident that, nurturing this sector is essential for the economic well-being of the nation.

Performance in relation to women entrepreneurs is an important functional system of behavior among the enterprises in financial practices and growth and development of industrial organization. In a study Jayan (2013) found that today with the growth of MSMEs many women's have plunged into entrepreneurship and are also running their enterprises successfully. With the relevant education, work experience, improved economic condition and financial opportunities more women's are venturing into business. In this

aspect women entrepreneur functional and financial conditions play an important role at enterprises with an aim to achieve business development and growth. Thus, studying women entrepreneurs is entirely a different aspect of research from that of other management aspects. In business institution, performance of the women entrepreneur and their successful activities is really sensitive, challenging and vital task. This is because of the critical intricate dynamic nature of the business and organization environment where hundreds of wide varied; heterogeneous minds are dealt by the entrepreneur. To overcome the problems and challenges in business success of women entrepreneurs they need many determinants and they change from time to time in different directions in different degrees. The determinants like financial resources, marketing strategies, technical resources, government support, information access, business plans and entrepreneur skills are very much need to a woman entrepreneur for her business success.

The women have achieved immense development in their state of mind. With increase in dependency on service sector, many entrepreneurial opportunities especially for women have been created where they can excel their skill with maintaining balance in their life. Accordingly, during the last two decades, increasing numbers of Indian women have entered the field of entrepreneurship and also they are gradually changing the face of business of today, both literally and figuratively. Dangi and Ritika (2014) found that in modern India, more and more women are taking up entrepreneurial activity especially in micro, small and medium scale enterprises. Women across India are displaying an attentiveness to be economically independent. The Indian women are no more treated as beautiful showpieces. They have imprinted a

niche for themselves in the male dominated world. Indian women well manage both burden of work in household front and meeting the deadlines at the work place. Singh and Raina (2013) found in their study that in modern India, a dominated group of women are taking up entrepreneurial activity especially in micro, small and medium scale enterprises.

### **Statement of the Problem**

A women who owns, or is the first and active partner i.e., who is actively involved in organizational or managerial activities of the enterprise or business, apart from being a financial partner in a business activity, which involves either manufacturing/production of goods, trade or provision of service, and which is registered under the Shops and Establishment Act, has been referred to as a women entrepreneur. Since in the areas like Agriculture, Horticulture, Sericulture, Dairying and Animal Husbandry, Fisheries, Home-based industries like Handicrafts, Beedi industry, Agarbati-making, Tailoring and Boutiques, stone crushers and Garment industry, Pottery & black smith Industry, Doll-making, Fancy items, Bee keeping, Jewellery, Beauty-parlors, Printing works, Textiles, Readymade garments, Electrical & Electronics, Chemicals, Food processing. Nursery & baby care centers, Books & stationary shops etc. the role of women is significant. Thus Women Entrepreneurs can take a lead in both unorganized and organized sector.

Technological development paves the way for new methods new forms of management. In this connection, women have several qualifications and values that would enable them to meet the demands of entrepreneurship. To be a successful entrepreneur, one has to be a good manager too. Several

surveys conducted in different parts of the world have shown that women are good managers for the following reasons (Mohan and Elangovan (2006). Still it is observed from the previous studies that women are good at motivating and creating job satisfaction, they can formulate their thoughts better, they are better listeners (lend a sympathetic ear), they are extremely good at coaching and they have leadership potential. Therefore, there is an ample evidence to suggest that if more women are motivated and are given necessary tools they can become better entrepreneurs.

Women entrepreneurs have achieved remarkable success during last few years. Both the Government and NGOs are conducting various programmes including Entrepreneurship Development Programmes (EDPs) for the development and success of women entrepreneurs in the country. To cater to the needs of potential women entrepreneurs, who may not have adequate educational background and skills, Development Commissioner (MSME) and Ministry of MSME are introducing various programmes and schemes for encouragement. The Ministry of MSME also opened a Women Cell to provide coordination and assistance to women entrepreneurs for establishment of new enterprises and assist in specific problems experienced by the women. There are also several other schemes of the government like the Income Generating Scheme, implemented by the Department of Women and Child Development, which provides assistance for setting up training-cum-income generating activities for needy women to make them economically independent. The Industries Development Bank of India (IDBI) has been implementing special schemes for women for providing equity to women entrepreneurs and pursuit of income generating activities to women.



In addition to financial assistance to the women entrepreneurs the IDBI also took initiative to set up an informal channel for credit needs on short terms giving special emphasis to women and also providing training for credit utilization and credit delivery skills for the executives of voluntary organisations which are working for women entrepreneurs. Since, the business success rate of women entrepreneurs is not up to the mark. Therefore, the present study has been undertaken.

### **Objectives of the study**

1. to analyse the growth of MSMEs Promoted by women entrepreneurs in Vizianagaram District.
2. to Assess the performance of women Entrepreneurs.
3. to study the incentives provided by the Government to women entrepreneurs.
4. to identify the factors contributing to the success of women entrepreneurs.
5. to examine the problems faced by women entrepreneurs.
6. to offer suggestions for enhancing the success of women entrepreneurs.

### **Methodology and hypotheses**

Vizianagaram district has been selected for the study. Descriptive research method has been used in the present study. Descriptive studies are designed to obtain pertinent and precise information concerning the current status of phenomena and whenever possible, to draw valid general

conclusions from the facts discussed. The main purpose of the study is to find out the development factors for success of MSME women enterprises in Vizianagaram districts of Andhra Pradesh. In this context from micro industries, Beauty Parlors, Fancy/Bangle stores, Hardware/Electrical stores, Readymade/ Cloths stores and Food processing/Paper products stores, etc. have been taken into consideration. In the case of small and medium enterprises Granite industries, Stone Chips industries, Rice Milling industries, Cashew industries, Drinking Water industries, Brass & Metal industries, Fal-G-Bricks industries, etc. have been considered. Hence, the primary data was collected through 321 questionnaires by convenience sampling methods. To obtain the relevant feedback from the women entrepreneurs, the investigator has participated personally in collecting the information from different categories of women entrepreneurs in Vizianagaram district of Andhra Pradesh through pre-designed questionnaire. On the basis of the topic and the area of the investigation, survey method of research after careful consideration is chosen.

H<sub>01</sub>: There is no significant difference in the profiles of MSME women entrepreneurs in Vizianagaram district

H<sub>02</sub>: There is no significant difference in the performance levels of MSME women entrepreneurs in the study area

H<sub>03</sub>: There is no significant difference in the level of governmental support towards promotion of MSMEs of women entrepreneurs

H<sub>04</sub>: There is no significant difference in the entrepreneurial skills among women entrepreneurs in the study area

H<sub>05</sub>: There is no significant difference in the determinants of business success among MSMEs promoted by women entrepreneurs

H<sub>06</sub>: There is no significant difference the measures to be enhanced for business success of MSMEs of women entrepreneurs

### Sample of the study

Since the entire Vizianagaram district has been taken as the study area, the investigator has taken a sample of 321 Micro, Small and Medium Enterprises (MSMEs) which are run and maintained by women. There is no restricted number in taking sample enterprises from each mandal in the district. So the number may vary from mandal to mandal. It becomes possible for the sample to cover majority of the enterprises that are organized/managed by women entrepreneurs. Apart from this the enterprises and areas selected for the study have accessibility to the researcher which in turn will have facility for data collection. The pattern of the data collection and industrial selection is given in the following table.

**Table – 7.1: Population and sample MSMEs**

Sl. No	MSMEs	Population	Sample (@16.45%)
1	Micro Enterprises	984	162
2	Small Enterprises	678	112
3	Medium Enterprises	289	47
	Total Enterprises	1951	321

$$\text{Sample size} = \frac{\frac{z^2 \times p(1-p)}{e^2}}{1 + \left( \frac{z^2 \times p(1-p)}{e^2 N} \right)}$$

Total population	1951
Confidence level	95%
Confidence interval	5%
Sample size calculated	321
Sample % to total population (1951)	$321/1951 \times 100 = 16.45\%$

## Research Tools

The very purpose of this research is to know the development of women entrepreneurs in Vizianagaram district; the business success determinants of MSMEs are measured. The study demands direct answer from the respondents, which without any ambiguity will determine the factors contributing positively or negatively for assessing the business success and the effect of entrepreneur performance. So the researcher has designed a questionnaire for the women entrepreneurs with different options relating to the business success determinants of Financial resources, Technical resources, Information accessibility, Marketing strategies, Business plans, Entrepreneur skills, and Government support. In addition to the above said business success determinants of MSMEs of women entrepreneurs, the demographic profile of the women entrepreneurs like age, education qualifications, experience, etc. and the profile of the enterprise like name and address, year of establishment, type of enterprise, activity of enterprise, project cost, type of ownership, type of business etc. are gathered for the research purpose.

## **Scoring procedure**

The respondent is requested to give opinion by putting a tick (✓) mark against any one of the alternatives wherever necessary. The investigator collected the information from women entrepreneurs of three categories of enterprises, 1) Micro, 2) Small, and 3) Medium. The questionnaire has been constructed with 111 items/ statements and each statement was having alternative answers. The answer/options are given by alternatives, and the statements are related to the demographic profile of the women entrepreneurs and profile of the enterprise which correspondingly lead to show its impact on business success determinants. These statements are quality and quantity indicators of the system of the organization in enterprises which are related to investigation of the business success determinants of MSME women entrepreneurs' perceptions.

## **Method Adopted for Data Analysis**

In the process of this research the primary data were feed in the computer by using SPSS (Statistical Package for Social Sciences) software. Latter uni-variate and bi-variate tables were generated and the data will be presented through cross tables, where percentages of distribution is analysed, mean and standard deviation are discussed in F-tests (ANOVA) and t-tests to find out the significant difference between and within the groups of Micro, Small and Medium Enterprises of women entrepreneurs for testing the hypothesis. Hence, the following findings were derived from the study.

## **Research Questions**

1. What is the profile of MSMEs promoted by women entrepreneurs in Vizianagaram district?
2. What is the performance of MSMEs women entrepreneurs?
3. What is the level of government support to MSMEs promoted by women entrepreneurs?
4. What are the entrepreneurial skills of women entrepreneurs of MSMEs in the study area?
5. What are the determinants of business success among MSME women entrepreneurs?
6. What is the success rate of women entrepreneurs in MSMEs?

## **Findings**

Based on the analysis the following findings were derived from the study.

The study revealed that as many as 50.5 percent of the enterprises run by women entrepreneurs are micro enterprises, 34.9 percent are small scale enterprises and 14.6 percent are medium scale enterprises. It is also observed that out of the total MSMEs of women entrepreneurs 36.1 percent are family based business, 32.7 percent are solo proprietors and from the rest 18.4 percent are partnership firms and only 12.8 percent are private companies.

According to the type of business it is noticed that 47.4 percent are service enterprises followed by 28.0 percent manufacturing firms and 24.6

percent are trading business. Regarding location of the enterprises it is observed that a predominant group of 44.9 percent are located at residential areas followed by market circles (41.1%), and remaining 9.0 percent are in commercial areas and 5.0 percent are city outskirts.

The data reveals that among total MSME women entrepreneurs 36.1 percent are in 20-30 years age group followed by 32.4 percent are in 31-40 year age group, and 18.4 percent are in 41-50 years age group and 13.1 percent are in above 50 years age group.

The overall distribution of MSME women entrepreneurs by their marital status are reveals that 41.7 per cent are married women and 39.9 per cent unmarried, and the rest 10.6 per cent are separated/ divorced and 7.8 per cent are widows.

The educational qualification of the women entrepreneurs shows that 39.3 per cent are graduates, 34.0 per cent post-graduates, and 9.0 per cent are educated up to primary level and 11.2 per cent are studied up to secondary level education. Whereas, the technical qualification of women entrepreneurs shows that 32.4 per cent diploma holders followed by 30.5 per cent engineers, and the rest 8.4 per cent are having computer skills, 6.2 per cent ITI holders and 22.4 per cent without any technical qualifications.

The women entrepreneurs in their experience in present business it is noticed that 24.9 per cent are having less than 5 years, 19.6 per cent are having 5-10 years, 21.8 per cent are having 11-15 years, 13.4 per cent are having 16-20 years, 5.3 per cent are having 21-25 years and 15.0 per cent

are having above 25 years of experience in their current business. But, the reasons for being present business the overall analysis infers that majority group of micro and small women entrepreneurs doing their current business due to continuing it as their family business, whereas a dominated group of medium entrepreneurs due to earn more money and provide employment to others.

Regarding the own funds invested by MSME women entrepreneurs, the analysis shows that on an average Micro entrepreneurs have invested less than 20 lakhs, Small entrepreneurs invested between 10-20 lakhs and Medium entrepreneurs invested above 20 lakhs as their own finance.

Small entrepreneurs borrowed between 50-200 lakhs and Medium entrepreneurs borrowed above 100 lakhs as their borrowed finance. But, the source of finance borrowed by MSME women entrepreneurs, it is observed that more than 50 per cent of all MSME women entrepreneurs have borrowed finance from Private financiers and a significant number of Small and Medium women entrepreneurs borrowed from Government agencies and Nationalized Banks.

It is observed that more than 60 per cent MSMEs satisfied with AP industrial policy 2015-2020, capital and power subsidies of the government towards women entrepreneurs of MSME found fruitful, but all categories of MSMEs could not utilize these facilities fully due to lack of knowledge, awareness, education and support. Still banks and financial institutions are allocating more budget for MSMEs of women entrepreneurs, many of these groups are unable to get finance facility. Therefore most of these groups



depends on private money lenders who are more supportive. Still more than 60 per cent of the MSME women entrepreneurs felt that overall financial accessibility is good.

The study reveals that a dominated group of 38.0 per cent sells their goods/ services in retail market and from the rest 32.1 per cent sell through wholesale markets and the remaining 29.9 per cent market their products through both wholesale and retail markets. But, it can be understood from the data that majority group of MSME women entrepreneurs give credit facility to promote their sales in the markets.

The study reveals that nearly 60 per cent of the respondents (58.9 %) are agreed that availability of local market, 59.2 per cent getting benefit with scope for export market, and 64.2 per cent people opined that due to government decision to direct purchase of reserved products, arranging market outlets like sales emporium and state cooperative societies, and trade fairs encourage MSMEs in marketing. The data, it shows that 70.4 per cent are opined that the middle men network is available for them, and 31.8 per cent opined that their marketing network is supportive.

The study shows that 61.1 per cent satisfied with their marketing strategy performance relating to cold storage/ware house facility, and more than 80 per cent of the respondents (82.2%) opined that there is more scope for promoting the products, whereas 75.1 per cent opined with online marketing increases the scope of more sales. It is observed 59.2 per cent are agreed that government incentives for export market encourage the MSMEs,

and finally it shows that 66.3 per cent opined that the overall marketing environment is supportive.

Regarding the method of production, the study shows that 40.8 per cent are using mechanical method, followed by manual (34.6%) and both manual and mechanical (24.6%) in manufacturing of their goods and services. But, the utilization of technology the whole analysis of MSME women entrepreneurs found 44.5 per cent partially and 24.9 per cent fully utilizing technology, but 30.5 per cent do not utilize the technology in their production

The performance of technological resources of MSMEs of women entrepreneurs, it is found that 75.7 per cent are utilizing technology out of which small and medium entrepreneurs are dominating. More than 70 per cent opined that import machinery and information on recent technology developments are available for their enterprises. It is also noticed that 70 per cent felt that maintenance of local and imported technology is easy. Hence, the data reveals that the overall technology environment of the MSMEs of women entrepreneurs are found supportive for which majority of the small and medium women entrepreneurs mostly depend on mechanical method. Whereas, it shows from most of the micro entrepreneurs depends on both mechanical and manual methods.

The overall analysis indicates that out of the total MSMEs of women more than seventy per cent (72.3%) were registered under Industrial Act 1948 and the remaining 27.7 per cent were applied for registration but not registered. While it shows that utilization of government support by MSME women entrepreneurs indicate that more than 50 per cent have utilized fully

(56.1%) and one-fourth utilized partially (24.6%) and below 20 per cent did not utilize the government support (19.3%).

The government support towards women MSMEs found that more than 70 per cent satisfied with marketing assistance provided by the government. Nearly 70 per cent opined that entrepreneurial eco system and government. Schemes to establish women enterprises are encouraging. Therefore 67.3 per cent of the respondents agreed that industrial relations are maintained by the government. Hence, it is found that 63.5 per cent satisfied with the overall government support.

The total analysis on satisfaction levels of MSME women entrepreneurs towards information accessibility found that 79.8 per cent are fully satisfied and from the remaining 15.6 per cent somewhat satisfied and 4.7 per cent are not satisfied.

The performance of the information accessibility among MSME women entrepreneurs in the study area, it is observed that as many as 78.2 per cent are opined that accessibility of bank finance is satisfactory and 67 per cent opined that they are able to accessible the available work force and industrial laws and legal advises. Above 60 per cent satisfied with establishment of business, availability of machinery/equipment for the enterprises, transport facility, availability of raw materials and marketing sources to sell their products.

From the overall analysis on successful plans of MSME women entrepreneurs for appropriate business environment found that more than 50

per cent said 'yes' (53.9%) and 46.1 per cent said 'no' in their suitable climate conditions and from the remaining 90.7 per cent said 'no' and only 9.3 per cent said 'yes' with their availability of resources and 52.0 per cent said 'yes' and 48.0 per cent said 'no' in the clearance from environment control board with their appropriate business environment. But, the whole analysis towards implementation of strategic business plan found that more than 50 per cent are partially implemented (55.5%) and from the remaining 36.8 per cent fully implemented and 7.8 per cent not at all implemented the strategic business plan.

The business plans of the MSME women entrepreneurs reveals that 82.2 per cent satisfied with the management meets their goals through business plans, 81.9 per cent satisfied with strategic plans to develop their business, 64.2 per cent satisfied with streaming of their revenue including pricing structure, costs, margins and enterprises. It is also observed that 63.3 per cent are clear with their mission and vision statements and also 57.4 per cent satisfied with their financial projection and fire casting volume of sales become profitable.

The entrepreneur skills among MSME shows that 68.6 per cent have technically skilled management, 67.6 per cent have good work culture in their enterprises skill 66.4 per cent of the entrepreneurs felt labour migration is more in their area, 66.1 per cent of the women entrepreneurs are trained with required skills for doing their business. It is also observed that 66.7 per cent satisfied with the overall manpower culture is supportive, so 63.6 per cent that the labour turnover is more in their enterprise.

Regarding the reasons behind starting an enterprises by the women entrepreneurs it is found that 57.4 per cent women entrepreneurs entered into business due to continuing the family business, 57 per cent of women entrepreneurs MSMEs due to lack of proper job opportunities, 57 per cent of women entrepreneurs came into business to provide employment to some others. It is also noticed from the data 48.0 per cent entrepreneurs entered into business to earn money, 38 per cent came into business to get the individuality in own business, 37.7 per cent to get social status 34.9 per cent entered into business because left of previous jobs and 25.5 per cent due to retired from the job.

The financial resources of MSME of women entrepreneurs it is observed that 29.6 per cent of the micro entrepreneurs depends on their own capital to establish an enterprise, whereas in the case of small and medium enterprises 70 per cent of entrepreneurs depend on financial institutions. Regarding borrowing of finance most of the MSMEs depends on financial institutions of both nationalized banks and private banks followed by private financiers and friends/relatives.

In the case of micro enterprises most of the women depends on government schemes and DWACRA loans. Hence, the financial resources and performance of MSMEs of women entrepreneurs found that better to SC, ST and BC category women through government loans and schemes. It is also observed that more than 60 per cent MSMEs satisfied with direct promotion of AP industrial policy 2015-2020, capital and power subsidies of the government towards women entrepreneurs of MSME found fruitful, but all

categories of MSMEs could not utilize these facilities fully due to lack of knowledge, awareness, education and support. Banks and financial institutions are allocating more budget for MSMEs of women entrepreneurs, many of these groups are unable to get finance facility. Therefore most of these groups depend on private money lenders who are more supportive. More than 60 per cent of the MSME women entrepreneurs opined that overall financial accessibility is good.

Regarding marketing strategies of women entrepreneurs shows more than 60 per cent of MSMEs are depends on retail market and above one fourth are depends on both wholesale and retail, but only 12.5 per cent of the entrepreneurs do their business through wholesale market. The promotional activities used to increase sales of MSME product services shows that a dominated group of 68.3 per cent are giving credit facilities, 58.4 per cent are giving customer services, 53.9 per cent reduce price or give discounts, 45.6 per cent promote through door delivery, 40.6 per cent promote through store display, 35.6 per cent promote through exhibitions and only 25.8 per cent of the MSMEs promote through disburse of samples.

Technical resources are very much important determinant of business success in MSMEs. While if came to women entrepreneurs it is observed that more than 50 per cent are manufacturing their products by both mechanical and manual methods, whereas above 30 per cent process through manual method and the remaining any depends on mechanical method. In utilization of technology it is observed that more than 60 per cent are fully, above one fourth are partially and very few are found nill utilization.

The performance of technological resources of MSMEs of women entrepreneurs it is found that 75.7 per cent are utilizing technology out of which small and medium entrepreneurs are dominating. According to the data more than seventy per cent agreed that import machinery and information on recent technology developments are available for their enterprises. It is also noticed from the data that 70.0 per cent felt maintenance of local and imported technology is easy. Hence, the data reveals that the overall technology environment of the MSMEs of women entrepreneurs are found supportive for which majority of the small and medium women entrepreneurs mostly depend on mechanical method. Whereas, most of the micro entrepreneurs depends on both mechanical and manual methods.

It is observed that 60.0 per cent of MSMEs are registered under various Industrial Acts among which 100 per cent of small and medium enterprises are registered. Still some micro enterprises are not registered but they are working with personal and family support. Therefore, it is observed that 56.1 per cent of the women MSMEs fully utilize the government support in establishment while 24.6 per cent partially and 19.3 per cent without support.

### **Suggestions**

Based on the findings of the following suggestions have been made

1. It is suggested that the local money lenders should come forward to extend financial support to women entrepreneurs to enable them to gear up manufacturing and service activities in Vizianagaram District.

2. As there is a capital inadequacy in Vizianagaram District because of its backwardness it is suggested that the government and its agencies should come forward to extend subsidies to the enterprises established in Vizianagaram District in general and by women enterprises particularly.
3. The majority of the women Entrepreneurs expressed their difficulty in raising working capital for their units hence this it is suggested that the government should come forward to extend working capital. To the units established by them.
4. A proper marketing network has not been available in the Vizianagaram District. As a result the women Entrepreneurs are facing problems in marketing their products. It is recommended to develop a proper marketing network in Vizianagaram District to enable the women entrepreneurs to sell their products or service at fair price.
5. Due to lack of experience and skill the women entrepreneurs in Vizianagaram District, they are not able to export their products and services. In order to promote export by MSMEs, it is suggested that the entrepreneurs are to be trained in export procedures and encourage them to look at international market.
6. The women entrepreneurs not able to adopt latest technology in production processes. To ensure Quality in products and services. It is suggested that entrepreneurs are to be trained in latest technology. And to encourage them to adopt the same in their production processes.



7. As Vizianagaram is a industrially backward district, the machinery suppliers are not available locally hence the MSME entrepreneurs have to go far away places to bring machinery and equipment. Hence, it is recommended to establish machinery and equipment establishments in Vizianagaram.
8. As the incentives, given to entrepreneurs are not sufficient it is recommended to give additional incentives to women entrepreneurs. They may be given 50% more incentives than general incentives.
9. The existing entrepreneurial training and development programmes are insufficient hence it is recommended to organise effective and focused entrepreneurial training and developmental programmes in Vizianagaram District.
10. One of the major problem encountered by women entrepreneurs is getting clearances from various departments. Hence, it is recommend to establish an effective and virtual, single window system to give clearness and permissions to the enterprises in general and women enterprises in particular.
11. The existing policy measures for backward districts to encourage entrepreneurship are insufficient. Hence, it is recommended to focus special attention for backward regions development by promoting entrepreneurs there by economic development in these regions like Vizianagaram District.
12. There is a need to develop more and more infrastructural facilities like roads, water, electricity etc., to encourage industrialization in backward regions. It is recommended that the government should focus attention

on promoting industrial clusters in the backward regions like Vizianagaram to promote MSMEs.

13. Generally, the success rate of MSME is very low because of sickness.

It is suggested to establish centers to monitor sickness and to revival sick units.

14. In order to encourage youth to wards establishment of MSMEs it is recommended to offer vocational educational programmes in different areas. There by self employment can be created among educated women.

15. The government should come out with a clear cut policy for encouraging MSMEs and entrepreneurship at each district by implementing a comprehensive approach taking into consideration the locally available resources at the district level.

## **Conclusion**

Women entrepreneurs have been making a significant impact in all segments of the economy in India. The areas chosen by women are retail trade, restaurants, hotels, education, cultural, cleaning insurance and manufacturing. It is the group of women or single women running an enterprise or company in order to earn profit. Now days because of women empowerment women are stepping-stone into the industries and are taking the place of men. Now a day's women's are running several business like beauty parlours, switching shops, boutiques, etc. Women entrepreneurs may be defined as a woman or a group of women who initiate, organize and run a business enterprise. In terms of Schumpeterian concept of innovative

entrepreneurs, women who innovate, initiate or adopt a business activity are called business entrepreneur.

Though the economic slowdown has given nightmares to the MSMEs and reduced off take down the line, these women entrepreneurs take the downturn for what it is. Business has risks and women entrepreneurs should face all difficulties is the bold answer that comes. Of course, entrepreneurship has lent to these women more confidence and independence. Factories, they say, have helped them become better home-makers, turning them more rational in decisions, more patient and less prone to ego clashes.

The Government of India has defined women entrepreneurs based on women participation in equity and employment of a business enterprise. Accordingly, a woman entrepreneur is defined as an enterprise owned and controlled by a woman having a minimum financial interest of 51% of the capital and giving at least 51% of the employment generated in the enterprise to a woman.

### **Scope for further research**

1. Since, the study is confined to Vizianagaram district in Andhra Pradesh only; there is a scope to extend the study area by adding some more districts to do a comparative analysis study.
2. The present study is limited to Micro, Small and Medium Enterprises (MSMEs) which are managed and run by women entrepreneurs, still there is a scope to a comparative study between male and female entrepreneurs of MSMEs.

3. While the study is limited to analyse the development factors of MSMEs, i.e. 1) Financial resources, 2) Technical resources, 3) Information accessibility, 4) Marketing strategies, 5) Business plans, 6) Entrepreneur skills, and 7) Government support, there is a scope to research with adding some more development factors of MSMEs and obtain some additional results.
4. With regard to development of MSMEs of women entrepreneurs with various categories of line of activities, only few are taken into consideration. Therefore, there is a scope to add some more categories of enterprises may get different results in future research.
5. In the present study only few statistical analysis of per centages, score, rank, f-test and t-tests are performed, so there is a scope to use some more statistics like chi-square test, factor analysis, regression and correlation tests in future research for obtaining more results of output.