A STUDY ON THE FACTORS AFFECTING THE EMPOWERMENT OF RURAL WOMEN ENTREPRENEURS IN TELANGANA STATE, INDIA

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ABSTRACT

Empowerment of women is essentially the process of upliftment of economic, social and political status of women, the traditionally underprivileged ones, in the society. This study reveals the various underlying factors including income generating activities which are prominently influencing the empowerment of Rural women entrepreneurs. Also this study tried to establish the relationship between personal characteristics and empowerment of rural Women. This paper also explains the various constraints in empowerment of rural women and how they can be empowered.

Keywords: Empowerment, Rural women, Entrepreneurship, Telangana State.

1. INTRODUCTION

The special consideration for the empowerment of women, particularly in the third world countries is very important because the benefits will be felt not only by women themselves, but also by their households as well. The study has been designed to focus on the contribution of socio-economic characteristics which help in identifying methods that enhance the extent of empowerment of rural women. The constraints that are experienced by the rural women and suggestions for empowerment will be of immense help for government and nongovernment policy makers and women development programme initiators to plan the future programmes most effectively.

Objectives of the Project

1. To study the extent of rural women empowerment through various income generating Activities.
2. To study the profile of rural women involved in income generating activities.
3. To study the relationship between empowerment and personal characteristics of rural Women.
4. To identify the constraints in empowerment of rural women.
Significance of the Study

The earlier studies have concentrated on development of rural women, of late there is a shift from development to empowerment of women, through income generating activities.

The present study is likely to provide valuable information to the government and nongovernment agencies about the extent of empowerment of the rural women through income generating activities and the factors influencing the empowerment.

The study has been designed to focus on the contribution of socio-economic characteristics of rural women towards the extent of empowerment. This helps in identifying methods that enhance the extent of empowerment of rural women. The constraints that are experienced by the rural women and suggestions for empowerment will be of immense help for policy makers and women development programme initiators to plan the future programmes most effectively.

2. REVIEW OF LITERATURE

Govindappa (1999) in his study on rural women entrepreneurship constraints and strategies reported that the problems faced by women were social risks like, going out of the home and developing new relationship. The other problem was technical risks as women are not equipped with skill, knowledge and information required to carry out new economic activity.

Sudharani et al. (2000) defined empowerment as the process of challenging existing power relations and gaining greater control over the sources of power. Empowerment is a process of awareness and capacity building leading to greater participation to greater decision making power and control to transformative action.

Singh (2001) studied the socio-economic and psychological characteristics of rural and indicated that most of the women are middle aged with low literacy level, low family income, nuclear family and most of them belongs to SCs, STs and backward caste category with less social participation and less mass media use. Prita (2001) in her research study on performance of SHGs in Dharwad district found that majority of the respondents (46.56%) had saved between Rs. 1500, while more than one third had saved between Rs. 500 to Rs. 1000. The remaining respondents had saved Rs 1500 and above.

3. METHODOLOGY

Research Design

It is primarily of descriptive in nature and the study comprises of three (3) district namely a. Warangal; b. Medak; c. Mehabubnagar of newly formed Telangana state of India.

Socio-Economic variables

Age, Education, Marital status, Religion, Casts, Professional /Technical / Vocational qualification, Type of family, Family size, Family particulars, Business background of family, Social participation are considered as major influencing factors for women entrepreneurship.
**Data collection**

Structured Interview method was employed for data collection and some information also collected from secondary sources namely books, journals, government publications and other publications etc.

**Sampling**

Multi stage random sampling technique will be used for selecting the Districts, Mandals, Villages, Household of women entrepreneurship in the study. The sample size is 33.

**Statistical tools and Measures**

Descriptive Analysis, Empowerment index, Frequency and percentage, Mean and standard Deviation, and other tests of significance were used according to the need.

### 4. ANALYSIS AND INTERPRETATION

The study has been carried out on three (3) district namely a. Warangal; b. Medak; c. Mehabubnagar of newly formed Telangana state of India. Sample set is consist of rural women entrepreneurs from these three district.

1. **Average Age of respondent**

![Average Age of Respondent](image)

Average age of respondent from Mehabubnagar district women entrepreneurship is 42 years which is highest in comparison to Medak and Warangal district. Whereas Warangal district respondent have lowest average age i.e., 39 years.
2. Educational Statistics

In Mehabubnagar district maximum respondent population is consist of illiterate (14%) in comparison to Medak (8%) and Warangal (5%) respectively and Warangal district constitute maximum number of graduated respondent (25%) as sample size in comparison to Medak (16%) and Mehabubnagar (6%) district.

- Highest educated maximum sample size is from Warangal district (25%).
- Least educated maximum sample size is from Mehabubnagar district (14%).

3. Caste Break-Up

In Warangal district maximum respondent population is consist of OBC category (50%) and SC and OC category both are 25% making it half of the total respondent population; while in Medak district maximum respondent belongs to OBC category (90%) and minimum is SC category (10%); and in Mehabubnagar district maximum respondent are of OBC category (60%) and minimum is from OC category (40%).
• OBC category maximum sample size (90%) is from Medak district
• OBC category minimum sample size (60%) is from Warangal district
• SC category maximum sample size (25%) is from Warangal district
• SC category minimum sample size (10%) is from Medak district
• OC category maximum sample size (43%) is from Mehahbubnagar district.
• OC category minimum sample size (25%) is from Warangal district

4. **Land and Assets Holding percentage of respondent (district – wise)**

![Graph showing land and assets holding percentage](image)

Maximum respondent of Medak district have land holdings about 90% and all the respondent have assets of their own while Mehahbubnagar district respondent 30% have land holding and everyone have some sort of assets and only 33% respondent from Warangal district have land holdings and 83% have assets of their own.

5. **Duration of Involvement in Income generating activities (In Months)**

![Graph showing duration of involvement](image)

From graph we can see that respondent who just entered into Income generating (IG) activities (12 months) is from Medak district and the respondent who was involved in IG
activities long back (336 months) is also from same district. Mehahbunagar district has the highest average value for the time duration of involvement in IG activities (143 months).

6. Income generation statistics

It is clearly visible that Medak and Mehahbunagar district respondent have more average total income per month (Rs. 30000 and Rs. 26750 respectively) and also more average monthly income generated from other IG activities which is Rs. 13100 and Rs. 13225 respectively. However Warangal has highest percentage of Income generation from IGA in all the three as we can observe that 64% of average total income is constituted by IGA only, while in other two district it is 44% (Medak) and 50% (Mehahbunagar). So, we can say that Warangal district got maximum benefitted from other Income generation activities in monetary terms since maximum portion of income is coming from IG activities only which suggests that women from this district got involved more in entrepreneurship.

7. Non – Monetary Benefits of IGA
Here we see that Medak district has maximum average number (4) of non monetary benefits driven through IG activities after that Mehahbubnagar district (3.6) and Warangal district (2.75) comes.

The benefits women entrepreneur got are as follows:

Respect from the society, Respect from the family members, Increase confidence level, Increase their communication skill, Household consumption of products. So, it is observed that women got more empowered in Medak district than other two districts.

8. Constraints in Entrepreneurship activity for women

For being an entrepreneur on an average maximum number of problems (5) were faced by Medak district women and on the other side Mehahbubnagar and Warangal district women faced around on an average 4 problems respectively in their way of empowerment.
Lack of education, Loans are not sufficient, Income derived is too little, Lack of knowledge and skill, Lack of training, Family restrictions a) husband b) elders are some of the major constraints faced by women in these three district.

9. Combined income statistics for Telangana state

From this graph we come to know average total income is Rs. 21078 and IGA contributing approximately 49% of this income i.e. Rs. 10361 per month for the Telangana state of India.

5. FINDINGS, SUGGESTIONS AND CONCLUSION

Findings

1. Average age of women entrepreneurs in Telangana state is around 41 years which suggest that women enter in IGA (Income generating activities) in their mid age and more than 85% of these women entrepreneur are married.

2. Maximum number of highly educated respondent is from Warangal district and maximum number of illiterate sample size came from Mehabubnagar district, and Medak district lies in between these two districts in terms of educational qualification statistics.

3. Around every respondent from Medak and Mehabubnagar district have some sort of assets like Two-wheeler, Bicycle, Auto-Rikshaw, Television, Tractor etc. but in Warangal district 17% percent respondent are not having any such material assets.

4. In Medak district 90% of respondent have land holdings but in Mehabubnagar and Warangal district this figure is 30% and 33% respectively.

5. From this study we found that women are involved first as entrepreneur in Medak district (336 months) then Mehabubnagar district (300 months) and at last Warangal district (156 months) and newest respondent is also from Medak district (12 months), which reveals that women involved first as entrepreneur in Medak district and still women are coming out as
entrepreneur and it seems quite possible too since Medak is very nearer to Hyderabad (capital of Telangana state).

6. This study reveals that maximum total average income per month is Rs. 30000/- for Medak and Rs. 26750/- for Mehabunagar district and for Warangal it is Rs. 8917/- and the percentage of income generated from other IGA (Income Generation Activities) for these district are 44%, 50% and 64% respectively. So it is clearly visible that maximum percentage contribution from other IG activities is 64% and which is in Warangal district which can be explained on the higher literacy rate of Warangal district and hence women entrepreneur are performing well in this district.

7. Other than monetary or income generation benefits women entrepreneur got non monetary benefits also like Respect from the society, Respect from the family members, Increase confidence level, Increase their communication skill, Household consumption of products. And the Medak district women entrepreneur got maximum such benefits and then Mehabubnagar and Warangal district respectively which shows the empowerment of the women in these district.

8. When rural women are going for entrepreneurship they have to face lot of constraints from society like Lack of education, Loans are not sufficient, Income derived is too little, Lack of knowledge and skill, Lack of training, Family restrictions a) husband b) elders and these constraints are faced maximum by women entrepreneur of Medak district and then Mehabubnagar and Warangal district respectively. And after overcoming all these difficulties these women comes out as entrepreneur.

9. Combine income statistics of the three districts of Telangana state shows that total average monthly income is Rs. 21078/- and average monthly income generated from other IGA is Rs. 10361/- which shows that 49% of the total income generated is obtained by other IGA which shows significance level of entrepreneurship spirit in women of this state.

**Limitations**

1. Hesitation of respondents in providing correct information regarding income in few cases.
2. Due to Budget constraint this study is limited to few sample size.

**Suggestions**

1. Education can be used as a tool for empowerment of rural women.
2. Awareness program should be arranged in villages on regular basis.
3. Easy access or route to finance should be provided.
4. Proper allocation of government funds to the needy individuals is the necessity of time, since most of the talent died before coming to picture due to lack of resources and help.
5. More schemes related to rural women entrepreneurship could be of great help to empower and uplift the status of rural women in India.

**Conclusion**

This study reveals that empowerment comes from entrepreneurship and entrepreneurship is more or less is a function of education. If rural women are provided with good education
It is not wrong to say that women can perform better than anyone which is proved here. We observed that peculiarly in Warangal district rural women entrepreneur are contributing much more than what total family contributing in term of money, and from educational qualification aspect also Warangal district women are highly educated than other district respondents. However, other two districts namely Medak and Mehabubnagar rural women entrepreneurs are not much educated as that of Warangal district but still they are contributing significantly in their family and got a respectable position in society.

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REFERENCES


