Chapter – VI

SUMMARY OF THE FINDINGS AND SUGGESTIONS
The study was an attempt to understand the socio-economic conditions of sample respondents and an attempt made to know about their entrepreneurial activities of sample respondents. The study was undertaken to understand the impact of micro-enterprises on the quality of life of the sample respondents.

SOCIO-ECONOMIC CONDITIONS OF THE SAMPLE RESPONDENTS

It was necessary to get an impression about the socio-economic conditions of the 246 sample respondents so as to examine the factors that led to the success of their micro-enterprises.

1. Religion Wise Distribution of Sample Respondents

It is evident from table 3.10 out of 246 sample respondents 159 (64.6 per cent) sample respondents are to Hindu ,46 (18.70 per cent) sample respondents belong to Muslim religion, and 41 (16.7 per cent) sample respondents are Christian . It can be concludes that majority of sample respondents are Hindu and it is appreciable that Muslim women are in second in majority even though they have been restricted as per religious circumstances.

2. Category -Wise Distribution of the Sample Respondents

Out of 246 sample respondents in table 3.11 majority 96 (39.1 per cent) sample respondents were from OC category followed by SC 94 (38.2 per cent) sample respondents, 34 (13.8 per cent) sample respondents were from BC category and 22 (8.9 per cent) sample respondents were from ST category.

3. Age-Wise Distribution of the Sample Respondents

Study regarding age-wise distribution of sample respondents, in table-3.12that out of 246 sample respondents, majority 158(64.3 per cent) respondents are found in the age group of 26-40 years, 66 (26.8 per cent) respondents are above 40 years of age, 22(8.9 per cent) sample respondents are below-25 age limit and 64.3 per cent of sample respondents are in 26-40 age groups. From this, one can understand that middle aged women that who got married are becoming entrepreneurs.
4. Number of Sample Respondents Migrated

It can be seen from the table 3.13 that out of 246 sample respondents, majority 204 (83 per cent) sample respondents are residents of sample area, 42(17 per cent) sample respondents are migrated from different places.

5. Marital Status of the Sample Respondents

It is observed from the table 3.14 that out of 246 sample respondents, most of 203(82.5) sample respondents, who involved in income-generating activity (micro-enterprises) are married, 34 (13.8per cent) widow sample respondents are actively involved in micro-enterprises to lead independent life and 9 (3.7 per cent) sample respondents are unmarried.

6. Educational Background of the Sample Respondents

The survey about educational background reveals table 3.15 that out of 246 sample respondents, 122 (49.6per cent) of sample respondents have studied 6th-12th standard, 60(24.4per cent) of sample respondents have studied 1-5th standard, 31(12.6per cent) sample respondents are illiterates,19 (7.7per cent) sample respondents have graduation and 14(5.7per cent)sample respondents have completed their diploma course. From the same table, one can conclude that majority of respondents have formal education.

7. Type of Family of the Sample Respondents

It is seen from the table 3.16 that out of 246 respondents 186(75.6 per cent) of sample respondents are belongs to nuclear family, because in the globalized era people are very much inclined to live in nuclear families rather than joint families. The joint family concept has been disappearing slowly or losing its importance, hence joint family constitutes 60(24.4per cent) of the sample respondents. Majority of respondents are preferred small families with responsibility towards their children.
8. Monthly Income of the Sample Respondents

A glance at the monthly income level of sample respondents reveals the income position of the 246 sample respondents. From the table 3.17, it is clear that 82 (33.3 per cent) sample respondents are in the income level of Rs.3001-Rs.3500, 58 (23.6 per cent) of sample respondents are in the income level of Rs.2501-Rs.3000 income level, 57 (23.2 per cent) sample respondents are noticed that their income level is above Rs.3500 and 49 (19.9 per cent) sample respondents are in income level of up to Rs.2500.

9. Number of Dependents of the Sample Respondents

It is observed from the table 3.18, number of dependents of the sample respondents, out of 246 sample respondents, majority of 159 (64.7 per cent) sample respondents have responsibility of their children, 26 (10.6 per cent) of sample respondents do not have dependents, where as 23 (9.3 per cent) sample respondents have children and in-laws as a dependents, 15 (6.1 per cent) sample respondents are taking care of their children and parents, 13 (5.3 per cent) of sample respondents have responsibility of their parents, 10 (4.0 per cent) of sample respondents are taking care of their in-laws responsibility.

ENTREPRENEURIAL ACTIVITY TAKEN-UP BY THE SAMPLE RESPONDENTS

The nature and type of entrepreneurial activity taken up by sample respondents was considered to be an important aspect examined under the study.

1. Distribution of Sample Respondents According to Nature of Unit

It can be seen from the table 4.1 majority of 102 (41.5 per cent) sample respondents are have trading units, followed by 89 (36.1 per cent) sample respondents are have service units and 55 (22.4 per cent) sample respondents have manufacturing units. From the same table one can understand that many women are interested in trading and service enterprises.
2. Manufacturing Category Enterprises of the Sample Respondents

In manufacturing units of the sample respondents table 4.1(A) out of 55 sample respondents, a majority of 16 (29.1 per cent) sample respondents engaged in making of garland followed by 15 (27.3 per cent) sample respondents are engaged in pickles, papads, sweets and snacks, 14 (25.4 per cent) sample respondents are engaged in handcrafts and the rest 10 (18.2 per cent) sample respondents are engaged in toys making.

3. Trading Category Enterprises of the Sample Respondents

Out of 102 sample respondents who run trading enterprises, in table 4.1(B) most of the 37 (36.3 per cent) sample respondents are engaged in provision stores followed by 22 (21.6 per cent) sample respondents are engaged in textiles, 20 (19.6 per cent) are engaged in lending vegetables and fruits, 12 (11.8 per cent) sample respondents are engaged in fancy and bangle shop and 11 (10.7 per cent) sample respondents are engaged in rice shops.

4. Service Category Enterprises of the Sample Respondents

Out of 89 sample respondents who run the service enterprises, in table 4.1(C) a majority of 22 (24.7 per cent) sample respondents run tailoring, followed by 19 (21.3 per cent) sample respondents are running saree working and rolling units, 16 (18 per cent) sample respondents run beauty parlours, 13 (14.6 per cent) sample respondents are run dairy and dairy products, 12 (13.5 per cent) sample respondents are having tiffin’s centers and hotels and 7 (7.9 per cent) sample respondents are run rice and flour mills.

5. Distribution of Sample Respondents According to Age at Startup of Enterprises

It can be seen from the tale 4.2 that out of 246 sample respondents, a majority of 109 (44.3 per cent) sample respondents belong to the age group of 26 to 35 years, 77 (31 per cent) sample respondents belong to the age group of below 25 years, 46 (18.7 per cent) sample respondents belong to the age group of 36 to 45 years and 14 (6 per cent) sample respondents belong to the age group of 45 years above. From the
same table one can understand that majority of the sample respondents come under the age group of 26 to 35 years.

6. Distribution of Sample Respondents According to Year of Establishment

According to the year of establishment, table 4.3 out of 246 sample respondents, 121 (49.2 per cent) are in below five years, 64 (26 per cent) sample respondents are in 6 to 10 years, 61 (24.8 per cent) sample respondents are in 11 to 20 years of age group.

7. Ownership Pattern of Micro Enterprises

It is observed from the table 4.5 that out of 246 sample respondents, a majority of 124 (50.4 per cent) sample respondents are the sole traders followed by 100 (40.7 per cent) sample respondents having family ownership and a relatively 22 (8.9 per cent) sample respondents have partnership trade enterprise.

8. Monthly Turnover of the Enterprise

It can be seen from the table 4.6 that out of 246 sample respondents, 114 (46.3 per cent) have Rs.11,000 to Rs.30,000 followed by 88 (35.8 per cent) sample respondents have below Rs.10,000 and 44 (17.9 per cent) sample respondents have Rs.30,000 and above is noticed that their monthly turnover levels.

9. No.of Respondents Attended for Training Programme

Table 4.7 showing the number of respondents attended to different training programmes reveals that out of 246 sample respondents a majority of 132 (53.7 per cent) sample respondents do not attended for any training programme, 68 (27.6 per cent) sample respondents attended for skill oriented training programmes followed by 29 (11.8 per cent) sample respondents having managerial technology and 17 (6.9 per cent) sample respondents have business entrepreneurship training. From this one can understand that majority of the respondents started their micro-enterprises without any training.
10. Factors Which Helped the Sample Respondents to Become Entrepreneurs

It is observed from the table 4.9 out of 246 majority of the sample respondents 69 (28.1 per cent) have information about trade to start the enterprises, followed by 66(26.8 per cent) undergone training/experience, 50 (20.3 per cent) have professional experience, 24(9.8per cent) sample respondents taken help from other entrepreneurs, 19(7.7 per cent) sample respondents have their education, 18 (7.3 per cent) sample respondents become entrepreneurs through technical knowledge.

11. Modernization and Innovation made by Sample Respondents since Inception

It is seen from the table 4.10 that out of 246 sample respondents, 141 (57.3 per cent) sample respondents do not attempted any modernization and innovation in their businesses and 105 (42.7 per cent) women entrepreneurs applied some modernization activities and innovative things in their businesses.

12. Distribution of Sample Respondents According to Number of Persons Employed

It can be observed from the table 4.11 distribution of sample respondents according to number of persons employed reveals that out of 246 sample respondents in the beginning of their units 63 (25.6 per cent) sample respondents have below five number of workers, where 183 (74.4 per cent) sample respondents do not have worker in their early entrepreneurship

At present situation out of 246 sample respondents 117 (47.6 per cent) sample respondents have below 5 number of workers, 19 (7.7 per cent) of sample respondents have more than 5 number of workers, 110 (44.7 per cent) of sample respondents are running without workers.

13. Reasons for Success of Micro-Enterprises of the Sample Respondents

It can be seen from the table 4.12 that out of 246 sample respondents, a majority of 120 (48.8 per cent) said that their self confidence was the reason for success in their business, followed by 68 (27.6 per cent) attributed their success to their full involvement, 31(12.6 per cent) felt that using their marketing skills and 27
(11.0 per cent) have been said their team work involvement to success their micro-entrepreneurship. From the same table one can understand that majority sample respondents felt that self-confidence was the major reason for success of their enterprises.

14. Problem Solving While Running the Micro-Enterprises by the Sample Respondents

It is observed from the table 4.13 that out of 246 sample respondents, 119 (48.4 per cent) sample respondents manage the problems while running the micro-enterprises with their own experience, 99 (40.2 per cent) sample respondents solved through group discussion with family and others, 28 (11.4 per cent) sample respondents solved problems by approaching business consultancy.

15. Working Hours Dedicated to Work per Day by Sample Respondents

It can be seen from the table 4.14 that out of 246 majority 156 (63.4 per cent) sample respondents have spent 5 to 10 hours, followed by 47 (19.1 per cent) have spent their time above 10 hours and 43 (17.5 per cent) have involve their time 5 hours work per day from the table. One can observe that majority of the Sample Respondents spent their time 5 to 10 hours dedicated to their enterprise.

16. Source of Financial Assistance of the Sample Respondents

It is seen from the table 4.15 that out of 246 sample respondents 111 (45.1 per cent) had made their own investment followed by 66 (26.8 per cent) had taken financial assistance from the self-help groups loans, 43 (17.5 per cent) had made their financial assistance from the bank loan, however 26(10.6 per cent) obtain their investment from private finance organizations and from individual persons for high rate of interest.

17. Motivating Factors of the Sample Respondents

It is observed from the table 4.19 that out of 246 sample respondents majority 113(45.9 per cent) were motivated to lead independent life followed by 55 (22.4 per cent) to earn money, 27 (11.0 per cent) due to unemployment, 19 (7.7 per cent) desire
to achieve something, 16(6.5 per cent) both to gain social status and to fulfill the desire of parents.

18. Factors which Influenced the Sample Respondents to Start the Micro-Enterprises

It is seen from the table 4.20 that out of 246 sample respondents 66(26.8 per cent) have previous knowledge followed by 63(25.6 per cent) to have sufficient money in hand, 34 (13.8 per cent) have influenced by encouragement of relatives and friends, 30 (12.2 per cent) have their under gone training 28(114 per cent) have their idea from bank/financial institutions and finally 25 (10.2per cent) have influenced by success stories of women entrepreneurs

19. Idea Initiated by Sample Respondents

I can be seen from the table4.21 that out of 246 sample respondents majority of 119(48.4per cent) got idea of micro-enterprise from family and relatives followed by 30 (12.2 per cent) chosen from friends, 27(11.0 per cent) from similar work experience, 23(9.3 per cent) from similar entrepreneurs, 17 (6.9 per cent) have their educational background, 15(6.1 per cent) both books/magazines/news papers and Government subsidies to motivate to start the idea of the micro-enterprise.

20. Reasons for Selecting Micro-Enterprises Activity by the Sample Respondents

It is noticed, in table 4.22 that reasons for selecting micro enterprises activity out of 246 sample respondents 90 (36.6 per cent) have related to their profession followed by 57 (23.2 per cent) have choose to easy to enter, 49 (19.9 per cent) was advise of her family members, 35 (14.2 per cent) found reason that choose low competition of her micro enterprise 15 (6.1 per cent) sample respondents have earn higher profit margin respectively.
21. Source of Acquiring the Skill for Running Enterprise

From the table 4.23 that out of 246 sample respondents 91(37.0 per cent) have done her past experience followed by 83(33.7 per cent) acquiring knowledge of her family 48(19.5 per cent) her formal training programs and 24(9.8 per cent)sample respondents have acquired knowledge from others.

22. Line of Product Selling of the Sample Respondents

The survey reveals that out of 246 sample respondents 16 and 22 sample respondents were running beauty parlor and tailoring. So there are no selling strategies for these sample respondents. The remaining 208 sample respondents have selling strategies. Table 4.24 shows that out of 208 sample respondents 99 (47.6 per cent) have their own shop, 51(24.5 per cent) are direct selling strategy, 39(18.8 per cent) have local shop for selling, 19 (9.1 per cent) have selling strategy of wholesale market.

23. Sample Respondents Having Brand Names of their Products

It is observed from the table 4.25 that out of 246 sample respondents 220(89.4 per cent) have no idea about their product brand names and 26(10.6 per cent) have an idea about their product brand names respectively. From this table one can observe that majority of the sample respondents do not have an idea and unaware of brand names for their products.

24. Product Pricing Methods Followed by the Sample Respondents

It is observed from the table 4.27 that out of 246 sample respondents majority 112(45.5 per cent) were follow cost plus pricing (includes all expenses), followed by 90 (36.6 per cent) are fixed their prices changes on market demand and supply situations and 44 (17.9 per cent) change the prices customer and retailer consumer opinion are taken to the whole sale and followed by the distributors to control their prices.
25. Number of Sample Respondents Participated in Trade Fairs

Table 4.28 indicates that the participation of trade fairs of the selected sample respondents. Out of 246 sample respondents a majority of 221 (89.8 per cent) have no idea about trade fairs and participation and 25 (10.2 per cent) participated in fairs.

PROBLEMS FACED BY THE SAMPLE RESPONDENTS

An attempt has been made to examine the extent and intensity of problems with reference to the 246 sample respondents

1. Problems Faced with Raw Materials by the Sample Respondents

It is observed from the table 5.1 that out of 246 Sample Respondents 73 (29.7 per cent) felt that there is no problem at any stage of enterprise followed by 52 (21.1 per cent) had found high cost, 49 (19.9 per cent) noticed scarcity of raw material, 38 (15.5 per cent) were mentioned the transport and 34 (13.8 per cent) were stated low quality of raw material.

2. Problems Faced by the Sample Respondents while Entering in to the Business

It can be seen from the table 5.2 that out of 246 sample respondents a good number of 72 (29.3 per cent) faced no obstacles followed by 67 (27.3 per cent) had some financial obstacles, 36 (14.6 per cent) were stated lack of self confidence, 28 (11.4 per cent) compensate family and work conditions, 22 (8.5 per cent) were stated that there is no idea about the lack of proper information and 21 (8.5 per cent) were not finding the right content of the business enterprise.

3. Problems Solving While Running the Micro-Enterprises by the Sample Respondents

It is observed from the table 5.3 that out of 246 sample respondents 78 (31.7 per cent) were said that there are obstacles on running the unit followed by 57 (23.2 per cent) were stated liquidity and other financial problems, 56 (22.8 per cent) were faced combining work life, 32 (13.0 per cent) were observed gaining acceptance and
respect of (consumers) people and 23 (9.3 per cent) having lack of entrepreneurial mobility.

4. Problems Faced by the Sample Respondents While Marketing their Products

It can be seen from the table 5.4 that out of 246 sample respondents 61 (24.8 per cent) were faced problems from competitors followed by 58 (23.6 per cent) by price controls, 50 (20.3 per cent) have no obstacles, 30 (12.2 per cent) faced transport problems, 29 (11.8 per cent) through lack of demand for their products, 18 (7.3 per cent) have problems with distribution control.

5. Finance Problems Faced by the Sample Respondents

It is seen from the table 5.5 that out of 246 sample respondents 97 (39.4 per cent) were faced shortage of working capital, 58 (23.6 per cent) have no obstacles, 48 (19.5 per cent) lack of fixed assets, 43 (17.5 per cent) faced problem with high rates of interest.

ECONOMIC STATUS OF SAMPLE RESPONDENTS BEFORE AND AFTER STARTING THE BUSINESS

An important aspect of the study was to understand the perception of the 246 sample respondents about the most important achievements arising out of their entrepreneurial activity.

1. Social Condition of Women Entrepreneurs Before and After

The table 5.6 reveals that out of 246 sample respondents, 191 sample respondents felt that they do not have minimum social status before enter micro-enterprises, whereas 55 respondents have social status before starting the micro-enterprises. Out of 246 sample respondents 210 respondents felt that they have improved in their social status where 36 respondents felt that there is no changes in their social status conditions after enter micro-entrepreneurship. There is a significant improvement in Social condition after enter into the enterprise. There is a change in social condition after becoming entrepreneur.
2. Status of the House of the Sample Respondents

The table 5.7 reveals that out of 246 sample respondents, 213 sample respondents do not have own house facility status before enter micro-enterprises, whereas 33 respondents have own house even before starting the enterprise. Out of 246 sample respondents 199 respondents do not have own house facility status after enter into micro-enterprises and 47 respondents were have own houses after enter into enterprises. There is no change in housing conditions after becoming an entrepreneur.

3. Status of Development or Expansion of the House

The table 5.8 shows the status of development or expansion of the respondents’ house. Out of 246 sample respondents 199 respondents do not any expansion and only 47 sample respondents applied some development and expansion to their houses before entering in to micro-entrepreneurship. Out of 246 sample respondents 161 respondents do not done any expansion and only 85 sample respondents applied some development and expansion to their houses after entering in to micro-entrepreneurship. There is a change in development or expansion of the house after becoming entrepreneur.

4. Changes in Growth of Children Education

The table 5.9 reveals that, out of 246 sample respondents 148 respondents do not provide better education before and 98 respondents were found that they provide good education for their children even after before starting the enterprise. In a sample study about 246 sample respondents 196 respondents have improved their children education standards after starting the enterprise where only 50 respondents are not able to provide good education to their children. There is a growth in children education standards after starting the enterprise.

5. Changes in Improvement in Family Health Conditions

From the table 5.10, out of 246 sample respondents 144 respondents have no improved health and 102 respondents have good health conditions before starting the enterprise. Sample study shows that there is an improvement in family health conditions. Out of 246 respondents 216 were enjoying better health conditions after
starting the enterprise and only 30 were not in a good health conditions. There is a change in family health conditions after becoming entrepreneur.

6. Changes in Purchase of Costly or Esteem Goods

From the table 5.11, out of 246 sample study, 191 were not able to purchase esteem and costly goods before entering into entrepreneurship where 55 have esteem goods before entering into business. In same sample study 189 respondents were purchased costly and esteem goods after becoming entrepreneur, 57 respondents were not able to purchase costly goods even after entering into business. We can conclude that women entrepreneurs were improved in their income level after becoming entrepreneurs. There is a change in status of purchase of costly or esteemed goods after becoming entrepreneur.

7. Change in Confidence Level of Women Entrepreneurs

From the table 5.12, out of 246 sample respondents 147 respondents have not enough confidence levels before starting business and 99 were have full confidence even before entrepreneurship. In a sample study of 246 respondents 201 sample respondents felt that they have increased their confidence levels after starting the business whereas 45 do not improved their confidence. In overall we can understand that women sample respondents were increased their confidence levels after becoming entrepreneurship. There is a change in confidence level after becoming entrepreneur.

Based on the findings of the study the following suggestions are made for promoting entrepreneurial activities in SPSR Nellore District.

1. It is suggested that liberal financial assistance has to be provided to the women micro-entrepreneurs from the banks and also subsidies must be provided to women micro-entrepreneurs, so that they may not feel any difficulty in the repayment of their loans.

2. It is suggested that government should provide marketing consortium exclusively to women entrepreneurs for small industries especially those who were running manufacturing units.
3. Most of the women micro-entrepreneurs were illiterate but some are educated moderately; the government and non-government organizations should motivate the women entrepreneurs to undergo some sort of vocational training in order to educate them. There is a need to strengthen training and development programmes. Apathy towards training programmes should be overcome through proper identification of prospective entrepreneurs by providing needed training inputs in an effective manner. The women micro-entrepreneurs must go for skill-oriented, managerial and/or business related training like Entrepreneurship Development Programme before starting their units.

4. Care should be taken to make a proper selection for specific income-generating activity, taken into account for the women entrepreneurs through specific skills and attitude. They have to select their activity, keeping in mind the availability of raw material, sufficient financial assistance, marketing facilities and also the demand for their products.

5. The women entrepreneurs were not supported to acquire technical skill facilities to develop confidence in running the micro-enterprise, entrepreneurship development programmes should also be conducted for women micro-entrepreneurs to give them communication skills, leadership abilities, negotiation skills, marketing skills, interpersonal relations, team building and managerial skills for running the micro-enterprises.

6. In order to build up loyal, efficient and committed work force, small business owners must pay adequate attention on hiring, training and employee development activities to undertake systematic human resource management practices on a long term basis. Steps should be recommended by government to eradicate female discrimination. Parents of unmarried women should encourage their daughters in doing income generating activities.

7. Challenges come from globalization of the economy and increase in cost of living, raise the need for adoption of innovations, innovative strategies and modern technology to reach success in their business.
8. Entrepreneurial Support Organizations need to tap the huge reservoir of technical / professionally qualified women by offering them better schemes for assistance; preference should also be given to them in the existing schemes for assistance.

9. No collateral security should be insisted upon the women entrepreneurs in getting loans from the banks. Women owned enterprises should get at least 90-95 per cent funding.

10. Majority of women entrepreneurs laid between 25-40 years of age group, so it is recommended that support agencies and government organizations should concentrate on those age groups.

11. Majority of women entrepreneurs have to perform the dual roles or duties in looking after the business as well as the household activities. It is recommended that some policy should be evolved so as to allow women to operate their business from their home.

12. The entry of proxy/dummy women entrepreneurs needed to be checked so that the benefits would reach to genuine persons/entrepreneurs.

13. Women entrepreneurs with just formal education and low income level groups were using government policies very effectively and high income level groups of women are getting loans easily from banks through collateral security loans. But the problem exists only with the middle income level group of women or common women who were unaware of government policies and restricted by their family circumstances that were having a high zeal to become entrepreneurs. So it is recommended that government should take proper channel to communicate with those women entrepreneurs.

Poverty, illiteracy, ignorance, unfavorable atmosphere, lack of innovation and bureaucratic attitude of the officials are some of the constraints in the development of women micro-entrepreneurs. Therefore an integrated approach and concerted efforts are needed for the development of micro women enterprises.