



**Research Article**

**WOMEN ENTERPRENURSHIP THROUGH MICRO, SMALL & MEDIUM  
ENTREPRISES IN ANDHRA PRADESH**

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**ARTICLE INFO**

**Article History:**

Received 24<sup>th</sup> January, 2018

Received in revised form 13<sup>th</sup>

February, 2018 Accepted 8<sup>th</sup> March, 2018

Published online 28<sup>th</sup> April, 2018

**Key words:**

MSME, Employment, Empowerment, Women, Tribes

**ABSTRACT**

Women entrepreneur play a significant role in the economic and social development. Women empowerment is essential to the good family and wealthy nation. MSMEs are significant support to the women entrepreneur. It is also present in the labor-intensive industries of the traditional micro, Small Enterprise sector and in the services that support it. It is a worldwide phenomenon that Micro and Small Enterprises are an important part of a nation's economic and social development. Micro and Small Enterprises are increasingly a major force for national economic growth. The MSMEs has recorded the highest growth rate during the last decade in Andhra Pradesh. The increase in the female labor force participation in MSMEs business may also be attributable to improving economic incentives in employment and policies favoring the employment of women. Women are highly important contributors to the country's economic and social development. Over the years Tribal women participation in the economy has very slowly increasing in Andhra Pradesh. Tribal women constitute 4.37 percent of the total population of Andhra Pradesh. The present paper is an attempt to highlight the Tribal women entrepreneurship and empowerment through MSMEs in North Coastal Andhra districts in Andhra Pradesh.

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**INTRODUCTION**

A significant feature of the Indian economy since independence is the rapid growth of the small industry sector. In the industry policy Resolution of 1948 and 1956, the small sector was given special role for creating additional employment with low capital investment. It is plays a significant role in reducing unemployment and poverty in Indian economy. India has unity and diversity. Indians belongs to various communities. Especially scheduled caste and scheduled tribe population are living in bellow poverty line. In the couple of communities, tribal people's socio-economic conditions are very worst.

Tribal women are mostmarginalized and backward people in Andhra Pradesh. The Tribal groups are living in unreachable areas with social, political and economic backwardness and highly depending on forest resources. The tribal women development has been vexed questioning, baffling the country's policymakers, planners, administrators and all those concerned with the welfare and development of the tribal people. But little bit changing in tribal women socio-economic status in globalization context through Micro and Small Enterprises (MSEs). Women empowerment is essential to the good family and wealthy nation.

MSMEs are significant support to the women entrepreneur. It is also present in the labor-intensive industries of the traditional micro, Small Enterprise sector and in the services that support it. It is a worldwide phenomenon that Micro and Small Enterprises are an important part of a nation's economic and social development. Over the years Tribal women participation in the economy has very slowly increasing in Andhra Pradesh. MSMEs business may also be attributable to improving economic incentives in employment, improving socio-economic status and policies favoring the employment of tribal women. According to social group category (2011-12), 7.83% of the enterprises were owned by Scheduled Caste entrepreneurs, 5.76% by Scheduled Tribe entrepreneurs and 41.94% by entrepreneurs of other backward Classes.

**Definition of the Scheduled Tribes**

"The term scheduled Tribes' first appeared in the constitution of India. Article 366(25) define Scheduled Tribes as such tribes or tribal communities or parts of groups within such tribes or tribal communities as are deemed under article 342 to be scheduled tribes for the purpose of the constitution.

The criteria of followed for specification of a community as scheduled tribes are:

1. Indications of primitive traits
2. Distinctive culture
3. Geographical isolation
4. Shyness of contact with the community at large

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## 5. Backwardness

### **Definition of the Cottages and Small Scale Industries**

As a part of Economic Reforms, the industry has been defined in a wider sense. Industry now is no longer a unit producing physical products alone, the service rendered by the trading units is also identified as the Industry. Micro, Small and Medium Enterprises Development (MSMEED) Act, 2006 has divided the industry into five categories. They are

S.no	Enterprises
1	Micro Enterprises
2	Small Scale Industries
3	Medium Scale Industries
4	Large scale Industries
5	Mega Industries

Source: MSME Annual report 2012-2013

### **Micro Enterprises**

Micro (manufacturing) enterprise, where the investment in plant and machinery does not exceed Rs. 25 lakh

A micro (service) enterprise, where investment in equipment does not exceed Rs.10 lakh.

### **Small Scale Industries**

A Small enterprise (manufacturing) where the investment in plant and machinery is more than Rs.25 lakh, but does not exceed Rs.5 crore.

A Small enterprise (service) where the investment in equipment is more than Rs. 10 lakh, but does not exceed Rs.2 crore.

### **Medium Scale Industries**

A medium (manufacturing) enterprise, where the investment in plant and machinery is more than Rs.5 crore but does not exceed Rs. 10 crore.

A medium (service) enterprise, where the investment in equipment is more than Rs. 2 crore, but does not exceed Rs. 5 crore.

### **Large Scale Industries**

Large scale industry, where the investment is from Rs. 10 crore to Rs. 100 crore.

### **Mega Industries**

Mega industries are those where the investment will be greater than Rs. 100 crore

### **Role of MSME sector in Indian Economy**

The India small scale industry plays a crucial role in the economy

1. Less capital intensive
2. Self employment
3. Generation of Employment
4. Regional balanced development
5. Equal distribution of income
6. Optimum utilization of local resources
7. Saving foreign currency
8. Promote the rural development
9. Reduce the poverty

### **Opportunities in Micro, Small and Medium Enterprises in India**

1. Self Employment
2. Employment Generation
3. Use of local Resources
4. Export Contribution
5. Removal of Regional imbalances
6. Less Government Intervention
7. Less capital intensive
8. Export Promotion
9. Scope for growth
10. Support from Government
11. Availability of Manpower
12. Availability of Raw materials
13. More demand in Domestic market.

### **Limits of Indian MSME Sector**

1. Problem of Finance
2. Competition from Large Industries
3. Poor Technical support
4. Marketing and Distribution problems
5. Lack of proper Storage and warehousing
6. Lack of Infrastructure facilities
7. Lack of Skilled and Trained manpower
8. Lack Support from Government
9. Lack of knowledge on foreign markets.

### **Objectives of the study**

1. To study the socio-economic development of tribal women through Micro and Small Enterprises in the study area.
2. To analyze the Growth and Performance of Micro and Small Enterprises (MSEs) on tribal women empowerment in the study area.
3. To identify the Opportunities (employment) through MSE sector for tribal women in the study area.

### **Methodology of the study**

Data used in this study are primary and secondary in nature and mostly collected from the Field work and Annual Reports released by, Ministry of Micro, Small and Medium Enterprises, Government of India. The primary data was collected from the North Coastal Andhra districts (Srikakulam, Vizayanagaram, Visakhapatnam) in Andhra Pradesh. The sample sizes of 175 MSMEs were selected for the study. This study is also focused on employment generation of Tribal women from 2006 to 2014, Community and Enterprises wise Employment in MSMEs, Development of tribal women before & after joining in MSMEs and Ownership of tribal women in MSMEs.

### **Limitations of the study**

Nothing is perfect in the researches of social sciences, so in this study the present study is also suffers certain limitations. The present study is based on the information from primary and secondary source, which may reduce the degree of accuracy of the study. Mainly this study focused on who tribal women living in the (North Coastal Andhra districts) study area. However an attempt has been made to collect maximum information.

Data Analysis

**Table 1** Community and Enterprises wise Employment in MSMEs

Types of Enterprises	No. of Enterprises	S.T		S.C		O.B.C		Others	
		Male	Female	Male	Female	Male	Female	Male	Female
Micro	100	210	90	500	300	500	400	150	100
Small	150	21	15	130	100	150	100	100	200
Medium	25	14	6	27	18	110	40	230	270
Total	175	245	111	657	418	760	540	480	570
Grand total		356		1075		1300		1050	

Source: primary data

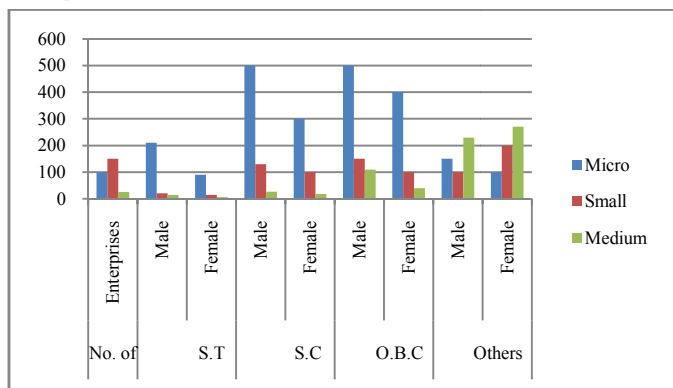


Chart 1

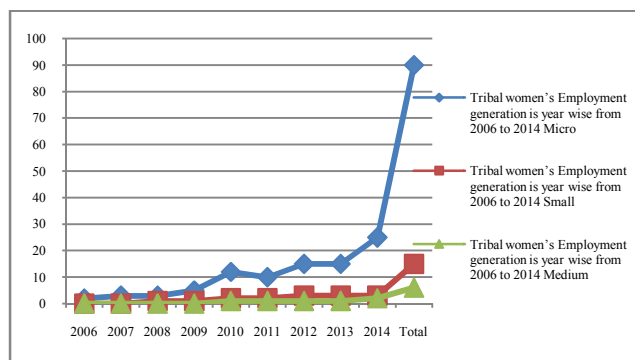
According to Table-1, we observed ST women employment in MSMEs is 2.93 % of total employment of MSMEs in the selected study area. SC women is 11.05 %, OBC women is 14.28 % and Others is 15.07 %.

Scheduled Caste, Other Backward Caste and Other community women role is better in MSMEs compare with ST women. ST women are uneducated and they are living on the forest. They mostly depend on forest resources. So, their employment is very low compare with other community women. Tribal women employment is high in Micro enterprises. Because it is a handmade enterprise and no need education qualification. ST male employment also low in MSMEs compare with other community male participation.

**Table 2** Tribal women’s Employment generation is year wise from 2006 to 2014 in MSMEs

Year	Micro	Small	Medium
2006	2	0	0
2007	3	0	0
2008	3	1	0
2009	5	1	0
2010	12	2	1
2011	10	2	1
2012	15	3	1
2013	15	3	1
2014	25	3	2
Total	90	15	06

Source: primary data

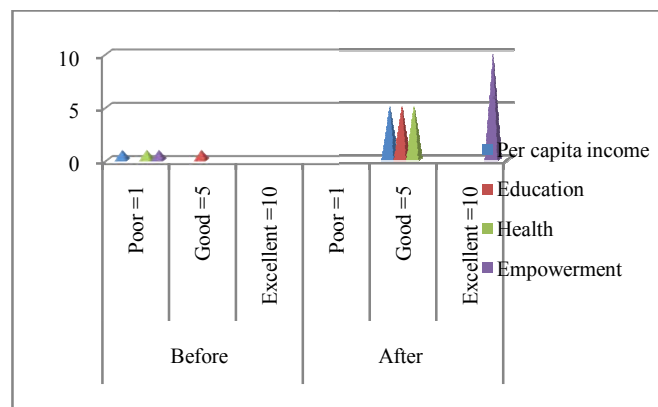


According to table-2, Tribal women’s Employment generation is year wise increasing from 2006 to 2014. The employment growth of Tribal women is grownup from 2006 to 2014 in Micro enterprises. High competition from Large Industries in the global market. So, industries are required skilled manpower. Higher levels of education are expected to increase the ability of the entrepreneurs to cope with problems and seize opportunities for enterprise growth and innovation. Education is presumably related to the entrepreneur’s skills, motivation, and self-confidence, problem solving abilities, commitment and discipline. Further, a person’s search skills, foresight and communication skills are said to be enhanced by education. Practically, formal education may provide entrepreneurs with a greater capacity to learn about and absorb new information about production processes and product designs. But, tribal women’ education level is very low. So they are loosed employment opportunities in MSMEs and other global industries.

**Table 3** Development of tribal women before & after joining in MSMEs

Factors	Before			After		
	Poor =1 (in points)	Good =5 (in points)	Excellent =10 (in points)	Poor =1 (in points)	Good =5 (in points)	Excellent =10 (in points)
Per capita income	1			5		
Education		1		5		
Health	1			5		
Empowerment	1					10

Source: primary data

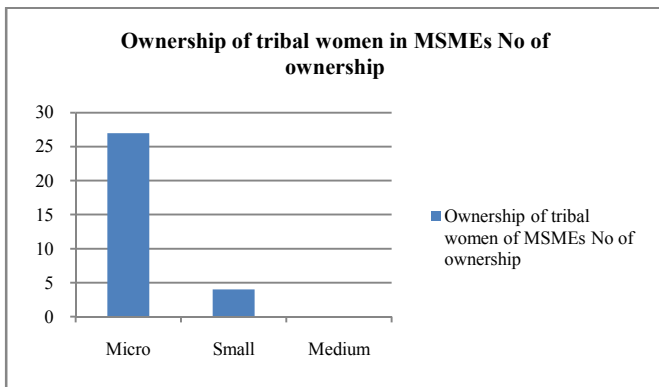


An analysis of the table-3 Development of tribal women before and after joining in MSMEs, Empowerment of tribal women is increasing after joining. Before joining in MSMEs their per capita income, health and empowerment is poor. Only education level was good. But after joining in MSMEs their per capita income, education level and health care are good. Mainly tribal empowerment is reached to 10 to 10 points. After joining, their purchasing power was increased and awareness on the competitive society. Women empowerment is essential to the good family and wealthy nation. MSMEs are significant support to the tribal women entrepreneur and empowerment.

**Table 4** Ownership of tribal women of MSMEs

Enterprises	No of ownership
Micro	27
Small	4
Medium	0

Source: primary data



An analysis of the table-4 source, that Ownership of tribal women in Micro enterprise is 27 members. Only 4 members have owners in Small Scale industry. Nil roles in Medium scale industry. After observing, tribal women ownership is very low. Because investment problem, poor technical support, lack of infrastructure facilities, lack of skilled and trained manpower and lack of support from government.

## CONCLUSION

The performance of Andhra Pradesh MSMEs is with good pace. It is evident that the state has a place in top ten states. At present the Tribal women struggled with many problems. MSMEs participation of tribal women is little bit increasing. They are achieving empowerment through MSMEs. Finally tribal women are living on the peak of the mountains. They are mostly depending on forest resources. MSMEs and government policies are not reached to them. Tribal development programs and policies in India assumed that all the tribes will develop. But it is a just symbolic way. As a result of the planned tribal development, only a small section has been able to take advantage of the developed programs. Because of the development programs were not implemented due to corrupt bureaucracy and inefficient. So the Government put more efforts to introduce new initiative policies on problems faced by the tribal women and strengthen the Indian small scale industry.

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