

# A STUDY ON AWARENESS OF ENTREPRENEURIAL PROGRAMS AND SUPPORT AMONG THE WOMEN MBA GRADUATES WITH RESPECT TO PRAKASAM DISTRICT

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## Abstract

*Women are an important part of the society and play a significant role in nation building. Women constitute around 48% of population in India. Equal opportunities need to be provided to them in every sector be it is a science, Technology business etc., for the development of the nation. Their participation is must in the economic activities for increasing productivity, fostering economic growth and ensuring livelihood securities to women which have long remained as a concept among policy makers. In this regard, one area having a significant impact on the economy is Entrepreneurship. In addition to the contribution to the economy, entrepreneurship helps in the generation of employment. This is a vital importance especially in the rising sun state of Andhra Pradesh because of the bifurcation the newly generated state has lost a lot of Industries and increase a lot of unemployment. It is a dangerous situation to the state economy, financially and socially. In this context Government of Andhra Pradesh encouraged Entrepreneurship Development is the Top priority. The government and its Institutions and non-governmental Institutions have providing tremendous opportunities to opening up of enterprises for women. Therefore it is very essential to educate the women by providing formal as well as entrepreneurial education. The present study deals about the awareness about opportunities and support given by government and non-governmental Institutions to women entrepreneurship among the MBA graduates from Prakasam district of Andhra Pradesh. This research is based on the primary Data collected from 100 women MBA graduates. The collected data was analyzed and interpreted by using statistical tools like classification, tabulation, percentage, scaling technique and ANOVA. The study identified and suggested that the educational, governmental and nongovernmental failed to create awareness among the educated women about source, opportunities, programs, and support to become entrepreneurs. There should be increase the awareness level among women MBA graduates about the benefits, support and opportunities provided by governmental and nongovernmental opportunities for the entrepreneur development and there encouraged then to earn self-income for the benefit of the country and state.*

## Keywords:

*Entrepreneurship, Education, Governmental, Nongovernmental, Women Graduates*

## 1. INTRODUCTION

The First Indian Prime Minister, Pandit Jawaharlal Nehru has rightly pointed out that "To awake the people it is the women who should be awakened first. Once she is on the move the family moves" There is a need for changing the mindset towards women as to give equal rights as enshrined in the constitution. Recently, Entrepreneurship has been given serious devotion due to its importance on economic growth in terms of Job creation, sources of Innovation and productivity. Thus, developing countries like India encourage students to be involved in Entrepreneurship and consider EDP a career choice [1]. Part of the Governments effort to instill entrepreneurial spirit among the students is to make

Entrepreneurship subject compulsory to all students regardless of their field business administration of study. Entrepreneurship is important to economic advancement, employment as well as a solution to the excessive number of University graduates and social problems. Therefore, it is important to know how much awareness regarding the opportunities and support which they got from different sources to launch a new start-up or entrepreneurship effect. There are still in number which is limited researches on this issue even though entrepreneurship has been viewed as essential to economic development and growth. In relation to this, there is a call to conduct a research to understand the student's awareness which motivates to become entrepreneur and also to contribute to the development of understanding in this area [2].

In this dynamic world, women entrepreneurs are an important part of the global quest for sustained economic development and social progress. In India, though women have played a key role in the society, their entrepreneurial ability has not been properly tapped due to the lower status of women in the society. It is only from the fifth Year plan (1974-78) onwards that their role has been explicitly recognized with marketed shift in the approach from women welfare to women development and empowerment. The development of women entrepreneurship has become an important aspect of our plan priorities [3]. Several policies and programs are being implemented for the development of women entrepreneurship in India. The Entrepreneurship is visionary and as an integrated person with outstanding leadership qualities with a desire to excel, who gives a Top priority to research and development. An entrepreneur is one of the important segments of economic growth. An entrepreneur is a catalyst agent of change and works for the good of the people and society. The Government of India has defined a women entrepreneur is "An Enterprise owned and controlled by women having a minimum financial Interest of 51 % of capital and giving at least 51% of the employment generated in the Enterprise to women [4]."

The first five year plan (1951-56) envisaged a number of welfare schemes for women development [5]. The Establishment of Central social welfare Board, Organization of Mahila Mandals and the community development programs were a few steps in this direction. In the second five year plan (1956-61). The empowerment of women was closely linked with the overall approach of intensive agricultural development programs. The Third and fourth five year plans (1961-66 and 1969-74) supported female education as a major welfare measure and the fifth five year plan (1974-79) [6].

### 1.1 OBJECTIVES OF STUDY

- To identify the schemes and opportunities and support from various Government and Non-government Institutions.

- To examine the awareness about the Entrepreneurship development activities, policies, programs and Institutions among the women graduate.

## 1.2 SIGNIFICANCE OF STUDY

In this dynamic world, women entrepreneurs are an important part of the global quest for sustained economic development and social progress. In India, though women have played a key role in the society, their entrepreneurial ability has not been properly tapped due to the lower status of women in the society.

## 2. RESEARCH METHODOLOGY

Exploratory and descriptive research has been adopted to conduct the present research. The research was conducted on 100 women MBA graduates in Prakasam district by using convenience sampling method. Primary data was collected with the help of structured questionnaire which had the following dimensions.

- Demographics of women MBA graduates.
- Awareness of women MBA graduates regarding support and opportunities.

### 2.1 HYPOTHESIS OF STUDY

$H_0$ : There was no significant differences among the women MBA graduates regarding the awareness about entrepreneurial support.

$H_1$ : There is a significant difference among the women MBA graduates regarding the awareness about the entrepreneurial support.

### 2.2 ANALYSIS AND SUPPORT

This section includes the analysis crosstabs and ANOVA to test hypothesis and discuss the objectives in the study.

Table.1. Descriptive crosstabs of demographics of women MBA graduates and their awareness on Entrepreneurial support and opportunities. The research report has been formulated by Vignan university research scholars in conduct their research program in Prakasam District

Variables A (%)	Categories	NAD %	DA%	SDA %	Predict able	Total (N)	Mean (M)
Place	Rural	2(6)	2(6)	17(50)	13(38)	34	4.44
	Semi-urban	0	0	4(50)	4(50)	8	4.50
	Urban	4(6)	3(5)	28(45)	23(44)	58	4.46
Education	Rural	0	0	5(71)	2(29)	7	4.29
	Semi-urban	0	0	10(100)	0	10	4.00
	Urban	6(7)	29(35)	45(54)	3(4)	83	3.54
Caste	OC	2(3)	24(39)	30(49)	5(9)	61	3.62
	OBC	2(2)	14(42)	17(56)	0	33	3.63
	SC/ST	2(33)	0	4(67)	0	6	3.67

Status	Lower	2(7)	0	24(56)	15(37)	41	4.65
	Middle	4(7)	5(9)	27(47)	21(37)	57	4.58
	Higher	0	0	2(100)	0	2	4.00
Fathers education	Literates	0	9(39)	12(52)	2(9)	23	3.79
	Primary	1(10)	2(20)	7(70)	0	10	3.50
	Secondary	0	6(33)	12(67)	0	18	3.67
	College	4(16)	7(28)	14(78)	0	25	3.52
	University	9(37)	0	12(50)	3(13)	24	3.75
Mothers education	Literates	0	6(40)	9(60)	0	15	3.50
	Primary	0	2(11)	14(78)	2(11)	18	4.00
	Secondary	6(19)	8(25)	18(56)	0	32	3.56
	College	14(42)	0	16(49)	3(9)	33	3.61
	University	0	0	2(100)	0	2	4.00
Fathers occupation	Agriculture	6(10)	2(4)	30(48)	25(38)	63	4.54
	Business	0	0	8(50)	8(50)	16	4.50
	Employment	0	3(14)	12(57)	6(29)	21	4.57
	Housewife	4(7)	0	16(53)	10(40)	30	3.53
Mothers occupation	Agriculture	10(32)	0	17(55)	4(13)	31	3.59
	Business	8(34)	2(9)	11(48)	2(9)	23	3.45
	Employment	0	3(19)	10(62)	3(19)	16	4.00
	Housewife	4(7)	0	16(53)	10(40)	30	3.53

From the descriptive Table.1, the researcher observed that the 50% of the respondents living in rural areas ( $n=34$ ) are disagreed ( $m=4.44$ ) and 38% are strongly disagreed with their awareness on women entrepreneurial opportunities and support. The 50% of the respondents ( $n=8$ ) from semi-urban disagreed ( $m=4.50$ ) and 50% are strongly disagreed with their awareness on women entrepreneurial opportunities and support. The 45% of the respondents ( $n=58$ ) from urban are disagreed ( $m=4.46$ ) and 44% of the respondents are also strongly agreed with their awareness on woman entrepreneurial opportunities and support.

From the Table.2, the 71% of the respondents mostly study in rural areas ( $n=7$ ) are disagreed ( $m=4.29$ ) with their awareness on woman entrepreneurial opportunities and support. 100% of the respondents mostly study in semi-urban areas ( $n=10$ ) are disagreed ( $m=4$ ) with their awareness on woman entrepreneurial opportunities and support. 54% of the respondents mostly studied in urban areas ( $n=83$ ) are disagreed ( $m=3.54$ ) with their awareness on woman entrepreneurial opportunities and support.

From the Table.2, 56% of respondents from lower income group ( $n=41$ ) disagreed ( $m=4.35$ ) with their awareness on women entrepreneurial opportunities and support. 47% of the respondents from middle Income group ( $n=57$ ) disagreed ( $m=4.58$ ) with their awareness on woman entrepreneurial opportunities and support. 100% of the respondents from higher income group ( $n=2$ ) disagreed ( $m=4$ ) with their awareness on woman entrepreneurial opportunities and support.

From the Table.2, 52% of the respondents have illiterate fathers ( $n=23$ ) and respondents disagreed ( $m=3.70$ ) with their awareness on woman entrepreneurial opportunities and support. 70% of the respondents have primary educated fathers ( $n=10$ ) and disagreed ( $m=3.50$ ) with their awareness on women entrepreneurial opportunities and support. 67% of the respondents have secondary educated fathers ( $n=18$ ) and disagreed ( $m=3.67$ ) with their awareness on woman entrepreneurial opportunities and

support. 56% of the respondents have college educated fathers ( $n=25$ ) and disagreed ( $m=3.52$ ) with their awareness on woman entrepreneurial opportunities and support. 50% of the respondents have university educated fathers ( $n=24$ ) and disagreed ( $m=3.75$ ) but 37% of the respondents are agreed that they have awareness on woman entrepreneurial opportunities and support.

From the Table.2, 60% of the respondents have Illiterate mothers ( $n=15$ ) and respondents disagreed ( $m=3.50$ ) with their awareness on woman entrepreneurial opportunities and support. 78% of the respondents have primary education mothers ( $n=18$ ) and disagreed ( $m=4$ ) with their awareness on woman entrepreneurial opportunities and support. 56% of the respondents have secondary educated mothers ( $n=32$ ) and disagreed ( $m=3.56$ ) with their awareness on woman entrepreneurial opportunities and support. 49% of the respondents have college educated mothers ( $n=33$ ) and disagreed ( $m=3.61$ ) but 42% of the respondents agreed that they have awareness on woman entrepreneurial opportunities and support. 100% of the respondents have university educated mothers ( $n=2$ ) and disagreed ( $m=4$ ) with their awareness on woman entrepreneurial opportunities and support.

From the Table.2, 48% of the respondents have agricultural fathers ( $n=63$ ) disagreed ( $m=4.54$ ) with their awareness on woman entrepreneurial opportunities and support. 50% of the respondents have Business Fathers ( $n=16$ ) disagreed ( $m=4.50$ ) with their awareness on woman entrepreneurial opportunities and support. 57% of the respondents have employment fathers ( $n=21$ ) disagreed ( $m=4.57$ ) with their awareness on woman entrepreneurial opportunities and support.

From the Table.2, 53% of the respondents have household mothers ( $n=30$ ) disagreed ( $m=3.53$ ) with their awareness on woman entrepreneurial opportunities and support. 55% of the respondents have agricultural mothers ( $n=31$ ) disagreed ( $m=3.59$ ) but 32% of the respondents agreed that they have awareness on woman entrepreneurial support. 48% of the respondents have business mothers ( $n=23$ ) disagreed ( $m=3.45$ ) but 34% of the respondents agreed that they have awareness on woman employment opportunities and support. 62% of the respondents have employment mothers ( $n=16$ ) disagreed ( $m=4$ ) with their awareness on woman entrepreneurial opportunities and support.

Table.2. ANOVA between respondent's demographics and awareness (Significance at 1% level)

Variables (IV)	DV	SS	DF	MS	F	SIG
Place	Awareness	.354	2	.177	.368	.693
Education	Entrepreneurial	8.664	2	4.322	10.972	.000
Caste	Opportunities	5.662	2	2.831	6.650	.002
Status	Opportunities	2.187	2	1.094	2.369	.099
Fathers Education	Status	10.050	4	2.513	6.467	.000
Mothers Education	Entrepreneurial	11.606	4	2.902	7.797	.000
Fathers Occupation	Status	.262	2	.131	.272	.763
Mothers Occupation	Entrepreneurial	7.002	3	2.334	5.608	.001

where, *IV*: Independent Variable, *DV*: Dependent Variable, *SS*: sum of squares, *DF*: Degree of Freedom, *MS*: Mean sum of squares. *SIG*: significance Value.

From the ANOVA Table.2, the researchers identified that there is no significant differences ( $F=.368$ ,  $P<0.05$ ) among the respondents (MBA Woman graduates) place of residing with respect to the awareness of woman entrepreneurial opportunities and support at 5% level of significance. This means irrespective of respondent's place of residing (rural, semi-urban and urban) all woman MBA graduates have no awareness on woman entrepreneurial opportunities and support.

Respondents place of education shows significant differences ( $F=10.972$ ,  $P<0.01$ ) with respect to the awareness on woman entrepreneurial opportunities and support at 1% level of significance. This means according to the place of study (rural, semi-urban and urban) the woman MBA graduates have differences in their agreement towards awareness on woman entrepreneurial opportunities and support.

The Caste of woman MBA graduates shows significance difference ( $F=6.650$ ,  $P<0.01$ ) with respect to the awareness on woman entrepreneurial opportunities and support at 1% level of significance. This means according to the caste (OC, OBC, and SC/ST) the woman MBA graduates have differences in their awareness about woman entrepreneurial opportunities and support.

Woman MBA graduates status does not show any significant differences ( $F=2.369$ ,  $P>0.05$ ) with respect at the awareness on woman entrepreneurial opportunities and support at 5% level of significance. This means irrespective of level of status the woman MBA graduates have no awareness on woman entrepreneurial opportunities and support.

Fathers education has shown significantly difference ( $F=6.467$ ,  $P<0.01$ ) among women MBA graduates about awareness on woman entrepreneurial opportunities and support at 1% level of significance. Mothers education has shown significantly differences ( $F=7.797$ ,  $P<0.01$ ) among woman MBA graduates about awareness on woman entrepreneurial opportunities and support at 1% level of significance. This means the education levels of their parents shows greater differences among the woman MBA graduates about awareness on woman entrepreneurial opportunities and support.

Fathers occupation does not shows any significant differences ( $F=.272$ ,  $P>0.05$ ) among woman MBA graduates about awareness on woman entrepreneurial opportunities and support at 5% level of significance. This means irrespective of father's occupation all woman MBA graduates do not have awareness on woman entrepreneurial opportunities and support. Mother's occupation shows significant differences ( $F=5.608$ ,  $P<0.01$ ) among woman MBA graduates about awareness on woman entrepreneurial opportunities and support at 5% level of significance. This means the mother's occupation has greater differences among the woman MBA graduates about awareness on woman entrepreneurial opportunities and support.

### 3. IMPLICATIONS AND CONCLUSION

Depending on the analysis of the study, it is found that most of the woman MBA graduates having very less/no awareness on

entrepreneurship programs by both government and non-government Institutions. Hence, much attention is to be focused on educating and train themselves and conducting workshops towards the entrepreneurship awareness by inserting entrepreneurial activities as mini-projects in their course curriculum.

The overall development of the nation depends on the Industrialization. It is the responsibility of the educational Institutions to develop the awareness about the entrepreneurial opportunities and support from various sources. If we want to increase the scale of entrepreneurs among the educated woman we have to generate awareness and develop the interest to become entrepreneurs.

As such the increase in the entrepreneurial attitude will increase the number of prospective entrepreneurs, who in turn generate more employment and create national wealth. The findings may not represent the whole population of woman MBA graduate students in Prakasam District. Further research may consider for the development of this issues.

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