



ISSN (E): 2277-7695
ISSN (P): 2349-8242
NAAS Rating: 5.23
TPI 2023; SP-12(10): 138-140
© 2023 TPI
www.thepharmajournal.com
Received: 26-08-2023
Accepted: 30-09-2023

Mupparapu Deepika
PG Scholar, Department of
Agriculture Extension and
Communication, SVPUA & T,
Meerut, Uttar Pradesh, India

RN Yadav
Professor, Department of
Agriculture Extension and
Communication, SVPUA & T,
Meerut, Uttar Pradesh, India

DK Singh
Professor, Department of
Agriculture Extension and
Communication, SVPUA & T,
Meerut, Uttar Pradesh, India

VK Singh
Associate Professor, Department
of Agriculture Extension and
Communication, SVPUA & T,
Meerut, Uttar Pradesh, India

Corresponding Author:
Mupparapu Deepika
PG Scholar, Department of
Agriculture Extension and
Communication, SVPUA & T,
Meerut, Uttar Pradesh, India

Exploring the diversity: Types of enterprises run by women self-help groups in Chittoor district of Andhra Pradesh

Mupparapu Deepika, RN Yadav, DK Singh and VK Singh

Abstract

The present investigation was done to study the different types of enterprises undertaken by SHG women entrepreneurs in Chittoor district of Andhra Pradesh. *Ex post facto* research design was followed for the study and a sample of 80 respondents was drawn using simple random sampling method. The results of the study revealed that majority of the SHG women (46.25%) were taken up dairying as the dominant enterprise followed by fancy shop/provisional store (10.00%), tailoring and embroidery works (8.75%) and equal percentage of SHG women (7.50%) were taken up poultry, sheep/goat rearing, mess/tiffin meals types of entrepreneurial activities. Around 6.25 percent of the SHG women were taken up dal mill/flour mill enterprises, saree/dress material business (3.75%) and value added products making activities (2.50%).

Keywords: Enterprises, self-help groups, women, entrepreneurs

Introduction

In the realm of socioeconomic development and empowerment, Women Self-Help Groups (SHGs) have emerged as a potent force of change, particularly in the lives of women in various communities worldwide. These groups, often formed at the grassroots level, serve as platforms for women to come together, pool their resources, and collectively address a wide array of challenges they face in their daily lives. While the primary goal of these groups is empowerment, one of the most effective avenues they have pursued is entrepreneurship. Entrepreneurship development and income generating activities are a feasible solution for empowering women (Das, 2012) [2].

There are compelling reasons to believe that with adequate financial backing and guidance, Self Help Groups (SHGs) have the potential to effectively promote the growth of microenterprises. As a result, they can have a significant impact on the employment landscape and the socio-economic well-being of their members (Suprabha, 2014) [6]. The entrepreneurial endeavors of women self-help groups have gained significant attention for their ability to uplift not only individual members but also entire communities. Through their collective efforts, women SHGs have been instrumental in fostering economic independence, improving financial literacy, and nurturing a sense of self-worth among their members. Their journey towards financial self-sufficiency had led to the establishment of a diverse range of enterprises. Exploration of different types of enterprises being run by the women entrepreneurs will be useful for identifying the area specific enterprises being run by them, besides highlighting the need to conduct training programmes to change their attitude towards skill oriented and innovative enterprises based on the availability of natural resources and demand in the local area (Siddeswari *et al.*, 2020) [5].

The growth of SHG bank-linkage in the state of Andhra Pradesh is phenomenal. The state stood in first position in the country with 30% of National share with 99.55% recovery under SHG-Bank Linkage programme with yearly bank linkage disbursement of around Rs. 25,000 Crores in both Rural and urban areas (serp.ap.gov.in/). Chittoor District stands at third position with respect to number of SHGs in the state of Andhra Pradesh. A variety of Micro enterprises were taken up by the Self Help Group members and not much research work was conducted in this district. Hence, the study was taken up to explore the diversity of enterprises undertaken by women SHGs.

This article delves into the fascinating world of enterprises run by Women Self-Help Groups. It explores the different types of businesses these groups undertake, showcasing how they not

only create economic opportunities but also serve as catalysts for social and economic transformation. From small-scale agricultural ventures that enhance food security to artisanal cooperatives preserving cultural heritage, women SHGs harnessed their collective strength to innovate and thrive in various sectors.

Materials and Methods

The study was conducted in Chittoor district of Andhra Pradesh. *Ex-post facto* research design was followed for the study. Four mandals of Chittoor district and two villages from each mandal viz., Kothapalle and Chinna tippa samudram villages from Madhanapalle mandal, Kuppam GPT and Kangundi villages from Kuppam mandal, Peruru and Avilala villages from Tirupati Rural mandal and Gollapalle and Venkatagiri villages from Bangarupalem mandal were selected purposively on the basis of presence of highest number of women Self Help Groups from which 80 women respondents were selected using simple random sampling method. Pre-tested interview schedule was used to collect the primary data and statistical techniques like frequencies and percentages were used. The findings were meaningfully interpreted and relevant conclusions were drawn.

Results and Discussion

The findings of the study provide valuable insights into the diverse entrepreneurial activities pursued by SHG women, highlighting the range of economic opportunities and livelihood strategies within the SHG community and were presented in Table 1.

Table 1: Types of enterprises run by women Self-Help Groups

S. No	Type of Enterprise	Frequency	Percentage
1	Dairy enterprise	37	46.25
2	Poultry	06	07.50
3	Sheep / Goat Rearing	06	07.50
4	Mess / tiffin meals	06	07.50
5	Dal mill / Flour mill	05	06.25
6	Tailoring and Embroidery works	07	08.75
7	Sarees / Dress materials	03	03.75
8	Fancy shop / provisions store	08	10.00
9	Value added products (Pickle Making, Papad Making etc..)	02	02.50
	Total	80	100.00

The most prevalent entrepreneurial activity among SHG women, with 46.25% engagement, is dairying. This result showed the significance of dairy-related enterprises within the study area. Dairying often represents a stable source of income, as it involves the production and sale of milk and dairy products. SHG women engaged in dairying were involved in activities such as cattle rearing, milk processing, or the sale of dairy products, contributing not only to their financial well-being but also to the availability of nutritious food products in their communities.

Following dairying, 10.00 percent of SHG women had chosen to operate fancy shops or provisional stores. This entrepreneurial endeavour typically involved the sale of a variety of consumer goods and essentials. It indicated the presence of women entrepreneurs who provide convenient access to daily necessities, which can be vital in rural or underserved areas, contributing to the local economy while fulfilling community needs.

8.75 percent of SHG women had taken up tailoring and embroidery works as their primary entrepreneurial activity.

This entrepreneurial choice highlighted the importance of skilled craftsmanship and creativity among SHG women. Tailoring and embroidery businesses not only provide income but also offer opportunities for skill development and customization, meeting the demand for clothing and textile products in their communities.

Equal percentage i.e., 7.50 percent of SHG women ventured into poultry, sheep/goat rearing, and mess/tiffin meal services, indicating the diversity of agricultural and food-related enterprises. These activities often contribute to food security and income generation, and they can be particularly important in rural areas where agricultural activities play a significant role in the local economy.

Around 6.25 percent of SHG women were involved in dal mill/flour mill enterprises, which are related to food processing and agricultural value addition. These businesses contribute to food processing and value chain development, potentially improving the shelf life and marketability of agricultural produce.

3.75 percent of SHG women were engaged in saree/dress material businesses, showcasing the presence of entrepreneurs in the textile and fashion industry. This sector not only provides economic opportunities but also promotes local craftsmanship and creativity.

Finally, 2.50 percent of SHG women were involved in value-added products making activities. This entrepreneurial choice signifies a focus on adding value to raw materials through processing. Value addition can increase the profitability of agricultural produce and promote economic sustainability.

Thus it is concluded that most of the SHG women were taken up dairying as the enterprise in the study area. Similar types of findings were also reported by Maruthesha *et al.*, (2018)^[4] and Ankur *et al.*, (2022)^[1].

Conclusion

These findings highlight the diversity of entrepreneurial activities within the SHG community, reflecting the varied skills, interests, and opportunities that women pursue to improve their economic circumstances. The presence of a wide range of enterprises shows the importance of tailored support, training, and resources to empower women in their chosen entrepreneurial paths, fostering economic growth and community development.

In conclusion, the distribution of SHG women across different entrepreneurial activities showcases the breadth of economic opportunities they engage in. These findings emphasize the need for targeted interventions, capacity-building programs, and access to resources that align with the diverse entrepreneurial interests and skills of SHG women. By addressing specific sectoral needs and challenges, SHGs and development organizations can further empower women entrepreneurs and promote sustainable economic development within their communities.

Acknowledgement

I extend my sincere gratitude to the Indian Council of Agricultural Research (ICAR) for providing me with National Talent Scholarship (PGS) and Department of Agricultural Extension and Communication, College of Agriculture, Sardar Vallabhbhai Patel University of Agriculture and Technology, Meerut for all the support and guidance for the smooth conduct of my research.

References

1. Aggarwal A, Verma T, Jaspal S. Dairy Entrepreneurship among women self-help group. *Research & Reviews: Journal of Dairy Science & Technology*. 2022;11(2):10-14.
2. Das SK. Entrepreneurial activities of self-help group towards women empowerment: A Case study of two hill district in Assam. *Journal of Entrepreneurship and Management*. 2012;1(2):11-21.
3. <https://www.serp.ap.gov.in/SHGAP/> (Accessed on 15-09-2023)
4. Maruthesha AM, Vijayalakshmi D, Preetham SM. Empowerment of Rural Women through Self Help Groups and value addition of Millets in Bangalore rural district of Karnataka, India. *International Journal of Current Microbiology and Applied Sciences*, 2018;7(2):86-93.
5. Siddeswari GK, Gopal SPV, Sailaja V, Reddy RB. Types and scales of enterprises being run by the women entrepreneurs of self-help groups in Andhra Pradesh. *Economic Affairs*. 2020;65(1):57-62.
6. Suprabha KR. Empowerment of Self Help Groups (SHGs) towards Microenterprise Development. *Procedia Economics and Finance*. 2014;11:410-422.