



## A COMPARATIVE STUDY ON THE DIMENSIONS OF WOMEN ENTREPRENEURIAL EMPOWERMENT IN THE CONTEXT OF MANUFACTURING, TRADE, AND SERVICE SECTORS

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**ABSTRACT:** Women's participation in entrepreneurship has gained significant attention as a catalyst for economic development and gender equality. This research paper presents a comprehensive comparative study aimed at assessing the dimensions of women's entrepreneurial empowerment across three distinct sectors: Manufacturing, Trade, and Services. By examining the unique challenges and opportunities faced by women entrepreneurs in each sector, this study provides valuable insights into the varying facets of empowerment that contribute to the overall success of women-owned businesses.

The research employs a mixed-methods approach, combining qualitative interviews and quantitative surveys, to collect data from women entrepreneurs operating in the Manufacturing, Trade, and Service sectors. The study investigates key dimensions of empowerment, including access to financial resources, networking opportunities, government support, and societal perceptions.

**Key words:** Women Entrepreneurship, Empowerment, Manufacturing Sector, Trade Sector, Service Sector

### Introduction

The role of women in entrepreneurship has gained increasing recognition and attention in recent years, as women continue to make significant strides in various sectors of the global economy. Entrepreneurship not only contributes to economic growth but also plays a pivotal role in empowering individuals, particularly women, by providing them with opportunities for financial independence, leadership, and self-determination.

This comparative study aims to explore and analyze the dimensions of women's

entrepreneurial empowerment within the context of three distinct sectors: Manufacturing, Trade, and Service.

Women's entrepreneurial empowerment is a multifaceted concept encompassing various dimensions, including economic, social, and psychological factors. It is imperative to understand how these dimensions vary across different sectors, as the challenges and opportunities faced by women entrepreneurs can be sector-specific.

By focusing on the Manufacturing, Trade, and Service sectors, this study seeks to shed light on the unique dynamics of women's



entrepreneurship in each sector and identify best practices and potential areas for **Significance of the Study:**

This study is of paramount importance as it contributes to the ongoing discourse on women's entrepreneurial empowerment in diverse economic sectors. By analyzing the unique dimensions of empowerment in Manufacturing, Trade, and Service, it will offer a nuanced understanding of how

### Objectives of the Study:

1. To assess the economic empowerment of women entrepreneurs in the Manufacturing, Trade, and Service sectors by examining factors such as income generation, access to capital, and business growth.
2. To analyze the social dimensions of women's entrepreneurial empowerment, including networking opportunities, mentorship, and community engagement, within each sector.

### Methodology:

This comparative study will employ a mixed-methods approach, combining quantitative and qualitative research methods. Surveys and interviews will be conducted with women entrepreneurs in the

### Sample techniques:

For the present study, women entrepreneurs in Rayalaseema Region form the universe. A Multistage sampling technique will be adopted to gather relevant information from

improvement.

women entrepreneurs navigate different professional landscapes. Moreover, the findings can inform policymakers, industry stakeholders, and support organizations in designing tailored strategies to foster women's entrepreneurship and, in turn, promote economic growth and gender equality.

3. To explore the psychological aspects of empowerment, such as self-confidence, risk-taking propensity, and decision-making autonomy, and how they vary among women entrepreneurs in the three sectors.
4. To identify sector-specific challenges and opportunities that impact women's entrepreneurial empowerment and propose recommendations for stakeholders, including governments, industry associations, and support organizations.

Manufacturing, Trade, and Service sectors to gather data on various dimensions of empowerment. Additionally, an extensive review of existing literature, policy documents, and case studies will provide valuable insights into sector-specific challenges and best practices.

the sample respondents. Rayalaseema Region consist of 4 districts namely Kadapa, Kurnool, Ananthapur & Chittoor.

In the first stage, one constitution has been selected at random by using simple random



sampling (Probability sampling technique) from each district. Thus, Kodur from Kadapa district, Nandyala from Kurnool district, Hindupur from Ananthapur district and Madanapalli from Chittoor district emerge as sample cities. Sampling unit in the first stage is “place”

In the final stage from each activity, 20 women entrepreneurs will be conveniently selected by using Convenience sampling (Non probability sampling technique). Likewise 60 respondents will be select from each city. Thus the sample for the study will be work out to 240 respondents. In this stage the sampling unit is “women entrepreneur”

#### **Sample size:**

From each activity, 20 women entrepreneurs will be conveniently selected. Likewise 60 respondents will be select from each city (three activities). Thus the sample for the

#### **Data collection:**

The experimental research design has to use in the present study. The study has made use of both the secondary and primary sources of data. The secondary sources were the books, journals, periodicals, magazines,

#### **Data analysis:**

The information thus collect will be going to process, tabulate, analyze and interpret with the help of statistical tools like percentages,

#### **Hypotheses:**

Following are the null hypotheses of the study:

In the second stage in each chosen city, all the women entrepreneurs has to divide into three vocations such as manufacturing, trade and service.

The sample (final stage) was selected using non-probability sampling technique as the list of women entrepreneurs available with the governmental and non-governmental organizations did not tally to a great extent with the existing women entrepreneurs.

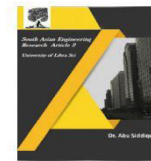
study will be work out to 240 respondents (four cities). Thus the sample size for the present study is 240.

reports, websites etc. Primary information has been collected from the sample women entrepreneurs through questionnaire designed for the purpose.

averages and ANOVA test to reach logical conclusions.

**H<sub>01</sub>:** There is no significant variation in the levels of economic empowerment among Manufacturing, Trade and Service.

**H<sub>02</sub>:** There is no significant variation in the levels of social empowerment among Manufacturing, Trade and Service.



**H03:** There is no significant variation in the levels of psychological empowerment among Manufacturing, Trade and Service.

**H04:** There is no significant variation in the levels of political empowerment among Manufacturing, Trade and Service.

**Data analysis and findings of the study:**

When all the respondents are considered as a whole, the findings were as follows:

**Hypothesis-I**

**Table no.1: Responses regarding the variation in the levels of economic empowerment among Manufacturing, Trade and Service**

Significance of variance	Nature of activity			Total
	Manufacturing	Trade	Service	
No variation	38	49	46	133
	50%	61.25%	66.66%	59.11%
Variation to some extent	27	29	15	71
	35.52%	36.25%	21.73%	31.55%
Variation to a great extent	11	2	8	21
	14.47%	2.5%	11.59%	9.33%
Total	76	80	69	225
	100%	100%	100%	100%
F	0.0269			

Source: Sample survey

The maximum 56% responded as no significant variation in the levels of economic empowerment among Manufacturing, Trade and Service.

(H<sub>0</sub>) is accepted. We conclude that there is no significant variation in the levels of economic empowerment among Manufacturing, Trade and Service.

F calculated Value (0.0394) is less than the F critical value (5.143) the Null hypothesis

**4.10 ANOVA: Single Factor**

**SUMMARY**

Groups	Count	Sum	Average	Variance
Manufacturing	3	76	25.3333	184.3333
Trade	3	80	26.6667	556.3333
Service	3	69	23	409

**ANOVA**

<i>Source of Variation</i>	<i>SS</i>	<i>df</i>	<i>MS</i>	<i>F</i>	<i>P-value</i>	<i>F crit</i>
Between Groups	20.6667	2	10.3333	0.026964	0.97351	5.14325
Within Groups	2299.33	6	383.222			
Total	2320	8				

**Hypothesis-II**

**Table No.2: Responses regarding the variation in the levels of social empowerment among Manufacturing, Trade and Service**

<b>Significance of variance</b>	<b>Nature of activity</b>			<b>Total</b>
	<b>Manufacturing</b>	<b>Trade</b>	<b>Service</b>	
<b>No variation</b>	<b>49</b>	<b>43</b>	<b>34</b>	<b>126</b>
	64.47%	53.75%	49.27%	56%
<b>Variation to some extent</b>	<b>18</b>	<b>25</b>	<b>21</b>	<b>64</b>
	23.68%	31.25%	30.43%	28.44%
<b>Variation to a great extent</b>	<b>9</b>	<b>12</b>	<b>14</b>	<b>35</b>
	11.84%	15%	20.28%	15.55%
<b>Total</b>	<b>76</b>	<b>80</b>	<b>69</b>	<b>225</b>
	100%	100%	100%	100%
<b>F</b>	<b>0.0394</b>			

**Source:** Sample survey

The maximum 60% responded as no significant variation in the levels of social empowerment among Manufacturing, Trade and Service.

Since F calculated Value (0.0269) is less than the F critical value (5.143) the Null hypothesis ( $H_0$ ) is accepted. We conclude that there is no significant variation in the levels of social empowerment among Manufacturing, Trade and Service.

**SUMMARY**

<i>Groups</i>	<i>Count</i>	<i>Sum</i>	<i>Average</i>	<i>Variance</i>
Manufacturing	3	76	25.33333	440.3333
Trade	3	80	26.66667	242.3333
Service	3	69	23	103

**ANOVA**

<i>Source of Variation</i>	<i>SS</i>	<i>df</i>	<i>MS</i>	<i>F</i>	<i>P-value</i>	<i>F crit</i>
Between Groups	20.66667	2	10.33333	0.039457	0.961559	5.143253
Within Groups	1571.333	6	261.8889			
Total	1592	8				

### Hypothesis-III

**Table No.3: Responses regarding the variation in the levels of psychological Empowerment among Manufacturing, Trade and Service**

Significance of variance	Nature of activity			Total
	Manufacturing	Trade	Service	
No variation	45	50	42	137
	59.21%	62.5%	60.86%	60.88%
Variation to some extent	21	24	19	64
	27.63%	30%	27.53%	28.44%
Variation to a great extent	10	6	8	24
	13.15%	7.5%	11.59%	10.66%
Total	76	80	69	225
	100%	100%	100%	100%
F	0.0279			

**Source:** Sample survey

The maximum 60.88% responded as no significant variation in the levels of psychological empowerment among Manufacturing, Trade and Service.

Since F calculated Value (0.0279) is less than the F critical value (5.143) the Null hypothesis ( $H_0$ ) is accepted. We conclude that there is no significant variation in the levels of psychological empowerment among Manufacturing, Trade and Service.

### SUMMARY

Groups	Count	Sum	Average	Variance
Manufacturing	3	76	25.33333	320.3333
Trade	3	80	26.66667	489.3333
Service	3	69	23	301

### ANOVA

Source of Variation	SS	Df	MS	F	P-value	F crit
Between Groups	20.6667	2	10.33333	0.027911	0.9726	5.143253
Within Groups	2221.33	6	370.2222			
Total	2242	8				

### Hypothesis-IV

**Table No.4: Responses regarding the variation in the levels of political empowerment among Manufacturing, Trade and Service**

Significance of variance	Nature of activity			Total
	Manufacturing	Trade	Service	





<b>No variation</b>	<b>47</b>	<b>47</b>	<b>45</b>	<b>139</b>
	61.84%	58.75%	65.21%	61.77%
<b>Variation to some extent</b>	<b>24</b>	<b>29</b>	<b>21</b>	<b>74</b>
	31.57%	36.25%	30.43%	32.88%
<b>Variation to a great extent</b>	<b>5</b>	<b>4</b>	<b>3</b>	<b>12</b>
	6.57%	5%	4.34%	5.33%
<b>Total</b>	<b>76</b>	<b>80</b>	<b>69</b>	<b>225</b>
	100%	100%	100%	100%
<b>F</b>	<b>0.0229</b>			

**Source:** Sample survey

The maximum 60.88% responded as no significant variation in the levels of political empowerment among Manufacturing, Trade and Service.

F calculated Value (0.0229) is less than the F critical value (5.143) the Null hypothesis ( $H_0$ ) is accepted. We conclude that there is no significant variation in the levels of political empowerment among Manufacturing, Trade and Service.

**SUMMARY**

<i>Groups</i>	<i>Count</i>	<i>Sum</i>	<i>Average</i>	<i>Variance</i>
Manufacturing	3	76	25.33333	442.3333
Trade	3	80	26.66667	466.3333
Service	3	69	23	444

**ANOVA**

<i>Source of Variation</i>	<i>SS</i>	<i>df</i>	<i>MS</i>	<i>F</i>	<i>P-value</i>	<i>F crit</i>
Between Groups	20.66667	2	10.33333	0.022918	0.977428	5.143253
Within Groups	2705.333	6	450.8889			
Total	2726	8				

**Suggestions:**

✓ Conducting a longitudinal study to track the progress of women entrepreneurs in each sector over time. This approach can help identify trends and changes in empowerment dimensions and their impact on business success.

✓ Frequent training programmes must be imparted to women entrepreneurs to keep themselves up-to-date in the latest developments in their respective fields.

✓ A majority of the women entrepreneurs are not members in trade associations. Awareness should be created through advertisement to become members of trade associations to enjoy the benefits of membership.

✓ Evaluate the policies and support mechanisms available for women entrepreneurs in the Manufacturing, Trade, and Service sectors. Assess the effectiveness of these policies in promoting empowerment



and suggest improvements or adaptations

### Conclusion:

This comparative study delves into the dimensions of women's entrepreneurial empowerment within the Manufacturing, Trade, and Service sectors. It recognizes that women's entrepreneurship is not a monolithic concept and that sector-specific dynamics play a pivotal role in shaping their experiences. The greatest revolution in a country is the one that affects the status and living conditions of its women. Promotion of women entrepreneurship ensures

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based on sector-specific needs.

economic independence. Social emancipation of women gains social status. It makes women conscious of their rights and gains equal status. It creates more respect in the family and gives self prestige, avoids gender bias and it eliminates dowry deaths. It promotes leadership qualities among women and swells the family income. Promotion of women entrepreneurship trains the future generation of women and it will also solve tomorrow's unemployment problem.

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