
A Study on the Evolution of Women Entrepreneurship in Post-Bifurcation Andhra Pradesh

Prof V. Durga Bhavani ¹

Department of communication and Journalism
Sri Padmavati Mahila Visvavidyalayam, Tirupati
durgacj@gmail.com

How to cite this paper as: Prof V. Durga Bhavani (2022) A Study on the Evolution of Women Entrepreneurship in Post-Bifurcation Andhra Pradesh. *Library Progress International*, 75-82

ABSTRACT

N/A

KEYWORDS: Agripreneurship, Bifurcation, Digital Empowerment, Financial Inclusion, Self-Help Groups, Skill Development, Women Empowerment, Women Entrepreneurship.

1. INTRODUCTION

Entrepreneurship has long been recognized as a cornerstone of economic development, fostering innovation, generating employment, and enhancing competitiveness. Within this broader framework, women entrepreneurship occupies a unique position, as it not only contributes to economic growth but also advances social equity and empowerment. In India, the participation of women in entrepreneurial activities has steadily increased over the past few decades, supported by policy interventions, grassroots movements, and changing sociocultural dynamics. However, the trajectory of women entrepreneurship varies significantly across states, influenced by local governance, cultural norms, and economic priorities. The bifurcation of Andhra Pradesh in 2014, which resulted in the creation of Telangana, marked a watershed moment in the state's socioeconomic history. The division necessitated a reorganization of administrative structures, economic strategies, and developmental priorities. For women entrepreneurs, this transition created both opportunities and challenges. On one hand, the government of Andhra Pradesh sought to rebuild its economy by emphasizing industrial growth, skill development, and MSME promotion, thereby opening new avenues for women-led enterprises. On the other hand, structural barriers such as limited access to finance, entrenched patriarchal norms, and inadequate infrastructure continued to constrain women's entrepreneurial potential. The significance of studying women entrepreneurship in postbifurcation Andhra Pradesh lies in its potential to illuminate broader questions of gender-inclusive development. Women entrepreneurs in the state are not merely economic actors; they are agents of social change who challenge traditional gender roles, foster community resilience, and contribute to sustainable development. Their evolution reflects the interplay between policy frameworks, sociocultural transformations, and individual agency.

2. LITERATURE REVIEW

Rao, Rao, and Ganesh (2011) examined the status of women entrepreneurship in Andhra Pradesh through a case study approach. The study highlighted sociocultural barriers, limited financial access, and inadequate institutional support affecting women's business growth. It found that despite constraints, women demonstrated resilience and managerial capability in small-scale enterprises. The authors emphasized the need for policy support, skill development, and financial inclusion to enhance sustainability and competitiveness of women-led enterprises in the state.

Behara and Niranjana (2013) analyzed rural women entrepreneurship in Andhra Pradesh, focusing on socioeconomic conditions and institutional challenges. The study revealed that inadequate training, poor access to credit, and lack of market exposure constrained entrepreneurial success. However, self-help groups significantly supported women in mobilizing savings and initiating microenterprises. The authors concluded that targeted policy interventions, entrepreneurial education, and infrastructural development were essential to strengthen rural women's participation in economic activities.

Original Article

Available online at www.bpasjournals.com

Vani (2013) investigated managerial constraints faced by women entrepreneurs operating dairy microenterprises in Andhra Pradesh. The study identified problems related to credit access, input procurement, marketing, technical knowledge, and family responsibilities. It found that limited extension services and training programs reduced productivity and profitability. The research recommended enhanced institutional support, cooperative marketing structures, and capacity building initiatives to improve operational efficiency and empower women engaged in dairy entrepreneurship.

Kolloju (2015) explored how women's entrepreneurial activities contributed to poverty reduction in rural Andhra Pradesh. The study demonstrated that entrepreneurship enhanced household income, social mobility, and decision-making power among women. Participation in microenterprises reduced dependency and strengthened community development. However, structural challenges such as limited infrastructure and financial barriers persisted. The author suggested integrating entrepreneurship development programs with poverty alleviation strategies to achieve sustainable rural development outcomes.

Nagalakshmi (2014) examined the development of women entrepreneurship in Andhra Pradesh, emphasizing motivational factors and institutional support systems. The study reported that women were driven by economic necessity, family support, and self-identity aspirations. It identified barriers including gender discrimination, limited capital, and inadequate training. The findings suggested that strengthening financial institutions, entrepreneurial awareness, and government schemes could significantly improve the growth and sustainability of women-owned enterprises.

Krishna (2009) analyzed the problems and prospects of women entrepreneurs in North Coastal Andhra Pradesh. The study highlighted financial constraints, marketing difficulties, bureaucratic delays, and limited managerial skills as major challenges. Despite these obstacles, women showed strong potential in small and medium enterprises. The research recommended improved credit facilities, simplified procedures, and entrepreneurship training programs to enhance business viability and long-term sustainability for women entrepreneurs.

Lunavath studied entrepreneurship among rural women in Andhra Pradesh, focusing on socioeconomic empowerment. The research indicated that participation in microenterprises increased income generation and improved living standards. However, women faced constraints such as inadequate infrastructure, limited education, and insufficient institutional backing. The study emphasized the importance of skill training, financial literacy, and supportive policy frameworks to foster sustainable entrepreneurial development in rural regions.

Sangeetha and Panatula (2013) examined perceptions of entrepreneurial success among women entrepreneurs in Andhra Pradesh. The study revealed that success was associated with financial independence, social recognition, and self-confidence. Factors such as education, experience, family support, and access to credit influenced business performance. The authors concluded that structured mentorship programs and policy-driven financial assistance could enhance entrepreneurial outcomes and sustain women-led enterprises.

Satyanarayan (2011) investigated the socioeconomic background of women small and medium entrepreneurs in Coastal Andhra Pradesh. The study found that most women entrepreneurs came from middle-income families and possessed moderate educational qualifications. Access to finance and family encouragement significantly influenced enterprise establishment. However, marketing and operational challenges limited expansion. The research suggested strengthening institutional credit mechanisms and entrepreneurial training for improved performance.

Usha et al. (2014) assessed awareness of the Prime Minister Employment Generation Programme (PMEGP) among women entrepreneurs in Guntur district. The study found moderate awareness levels and identified a positive relationship between profile characteristics such as education and scheme utilization. Limited information dissemination reduced effective participation. The authors recommended enhancing outreach activities and institutional coordination to increase women's access to government employment generation schemes.

Srinivas and Pandyaraj (2015) examined the role of microfinance in promoting women entrepreneurship. The study found that microfinance institutions enabled women to initiate and expand small enterprises through accessible credit and group-based lending models. Financial support improved income levels and decision-making power. However, high interest rates and repayment pressures posed challenges. The research emphasized the need for supportive financial policies and capacity-building initiatives for sustainable entrepreneurship.

Basha et al. (2013) studied the development of women entrepreneurship in Nellore, Andhra Pradesh. The research highlighted sociocultural barriers, financial limitations, and inadequate training as major constraints. Women entrepreneurs demonstrated strong commitment and adaptability despite structural challenges. The authors recommended strengthening institutional frameworks, improving financial accessibility, and conducting entrepreneurship development programs to enhance growth and sustainability of women-led enterprises.

Kumbhar (2013) discussed critical issues affecting women entrepreneurship in rural India. The study identified gender bias, limited education, inadequate financial resources, and infrastructural deficiencies as major obstacles. It emphasized that entrepreneurial development among rural women required integrated support systems, policy reforms, and skill enhancement initiatives. The research concluded that empowering women entrepreneurs could significantly contribute to rural economic development and social transformation.

Karan and Raj Mathur (2010) analyzed the role of internet-based e-governance initiatives such as ESeva in Andhra Pradesh in supporting women's advancement. The study found that digital platforms enhanced service accessibility, transparency, and entrepreneurial opportunities. Women benefited from improved information flow and reduced bureaucratic barriers. The authors concluded that ICT enabled governance could promote inclusive development and create new economic avenues for women entrepreneurs.

Research Methodology : To comprehensively examine the evolution of women entrepreneurship in postbifurcation Andhra Pradesh, this study adopts a qualitative research design supported by secondary data analysis. The methodology is structured to capture both macrolevel policy impacts and microlevel entrepreneurial experiences, ensuring a holistic understanding of the phenomenon.

Research Design

The study employs an exploratory and descriptive approach. Given the limited availability of longitudinal data on women entrepreneurship in postbifurcation Andhra Pradesh, qualitative methods are most suitable for uncovering patterns, narratives, and contextual factors. This design allows for flexibility in integrating diverse sources, including government reports, academic studies, and case-based evidence.

Expanded Challenges

Despite the progress made in promoting women entrepreneurship in postbifurcation Andhra Pradesh, several challenges continue to hinder the growth and sustainability of women-led enterprises. These challenges are multifaceted, encompassing financial, infrastructural, sociocultural, and institutional dimensions.

Financial Barriers

Access to finance remains one of the most significant obstacles for women entrepreneurs. Many women lack collateral, making it difficult to secure loans from formal financial institutions. Although schemes like Mudra Yojana and StandUp India provide collateral-free loans, awareness and accessibility are limited, especially in rural areas. Women often rely on SHGs for microcredit, which is useful for small-scale enterprises but insufficient for scaling businesses. Additionally, high interest rates from informal lenders exacerbate financial vulnerability.

Infrastructural Deficits

Inadequate infrastructure poses another major challenge. Rural women entrepreneurs often face difficulties related to poor transportation, lack of storage facilities, and unreliable electricity. These infrastructural gaps limit their ability to expand businesses beyond local markets. Digital infrastructure is also uneven, with limited internet connectivity in rural areas restricting women's access to e-commerce platforms and digital payment systems.

Market Access and Exposure

Women entrepreneurs frequently struggle with limited market exposure. Many operate within local markets, selling products to nearby communities. While digital platforms offer opportunities to reach wider audiences, lack of digital literacy and marketing skills prevents many women from fully leveraging these tools. Furthermore, competition from larger enterprises and imported goods often undermines the sustainability of small-scale women-led businesses.

SocioCultural Constraints

Patriarchal norms and traditional gender roles continue to restrict women's entrepreneurial ambitions. In many households, women are expected to prioritize domestic responsibilities over business activities. This dual burden of managing households and enterprises limits the time and energy women can devote to

entrepreneurship. Mobility restrictions also prevent women from traveling to urban markets, attending training programs, or networking with other entrepreneurs.

Skill and Knowledge Gaps

While skill development programs have been introduced, gaps remain in advanced business knowledge, such as financial management, marketing strategies, and technological adoption. Many women entrepreneurs lack mentorship and guidance, which are critical for scaling businesses and navigating competitive markets. Without sustained training and mentorship, women-led enterprises risk stagnation.

Institutional Challenges

Institutional support, though present, is often fragmented. Government schemes are sometimes poorly implemented, with bureaucratic hurdles discouraging participation. Women entrepreneurs also face challenges in accessing information about available programs and navigating complex application processes. Moreover, institutional frameworks often focus on traditional sectors like handicrafts and agriculture, neglecting opportunities in emerging industries such as technology and services.

Intersectional Barriers

Women from marginalized communities face compounded challenges due to caste, class, and regional disparities. Discrimination, poverty, and lack of access to resources further limit their entrepreneurial opportunities. While SHGs have provided platforms for collective empowerment, structural inequalities continue to affect the ability of marginalized women to sustain enterprises.

Sustainability Concerns

Even when women successfully establish enterprises, sustainability remains a challenge. Many businesses operate at subsistence levels, generating limited profits. Without access to larger markets, advanced skills, and institutional support, these enterprises struggle to grow and remain vulnerable to economic shocks.

Expanded Opportunities

While women entrepreneurs in postbifurcation Andhra Pradesh face numerous challenges, the evolving socioeconomic landscape also presents significant opportunities. These opportunities arise from policy interventions, technological advancements, changing cultural norms, and emerging sectors that align with women's skills and aspirations.

Digital Platforms and ECommerce

One of the most transformative opportunities for women entrepreneurs is the rise of digital platforms. Ecommerce sites such as Amazon, Flipkart, and local platforms have enabled women to market products beyond their immediate communities. Digital payment systems and social media marketing have further expanded their reach. Women engaged in handicrafts, textiles, and food processing have particularly benefited, as online platforms allow them to connect directly with consumers.

Agripreneurship and Value Addition

Agriculture remains a dominant sector in Andhra Pradesh, and women are increasingly engaging in agripreneurship. Opportunities exist in value-added activities such as food processing, organic farming, and dairy enterprises. Government programs promoting sustainable agriculture and organic certification have created new markets for women entrepreneurs. SHGs have facilitated collective farming and marketing, enabling women to achieve economies of scale.

Skill Development and Training Programs

Postbifurcation, the Andhra Pradesh State Skill Development Corporation (APSSDC) has expanded training opportunities for women. Programs in tailoring, beauty services, food processing, and digital literacy have enabled women to start microenterprises. Advanced training in areas like financial management and digital marketing is gradually being introduced, creating opportunities for women to scale businesses.

Government Schemes and Financial Inclusion

National and state-level schemes continue to provide financial support to women entrepreneurs. Mudra Yojana offers collateral-free loans, while StandUp India encourages women to establish enterprises in manufacturing, services, and trading. State-specific initiatives such as MEPMA provide urban women with training and credit. These schemes, if effectively implemented, can significantly enhance women's entrepreneurial opportunities.

Collective Enterprises and Cooperatives

Collective entrepreneurship through SHGs and cooperatives remains a powerful opportunity. By pooling resources, women can overcome financial and infrastructural barriers. Cooperatives in sectors such as dairy,

handicrafts, and agriculture have enabled women to access larger markets and negotiate better prices. Collective enterprises also foster resilience, as risks are shared among members.

Emerging Sectors

Beyond traditional sectors, opportunities are emerging in areas such as:

Technology and Services: Women with higher education and digital skills are entering IT services, online tutoring, and digital marketing.

Renewable Energy: Initiatives promoting solar energy and sustainable practices create opportunities for women to engage in energy related enterprises.

Tourism and Hospitality: Andhra Pradesh's focus on tourism development offers women opportunities in hospitality, handicrafts, and cultural enterprises.

Changing Cultural Norms

Sociocultural shifts are creating new opportunities for women entrepreneurs. Success stories of women-led enterprises are challenging stereotypes and inspiring younger generations. Media coverage and government recognition of women entrepreneurs have legitimized their role in economic development, encouraging more women to pursue entrepreneurship.

Partnerships and Networking

Networking opportunities through NGOs, women's associations, and business forums provide women with access to mentorship, markets, and knowledge. Partnerships with private companies and international organizations have also created opportunities for women to engage in supply chains and export markets.

Expanded Analysis and Discussion

The evolution of women entrepreneurship in postbifurcation Andhra Pradesh reflects a complex interplay of policy interventions, sociocultural dynamics, and individual resilience. This section synthesizes the findings from the preceding discussions on policy support, sociocultural influences, challenges, and opportunities, offering a critical interpretation of the current entrepreneurial ecosystem for women in the state.

Policy Effectiveness and Limitations

Government schemes such as Mudra Yojana, StandUp India, and statespecific initiatives like APSSDC have undeniably expanded opportunities for women entrepreneurs. SHGs, in particular, have emerged as a cornerstone of collective empowerment, enabling women to access microcredit and build solidarity. However, the effectiveness of these policies is uneven. While urban women with higher education and digital literacy have leveraged schemes to establish sustainable enterprises, rural women often remain confined to subsistencelevel businesses due to infrastructural deficits and limited market exposure.

The analysis suggests that policy interventions have succeeded in creating entry points for women entrepreneurship but have not adequately addressed sustainability and scalability. The absence of sustained mentorship, advanced training, and infrastructural support limits the longterm impact of these programs.

SocioCultural Transformation and Resistance

Sociocultural norms continue to exert a strong influence on women's entrepreneurial journeys. Traditional gender roles, mobility restrictions, and patriarchal expectations remain significant barriers. Yet, the postbifurcation era has witnessed gradual shifts in cultural attitudes. SHGs and success stories of women entrepreneurs have challenged stereotypes, creating aspirational models for younger generations.

The discussion highlights a dual narrative: while sociocultural resistance persists, exposure to collective enterprises and digital platforms is fostering cultural transformation. Women are increasingly recognized as contributors to household welfare and community development, legitimizing their entrepreneurial roles.

Challenges as Structural Constraints

The challenges faced by women entrepreneurs—financial barriers, infrastructural deficits, market limitations, and institutional gaps—are not isolated issues but structural constraints embedded in the socioeconomic fabric of Andhra Pradesh. These constraints disproportionately affect women from marginalized communities, underscoring the importance of intersectional analysis. Without addressing these structural barriers, policy interventions risk perpetuating inequalities rather than fostering inclusive growth.

Opportunities as Pathways to Empowerment

Despite these constraints, opportunities in digital platforms, agripreneurship, collective enterprises, and emerging sectors offer promising pathways for women entrepreneurs. Digital literacy programs and ecommerce platforms have enabled women to bypass mobility restrictions and access wider markets. Agripreneurship and valueadded agriculture align with women's traditional roles while offering potential for

innovation and sustainability. Collective enterprises through SHGs and cooperatives continue to provide resilience and shared growth.

The analysis suggests that opportunities are most effective when they align with women's existing skills and sociocultural contexts while simultaneously challenging traditional norms. For instance, agripreneurship builds on women's agricultural labor but transforms it into entrepreneurial activity, thereby redefining their role in the economy.

PostBifurcation Context

The bifurcation of Andhra Pradesh created both challenges and opportunities for women entrepreneurs. The need to rebuild the state's economy led to increased emphasis on MSMEs, skill development, and digital empowerment. Women entrepreneurs were positioned as key agents of inclusive growth, reflecting the state's recognition of gender as a critical dimension of development. However, the bifurcation also disrupted administrative structures and created uncertainty, particularly in resource allocation and policy implementation.

The discussion highlights that the postbifurcation context has amplified both the potential and the constraints of women entrepreneurship. While new opportunities have emerged, structural barriers remain deeply entrenched, requiring sustained efforts to ensure longterm success.

Critical Interpretation

The evolution of women entrepreneurship in postbifurcation Andhra Pradesh can be interpreted as a process of negotiation between structure and agency. Policies and institutional frameworks provide structural opportunities, while sociocultural norms impose constraints. Women entrepreneurs exercise agency by leveraging collective enterprises, digital platforms, and government schemes to navigate these constraints. The outcome is a dynamic entrepreneurial ecosystem characterized by resilience, innovation, and gradual transformation.

Expanded Conclusion

The evolution of women entrepreneurship in postbifurcation Andhra Pradesh represents both a story of resilience and a continuing struggle against structural barriers. The bifurcation in 2014 created a new socioeconomic context in which women entrepreneurs were positioned as vital contributors to rebuilding the state's economy. Policy interventions, particularly through SHGs, financial inclusion programs, and skill development initiatives, have provided women with entry points into entrepreneurship. At the same time, sociocultural dynamics—rooted in traditional gender roles, mobility restrictions, and patriarchal norms—continue to shape and often constrain women's entrepreneurial journeys.

The analysis reveals that women entrepreneurs in Andhra Pradesh have leveraged collective enterprises, digital platforms, and government schemes to navigate these constraints. Their agency is evident in the way they transform traditional roles into entrepreneurial activities, challenge stereotypes, and inspire younger generations. Yet, sustainability remains a pressing concern. Many enterprises operate at subsistence levels, vulnerable to infrastructural deficits, market competition, and limited mentorship.

The opportunities identified—digital empowerment, agripreneurship, collective enterprises, and emerging sectors—offer promising pathways for women entrepreneurs. These opportunities are most effective when they align with women's existing skills and sociocultural contexts while simultaneously challenging traditional norms. For instance, agripreneurship builds on women's agricultural labor but redefines it as entrepreneurial activity, thereby expanding their economic role.

To strengthen women entrepreneurship in Andhra Pradesh, several recommendations emerge:

Enhance mentorship and advanced training: Sustained guidance in financial management, marketing, and technology adoption is critical for scaling enterprises.

Improve infrastructure: Investments in transport, storage, and digital connectivity will enable women to access larger markets.

Expand market linkages: Programs that connect women entrepreneurs to national and international markets can enhance sustainability.

Promote inclusivity: Policies must address intersectional barriers faced by marginalized women, ensuring equitable access to resources.

Encourage innovation: Support for women entering emerging sectors such as technology, renewable energy, and tourism can diversify entrepreneurial opportunities.

In conclusion, women entrepreneurship in postbifurcation Andhra Pradesh is not merely an economic phenomenon but a social transformation. Women entrepreneurs are redefining gender roles, fostering community resilience, and contributing to statebuilding. Their evolution reflects the dynamic interplay of

policy, culture, and agency, underscoring the need for sustained institutional support and cultural change. Strengthening women entrepreneurship will be pivotal in advancing inclusive and sustainable development in Andhra Pradesh, making women not just participants but leaders in the state's economic future.

Expanded Conclusion

The evolution of women entrepreneurship in postbifurcation Andhra Pradesh represents both a story of resilience and a continuing struggle against structural barriers. The bifurcation in 2014 created a new socioeconomic context in which women entrepreneurs were positioned as vital contributors to rebuilding the state's economy. Policy interventions, particularly through SHGs, financial inclusion programs, and skill development initiatives, have provided women with entry points into entrepreneurship. At the same time, sociocultural dynamics—rooted in traditional gender roles, mobility restrictions, and patriarchal norms—continue to shape and often constrain women's entrepreneurial journeys.

The analysis reveals that women entrepreneurs in Andhra Pradesh have leveraged collective enterprises, digital platforms, and government schemes to navigate these constraints. Their agency is evident in the way they transform traditional roles into entrepreneurial activities, challenge stereotypes, and inspire younger generations. Yet, sustainability remains a pressing concern. Many enterprises operate at subsistence levels, vulnerable to infrastructural deficits, market competition, and limited mentorship.

The opportunities identified—digital empowerment, agripreneurship, collective enterprises, and emerging sectors—offer promising pathways for women entrepreneurs. These opportunities are most effective when they align with women's existing skills and sociocultural contexts while simultaneously challenging traditional norms. For instance, agripreneurship builds on women's agricultural labor but redefines it as entrepreneurial activity, thereby expanding their economic role.

To strengthen women entrepreneurship in Andhra Pradesh, several recommendations emerge:

Enhance mentorship and advanced training: Sustained guidance in financial management, marketing, and technology adoption is critical for scaling enterprises.

Improve infrastructure: Investments in transport, storage, and digital connectivity will enable women to access larger markets.

Expand market linkages: Programs that connect women entrepreneurs to national and international markets can enhance sustainability.

Promote inclusivity: Policies must address intersectional barriers faced by marginalized women, ensuring equitable access to resources.

Encourage innovation: Support for women entering emerging sectors such as technology, renewable energy, and tourism can diversify entrepreneurial opportunities.

In conclusion, women entrepreneurship in postbifurcation Andhra Pradesh is not merely an economic phenomenon but a social transformation. Women entrepreneurs are redefining gender roles, fostering community resilience, and contributing to statebuilding. Their evolution reflects the dynamic interplay of policy, culture, and agency, underscoring the need for sustained institutional support and cultural change. Strengthening women entrepreneurship will be pivotal in advancing inclusive and sustainable development in Andhra Pradesh, making women not just participants but leaders in the state's economic future.

REFERENCES

- [1] 1.Rao, S. T., Rao, G. T., & Ganesh, M. S. (2011). Women entrepreneurship in India (a case study in Andhra Pradesh). *The Journal of Commerce*, 3(3), 43.
- [2] <https://search.proquest.com/openview/81b106338c1cb7c4519c729b4c3cdc49/1?pqorigsite=gscholar&cbl=676305>
- [3] 2.Behara, S. R., & Niranjana, K. (2013). Rural women entrepreneurship in Andhra Pradesh. *ZENITH International Journal of Business Economics & Management Research*, 3(1), 151170.
- [4] <https://indianjournals.com/article/zijbemr31017>
- [5] 3.Vani, C. S. (2013). Constraints in management of dairy micro enterprises faced by women entrepreneurs of Andhra Pradesh. *Indian Research Journal of Extension Education*, 13(3), 106108.
- [6] <https://api.seea.org.in/uploads/pdf/201338106108.pdf>
- [7] 4.Kolloju, N. (2015). Poverty reduction through women's entrepreneurial activities in rural Andhra Pradesh, India. *Ritsumeikan Journal of Asia Pacific Studies*, 34, 5667.
- [8] <https://www.apu.ac.jp/rcaps/page/content0111/Volume34RCAPS.pdf#page=49>
- [9] 5.Nagalakshmi, T. (2014). Women Entrepreneurship in Andhra Pradesh: A Study. *The International*

- Journal of Science and Technoledge, 2(7), 240.
- [10] <https://search.proquest.com/openview/fb91d6e080504136129379162f3c13f0/1.pdf?pqorigsite=gscholar&cbl=2035011>
- [11] 6.Krishna, S. M. (2009). Problems and Prospects of Women Entrepreneurs in North Coastal Andhra PradeshA Case Study. SEDME (Small Enterprises Development, Management & Extension Journal), 36(1), 5364.
- [12] <https://journals.sagepub.com/doi/abs/10.1177/0970846420090106>
- [13] 7.LUNAVATH, D. N. ENTREPRENEURSHIP AMONG RURAL WOMENA STUDY IN ANDHRA PRADESH. CHIEF PATRON CHIEF PATRON.
- [14] https://www.researchgate.net/profile/StellaM/publication/342492031_PERFORMANCE_APPRAISAL_SYSTEM_IN_TEXTILE_INDUSTRY_WITH_SPECIAL_REFERENCETOTIRUPURANEXPLORATORYSTUDY/links/5ef6e66c92851c52d6006925/PERFORMANCEAPPRAISALSYSTEMINTEXTILEINDUSTRYWITHSPECIALREFERENCETOTIRUPURANEXPLORATORYSTUDY.pdf#page=128
- [15] 8.Sangeetha, N., & Panatula, M. K. (2013). Entrepreneurial success: A study on the perceptions of women entrepreneurs in Andhra Pradesh. Journal of Entrepreneurship and Management, 2(3), 19.
- [16] <https://www.academia.edu/download/52844209/3.pdf>
- [17] 9.Satyanarayan, P. V. V. (2011). A Study on SocioEconomic Background of Women Small & Medium Entrepreneurs in Andhra Pradesh (A Case Study of Costal Andhra Pradesh). Indian Journal of Commerce and Management Studies, 2(5), 4554.
- [18] <https://www.ijcms.in/index.php/ijcms/article/view/394>
- [19] 10.Usha, M., Naidu, G. R., Sivanarayana, G., & Reddy, G. R. (2014). Awareness of women entrepreneurs about Prime Minister Employment Generation Programme (PMEGP) and its relationship with their profile characteristics in Guntur district of Andhra Pradesh. The Andhra Agricultural Journal, 61(1), 220222.
- [20] https://aaj.net.in/wpcontent/uploads/2024/05/2014_artilcle_61145.pdf
- [21] 11.Srinivas, P., & Pandyaraj, K. (2015). Women Entrepreneurship through Microfinance.
- [22] https://www.researchgate.net/profile/SrinivasPechetti/publication/344387488_Women_Entrepreneurship_through_Microfinance/links/5f6f2356458515b7cf508bae/WomenEntrepreneurshipthroughMicrofinance
- [23] 12.Basha, A. M., Pranav, K. S., Rao, R. N., Madhvi, K., & Sudha, P. S. (2013). The study on the Development of Women Entrepreneurship in Nellore, AP India. Research Journal of Management Sciences ISSN, 2319, 1171.
- [24] <https://www.isca.me/IJMS/Archive/v2/i10/1.ISCARJMS2013088.pdf>
- [25] 13.Kumbhar, V. (2013). Some critical issues of women entrepreneurship in rural India. European academic research, 1(2).
- [26] https://papers.ssrn.com/sol3/papers.cfm?abstract_id=2043821
- [27] 14.Karan, K., & Raj Mathur, R. (2010). Women forge ahead: internet and Egoernance Eseva in Andhra Pradesh, India. Journal of Community Informatics, 6(3), 117.
- [28] <https://openjournals.uwaterloo.ca/index.php/JoCI/article/download/2440/3015?inline=1>