



Cover Page



WOMEN ENTREPRENEURS IN ANDHRA PRADESH-A THEMATIC ANALYSIS

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ABSTRACT

The economic growth and development of the country is determined by human, physical and financial resources. An economy can move on to the higher levels of growth either by acquiring a larger quantum of the factors of production or through technical progress. The industrialization is one of the ways of bringing about socio-economic development in any country. India economy is today poised for a flourishing entrepreneurial activity. Since a high quality entrepreneurial skill tends to attain industrial growth, talent must come from within the environment for rapid and sustained growth of the economy. In India, as in many other developing countries, the role of women in the economic activity of the nation was practically ignored. The India is one of the fastest emerging economies and the importance of entrepreneurship is realized across the gamut. According to Government of India, an enterprise owned and controlled by a women having a minimum financial interest of 51 per cent of capital and giving at least 51 per cent of the employment generated by the enterprise to women. Hence, the present study pertaining to Andhra Pradesh (Sun Rise State) which is located in backward region of the southern States in India is an attempt in this my direction. The following objectives are analyze the factors influence on location in women entrepreneurs and motivating factors of women entrepreneurs, various problems of women entrepreneurs and to suggest feasible measures to promote successful women entrepreneurship in Andhra Pradesh. The methodology explains that randomly selected Nellore district of in Andhra Pradesh. The stratified random sampling method is employed for the selection of women entrepreneurs in the the district. The present study is based on the primary data and secondary data. The primary data covering all the aspects of women entrepreneurs in accordance with the objectives of the study are collected through personnel interview with the sample women entrepreneurs with the help of schedule, which is especially designed for the present study. The secondary data are collected from the relevant publications of District Industries Center of Nellore; Chief Planning Offices, Nellore & other Reports and Publications of small scale industries in Andhra Pradesh.



Cover Page



The economic growth and development of the country is determined by human, physical and financial resources. An economy can move on to the higher levels of growth either by acquiring a larger quantum of the factors of production or through technical progress. The objective of any planned development is to develop human resources to their brimming utilization. Therefore, industrialization is one of the ways of bringing about socio-economic development in any country. India economy is today poised for a flourishing entrepreneurial activity. It is also known that a healthy business environment is an essential requirement of entrepreneurial growth. Since a high quality entrepreneurial skill tends to attain industrial growth, talent must come from within the environment for rapid and sustained growth of the economy. A country may be rich in material resources and capital. The entrepreneurs are a part of industrial society and as such, he/she should be considered as an asset. The entrepreneur is responsible for not only earning his/her own livelihood but also for creating avenues of employment for others and contributing to the gross national product.

In India, as in many other developing countries, the role of women in the economic activity of the nation was practically ignored. The increasing participation of men in the work-force and multiple role of women as mothers, homemakers and paid workers and misunderstandings of the nature of unemployment among women, suggests the usefulness of describing trends and relationships, in labour force participation as a background for assessing the volume of employment, occupational structure and the impact of economic growth. The entrepreneurship has gained currency across the sphere and female- entrepreneurship has become an important module. The India is one of the fastest emerging economies and the importance of entrepreneurship is realized across the gamut. According to Government of India, an enterprise owned and controlled by a women having a minimum financial interest of 51 per cent of capital and giving at least 51 per cent of the employment generated by the enterprise to women. The *Women Entrepreneurship* means an act of business ownership and business creation that empowers women economically increases their economic strength as well as position in society.

Manjula observed that the women entrepreneur is a person who accepts challenging role to meet her personal needs and become economically independent. The Kerala is



Cover Page



industrially developing area in which some of the entrepreneurs excel in small scale industry. The Government organizes women by various associations, they are not ready to undertake the business. As compared to men, women are less motivated to start business units due to some unwanted fear and lack of motivations. She identified that the major problems faced by women entrepreneurs in the State are financial constraint, the inadequate institutional support, the problems are marketing, the social attitude, the non-availability of good workers/employees etc. and suggested that, the financial institutions should take steps to facilitate easy availability of credit to encourage the women entrepreneurs and Government should also think over to solve the problems faced by women entrepreneurs.¹

Muneer Ahmad Khan et.al reveals that the entrepreneurship is globally considered as an essential and most important source for economic development. The trust is on employment generation in the state of Jammu and Kashmir through different means and one of them is entrepreneurship development. He observed the different problems and challenges faced by new entrepreneurs while establishing their business units in Jammu and Kashmir and study is divided into two parts are in the first part explain that significance about entrepreneur and entrepreneurship development; second part in the various problems and difficulties are the lack of basic knowledge, the social and family sport, the difficulties in start-ups, the finance problem, the lack of adequate skill and attitude, the low risk bearing capacity, the lack of technology, the dependence on Government and availability of raw materials and legal formalities are faced by new entrepreneurs in Jammu and Kashmir.²

Shyamala observed that in India 65 per cent of population lives in rural areas. The women population is 50 per cent share of general population; the rural women are showing interest in small business ownership and actually starting up with the business, the status of rural women are bounded to low level. Traditionally, the believed that women are physically and mentally weak, and hence, they are not fit for hard, hazardous and risky tasks, especially in India there are many social and cultural restrictions on women. The women participation in entrepreneurial activities is less than the requirement of the fast growth of India. She attempt the various factors are the motivate women to enter into business to need for power, getting self-actualization, seeking Independence, need for achievement, presence of knowledge and skills, to become a leader, economic compulsion, inspiration from others success, frustration in the present job, the motivation towards new enterprise, to get control over the business, the not finding the suitable job, the need for additional income, thrust to create new things and various problems faced by the rural women entrepreneurs in establishing and running their



Cover Page



business in terms of finance, marketing, social, cultural and provide suggestions to overcome the problems and empower in their business.³

Swarnalatha and Anuradha observed that the entrepreneurs play a key role in the economic development of the country. A women entrepreneur is defined as the women or group of women, who initiate, organize and operate a business enterprise. The transformation of social fabric of the Indian society, in terms of increased educational status of women and varied aspirations for better living, necessitated a change in life style of Indian women. The women in India face many problems and constraints to get ahead in their life in business. They should explore the prospects of starting new enterprise; undertake risks, introduce innovations, coordinate administration and control business and provide effective leadership in all aspects of business.⁴

Iklima Husna Abdul Rahim et.al revealed that the entrepreneurship is increasingly recognized as an important driver of economic growth, productivity, innovation and employment and accepted as a key aspect of economic dynamism. The women did not miss the opportunity to jointly create a name in the industry and for those who want to succeed will be able to demonstrate the seriousness, willing to face challenges and the problems encountered. The women entrepreneurs will not be able to achieve success without high work, high morale and ability to face the challenges. Those are family support, family background, independent factors, interest, education, work experience, self-satisfaction, to achieve ambitions, motivation, to change family fortunes and other factors which are likely to become a source of income support for those involved in entrepreneurship.⁵

Shamsul Hana Abd Rani and Norashidah Hashim say that the entrepreneurs are the number of factors suggested and to explain how the success the women entrepreneurs in Malaysia. The factors have been considered to influence the success of women entrepreneurs such as human capital, networking, financial aids and opportunity. There are four characteristics to influence the success among women entrepreneurs which are need for achievement, risk taking, self-confidence and creative and innovative.⁶

Need for the Study

The studies reviewed and the study of women entrepreneurship at international, national and regional levels by the individual researchers, institutions and Government. The conclusions arrived at by these studies not only differ from one another but they are also contradictory about study of the women entrepreneurs in Andhra Pradesh. A careful investigation at micro level is therefore necessary to take a correct stand in regard to the study of the various women



Cover Page



entrepreneurships in Andhra Pradesh. The development of any area can never be a smooth process and particularly the entrepreneurs have to face numerous problems within the changed environment. These problems vary from region to region depending upon the stage and level of economic development. The study is mainly designed to analyze the socio-economic conditions of women entrepreneurs factors influence on location aspects, motivational factors of women entrepreneurs and various problems of women entrepreneurship in Andhra Pradesh. A careful investigation at micro level is therefore, necessary to take a correct stand in regard to the effect of women entrepreneurs. Hence, the present study pertaining to Andhra Pradesh(Sun Rise State) which is located in backward region of the southern States in India is an attempt in this my direction.

Objectives

The following specific objectives are:

- To analyze the factors influence on location and motivating factors of women entrepreneurs in Andhra Pradesh;
- To examine the various problems and suggest feasible measures to promote successful women entrepreneurship in Andhra Pradesh.

Sample Design

The methodology explains that randomly selected Nellore of Andhra Pradesh. In the first stage the list of registered units functioning in the each district obtained from the District Industries Centers Nellore of Andhra Pradesh. There are all types of entrepreneurs are operating in three districts, after especially physically identified women entrepreneurs in the district. In all types entrepreneurs are highest concentrated entrepreneurs are also identified. The concentrated entrepreneurs are classified into 9 categories in the study area. The stratified random sampling method is employed for the selection of women entrepreneurs in the the district. From each category 50 percent of the sample women entrepreneurs are selected at random. Thus the study covers a total sample of 389 women entrepreneurs covering all the 9 categories. The category wise distribution of sample women entrepreneurs are shown in Table-I.



Cover Page



Table-I

Distribution of Sample Women Entrepreneurs in Andhra Pradesh

S.No	Categories of Women Entrepreneurs	Total Entrepreneurs in Nellore District	Per cent	Total Sample
1	Flour mills/Rice mills/ Groundnut oil mills	193	50	97
2	Manufacturing of Agarabathies	69	50	35
3	Making mineral drinking water	65	50	33
4	Ice cream factory/ Bakery	105	50	53
5	Manufacturing cement poles and bricks/ Flyash bricks	57	50	29
6	Paper printing and offset printing	76	50	38
7	Flex graphic printing/ Web designing and hosting	62	50	31
8	Readymade garments	81	50	41
9	Leather foot wear	64	50	32
	Total	772	50	389

Source: District Industries Center, Nellore, 2021.

DataBase

The present study is based on the primary data and secondary data. The primary data covering all the aspects of women entrepreneurs in accordance with the objectives of the study are collected through personnel interview with the sample women entrepreneurs with the help of schedule, which is especially designed for the present study. The various aspects of data to be collected from the selected women entrepreneurs including their socio-economic conditions of women entrepreneurs, location and motivating factors and problems are production, finance, marketing and other problems of women entrepreneurship in Andhra Pradesh. The secondary data are collected from the relevant publications of District Industries Centers are Nellore, Chief Planning Office, Nellore, & other Reports and Publications of small scale industries in Andhra Pradesh. The primary and secondary data collected through various means will be scientifically analyzed by applying appropriate statistical tools such as the simple averages and percentages. However, there are several factors responsible for increasing the level of women entrepreneurs in India. The various factors are influencing on the location in the sample women entrepreneurs are analyzed in Table-II.



Cover Page



Table - II

Factors Influencing on Location in Women Entrepreneurs of Andhra Pradesh

S.No	Categories of Women Entrepreneurs	Land / Site	Availability of Raw Material	Marketing Facilities	Transport	Infrastructure	Availability of all Labour	Others	Total
1	Flour mills/Rice mills/ Groundnut oil mills	31	9	11	8	22	12	4	97
2	Manufacturing of Agarabathies	5	3	9	7	5	5	1	35
3	Making mineral drinking water	8	4	7	5	3	6	-	33
4	Ice cream factory/ Bakery	9	5	11	7	12	7	2	53
5	Manufacturing cement poles and bricks/ Flyash bricks	4	6	5	5	3	6	-	29
6	Paper printing and offset printing	4	3	7	5	9	8	2	38
7	Flex graphic printing/ Web designing and hosting	3	4	8	4	5	6	1	31
8	Readymade garments	6	5	9	5	7	7	2	41
9	Leather foot wear	5	1	6	6	5	6	3	32
	Total	75(19.28)	40(10.28)	73(18.76)	52(13.36)	71(18.25)	63(16.19)	15(3.85)	389(100)

Source: -Field Data.



Cover Page



The above Table-II reveals that out of 389 sample women entrepreneurs are 19.28 per cent (75 units) were established in the own site/ land;10.28 per cent of the availability of raw material have influenced of the location aspects; 18.76 per cent (75 units) entrepreneurs is favour to marketing facilities;among the sample women entrepreneurs 13.36 per cent (52 units) are the available of transport facilities; 18.25 per cent of the sample women entrepreneurs have influenced the location on the infrastructure facilities; the another important aspect noticed that the majority of sample women entrepreneurs (63 units) comprising 16.19 per cent of the sample women entrepreneurs are based on the availability of skilled labour/ labour and 3.85 per cent other factors influenced on location in the entrepreneurs in the study area.

Motivation of Women Entrepreneurs in Andhra Pradesh

The motivation is the set of forces that initiate behaviour and determine its form, direction, intensity and duration. The motivation is a significant factor in the start-up and success of the entrepreneurs. There have been a number of empirically studies to describe the attributes of entrepreneurship in terms of traits, social psychological and behavioural approaches. The motivation is an essential factor in the establishment of entrepreneurial activity. A better understanding of entrepreneurial motivations may well contribute to a better understanding of entrepreneurial behaviour. The growth of women entrepreneurs is a function of motivations, perceived obstacles, female identity, as well as personal and business descriptors. The women become entrepreneurs due to several factors which may be grouped under *Pull factors* and *Push factors*. The pull factors refer to the urge in women to undertake ventures with an inclination to start a business. The women entering business, driven by financial need due to family circumstances are said to be influenced by push factors. The motivating factors which encouraged the entrepreneurs to establish the women entrepreneurs are important and knowledge of these factors is essential to understand the factors which have direct bearing on the development of women entrepreneurs. The factors which motivated the women entrepreneurs in setting up the units are shown in Table-III.



Cover Page



Table - III

Motivation factors of Sample Women Entrepreneurs in the Andhra Pradesh

Categories of Women Entrepreneurs	To Gain Economic & Social Status	Employment & Economic Independent	For Self-Esteem & Self prestige	Technical knowledge	Subsides and incentive offered by the Government	Export processing zones	Financial Assistance	Entrepreneurial Experience	Total
Flour mills/Rice mills/ Groundnut oil mills	14	15	14	8	18	12	4	12	97
Manufacturing of Agarabathies	8	5	4	3	6	2	5	2	35
Making mineral drinking water	6	4	5	2	5	-	6	5	33
Ice cream factory/ Bakery	6	9	7	5	8	-	7	11	53
Manufacturing cement poles and bricks/ Flyash bricks	5	5	3	2	5	-	6	3	29
Paper printing and offset printing	7	6	4	3	6	-	5	7	38
Flex graphic printing/ Web designing and hosting	6	5	4	5	4	-	4	3	31
Readymade garments	10	8	6	2	5	4	2	4	41
Leather foot wear	6	6	4	3	4	1	5	3	32
Total	68(17.48)	63(16.19)	51(13.11)	33(8.48)	61(15.68)	19(4.88)	44(11.31)	50(12.85)	389(100)

Source: -Field Data.

From the Table-III reveals that, the all types of women entrepreneurs the motivation factors observed that the highest and important factor is to gain economic & social status (17.48 per cent), remaining other motivation factors are to economic independent and employment (16.19 per cent), for self-esteem & self-prestige (13.11 per cent), the technical knowledge of entrepreneurs (8.48 per cent), the subsidies and incentive offered by the Government (15.68 per cent), the export processing zones (4.88 per cent), the financial assistance (11.31 per cent) and entrepreneurial experience (12.85 per cent) and the encouraging by the parents and the motivated by the seminar / EDP attended in the study area.

Problems of Women Entrepreneurs in Andhra Pradesh

The recognizing the relevance and role that women entrepreneurs play in India's economic growth, the Central and State Governments undertook a number of programmes to promote and achieve faster growth of entrepreneurs. These measures have been particularly effective, but many problems related to production, marketing and finance still continue to affect the growth of entrepreneurs. These problems not only affect the effective utilization of capacity of the entrepreneurs, but also hamper their prosperity. The major problems study include raw material, labour problem, technology problem, power problem, Government policies, financial problems, competition, marketing, packing, water problem, location, transportation and taxation etc. Now examine and analyze the problems of sample women entrepreneurs are presented in Table-IV.



Cover Page



Table-IV

Major Problems faced by sample Women Entrepreneurs in Andhra Pradesh

S.No	Categories of Women Entrepreneurs	Raw Material	Labour problems	Technology problems	Marketing problems	Power	Govt. Policies	Financial Problem	Competition	Transport	Taxation	Other	Total
1	Flour mills/Rice mills/ Groundnut oil mills	11	9	5	5	11	8	9	17	7	9	6	97
2	Manufacturing of Agarabathies	5	2	2	6	2	4	5	3	3	2	1	35
3	Making mineral drinking water	4	3	3	3	6	3	3	4	3	1	-	33
4	Ice cream factory/ Bakery	5	3	6	5	9	3	5	8	4	3	2	53
5	Manufacturing cement poles and bricks/ Flyash bricks	3	2	2	3	2	4	3	4	4	2	-	29
6	Paper printing and offset printing	5	4	3	2	5	2	3	5	3	4	2	38
7	Flex graphic printing/ Web designing and hosting	4	3	4	3	6	1	2	2	1	3	2	31
8	Readymade garments	6	5	4	2	4	5	2	3	5	4	1	41
9	Leather foot wear	3	4	5	4	2	2	3	4	1	3	1	32
	Total	46 (11.85)	35 (8.99)	34 (8.74)	33 (8.48)	47 (12.08)	32 (8.22)	35 (8.99)	50 (12.85)	31 (7.96)	31 (7.96)	15 (3.85)	389 (100)

Source: - Field Data



Cover Page



From the Table-IV, shows that, the overall view of the various types of problems faced or being faced by the sample women entrepreneurs and among the 389 sample women entrepreneurs, the competition problems are the major problem as expressed by 12.85 per cent of the sample women entrepreneurs, 11.85 per cent stated that they have problems of raw material, the labour is the problem for 8.99 per cent of the sample women entrepreneurs. While 8.74 per cent of the women entrepreneurs are faced technology, 8.48 per cent is marketing problem, 12.04 per cent is power problem, 8.22 per cent respondents feel that the Government policies, 8.99 per cent of the sample women entrepreneurs are financial problem, 7.96 per cent transport problem and taxation 3.85 per cent other problems are demand, packing, water problem, location problem and others development problems etc. in the study area.

Conclusion

The entrepreneurship among the women has been a matter of recent concern. The growing percentage of women now are coming into business and are no longer fulltime home makers but have taken the challenges of entrepreneurship and carrier proving the changing nature of women in this 21st century. A woman entering into business is nurtured and fostered by family and friends at the outset. From this sheltered atmosphere when she comes into contact with other entrepreneurs and her counter parts, she is baffled with a whole lot of questions such as the new atmosphere of the organizations, labour force, customers and the like. Sometimes she is made to feel discriminated either favourably or unfavourably. In India, men generally take the lead in the entrepreneurial world. With the change of time as well as cultural norms and an increase in the rate of literacy; women have increasingly entered into the field of entrepreneurship. There has been significant growth in female self-employment with women starting new ventures at a faster pace. The economic status has given way to an increase of social status that has and thereby empowered women. In the present scenario due to modernization, urbanization, globalization, and economic development with increasing awareness of the development of mass media communication women are now seeking gainful employment in several fields. Women are entering into entrepreneurship even amidst of Socio-cultural, economic, technical, financial, and managerial difficulties. The myth that women lack entrepreneurship or entrepreneurial motivation has now been explored. It is now reasoned that what they lack is not innate will and inclination nor motivation but the supportive climate where their motives to excel are challenged, their vision for action sharpened. The



Cover Page



hidden entrepreneurial potential of women has gradually been changing with increasing sensitivity to their role and economic status in the society. It is said that when a man starts a business venture it is only he who becomes the entrepreneur whereas when women takes an entrepreneurship the whole family changes into an entrepreneurial class in their behaviour. Hence if the aim is to increase entrepreneurs in the society one should promote entrepreneurship among women and the nation would move forward in leaps and bounds.

Suggestions

On the basis of analysis made in the previous chapters and its recapitulation in this chapter, a few suggestions may be put forward for smooth and accelerated growth of women entrepreneurs in Andhra Pradesh.

- Out of 389 sample women entrepreneurs majority of the entrepreneurs are in the age group below 35-45 years. Generally, the age group below 35years, seems to be the potential age group for becoming an entrepreneur. This fact may also be given due consideration while selecting the potential entrepreneur;
- The women entrepreneurs should establish association among themselves on the category wise; in order to enjoy normal profits, there must be co-ordination among the members of the association. In fixing price for their products, week holidays for their employees incentives and remuneration;
- The women entrepreneurs units are also facing problem of inadequate and costly transportation which obstruct their efficient operation. Attempt should be made to provide easy, cheap and adequate transportation facilities to women entrepreneurs units. They may also be given transportation subsidy;
- In generally, SC and ST socially downtrodden and financially backward tend to run the women entrepreneurs units. Hence, special care should be taken by the Government to equip them with enough aid and liberal finances with concessional rates to undertake the small scale industrial units;
- The special training on time management and stress management should be arranged for women entrepreneurs occasionally through their associations;
- The most of the sample women entrepreneurs felt that infrastructure and technical assistance are significant facilitating factors. Hence, due to attention must be paid to these factors to help entrepreneurs;
- The level of success of the units may be enquired by District Industries Centre periodically and deficiencies may be identified and training may be arranged for



Cover Page



rectifying the defects and removing the deficiencies in the organization/management;

- The Government should set up a special institution or agency in order to eliminate middlemen and to ensure the supply of good quality of raw materials at reasonable prices. It has to procure and distribute both local and non-local raw materials as and when required;
- There is need to strengthen training and development programmes. Apathy towards training programmes should be overcome by proper identification of prospective industries and by providing needed training inputs in an effective manner;
- The Governments should provide proper steps in marketing women entrepreneurs products at reasonable prices; and
- The District Industrial Centre should take initiating in solving their problems of getting financial help and getting the units registered quickly.
- The education is a positive booster in motivating women to venture into entrepreneurship. With higher education, women experience an increase in self-confidence and become more capable of recognizing their strengths.
- The success stories of women entrepreneurs from varied backgrounds should be popularized in schools and colleges itself.
- The study revealed that husbands/fathers were the main motivators for taking up entrepreneurship. So motivation of husbands/fathers/family members would certainly prove to be fruitful. Once they get convinced about significance of women entrepreneurship then their attitude will change, their roles and expectations will change and they will provide moral support, necessary guidance and help as needed.

The measures suggested above, if implemented sincerely, can ease out the problems of women entrepreneurs and help their development to a large extent. What is required most is a positive approach on the part of the Government and financial and other institutions towards the growth of women entrepreneurs in Andhra Pradesh.



Cover Page



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Cover Page



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Cover Page



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PRODUCTION AND PRODUCTIVITY OF HORTICULTURE CROPS IN INDIA AND ANDHRA PRADESH

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Abstract

Fruits and vegetables account for nearly 90 per cent of total horticulture production in the country. The manufacture of berries and vegetables during the current year is estimated to be 314.5 million tonnes (mt), about 1 per cent more than what the country produced in 2017-18, the first advance estimations of horticulture production released by the government of India. The area under market gardening crop also rose to 25.6 million hectares from 25.43 million hectare. Hectare crop year in India is from July-June. India is producer of fruits and vegetables in the world and is the leader in several horticultural crops, namely Mango, Banana, Papaya, Cashewnut, Recant, Potato and Okra. However, the nature of horticulture harvests being such it's not easy to make valuation of their production. These crops, exclusively vegetables are grown in small plots, fields or in the courtyard of the houses, do not have single collecting in most of the cases which makes their valuation demanding. Various horticulture harvests have multiple proceeds in a single season. Correspondingly many fruit trees are stippled, which do not count for revenue system. The need for diversification to horticulture sector was recognised by the Government of India in mid-eighties by converging its thoughtfulness on investment in this sector. Currently horticulture has recognized its integrity in cultivating income through increased productivity, producing occupation and in pleasing to the eye exports. Resultantly, horticulture has motivated from rural confines to profitable venture. However, competent employment of programme and policies call for resilient information in time. In this backdrop, this book presents the overall information on horticulture focussing area, production and yield estimates apart from the statistics about crops price, market entrances and disseminate. The state of businesses of horticulture crops in India has become very favourable.

Keywords: Horticulture Production, Cultivating, Encouraging, Employment.

INTRODUCTION

India is the second prevalent country in population in Asian Continent. Agriculture is the main occupation since prehistoric times. In Indian Economy. Agriculture and related sectors play decisive role. Horticulture is an important sub sector in Agriculture, which is promptly growing and contributes 28 per cent share in the Indian Economy. Horticulture encouragements consumption habits and attitude of customers. People are leaning towards horticulture products instead of food grains due to variety of reasons. Thus horticulture sector gaining consequence in our economy and Agriculture as well. Horticulture is most lucrative among all other farming sectors in India. Horticulture sector providing employment opportunities at various levels in Cultivation and farming, crop maintenance, production post-harvest management, trading, storage, processing, , transportation, marketing, area development, training for farmers and spreading of horticulture produce are the important direct and indirect activities. Income for the farming activities rises through horticulture sector. If income increases of farming activities mechanically national income will also increase. Horticulture is foundation for other supplementary industries like canning industries and processing industries. Rubber, Coconut and Tapioca industries. These industries are stay alive on horticulture produces for input and provide employment opportunities for small farmers and agriculture labours during all seasons. One hectare of fruit production causes 360 man-days per annum. Rut cereal crops generate just 143 man-days per annum. Grape, banana and pineapple are some of the industrial attribute crops and cultural intensive crops. It generates great employment i.e., from 200 to 336 man-days per hectare. Horticulture products are rich in nutrition and part of diet and meals of human beings. These horticulture produces have vitamins, minerals, fats, proteins, energy etc., which are compulsory for human body. Fruit\ and vegetables are protective foods as they are necessary for the maintenance human health.

Horticulture Enhancement of green life of banana a technology to store and rise the green life of 'Grand Nain' and 'Poovan' bananas during glut and natural tragedies was developed. Treatment with 1-methylcyclopropene boosted the green life of pre-climacteric bananas for four months at 14oC and for 15 days at ambient temperature over the untreated controls without any adverse effects on physiological, biochemical and qualitative parameters. There was no incidence of anthracnose and crown rot as associated to control banana hands packed with ethylene absorbent (50 days) and control (17 days).

The National Horticulture Mission has on condition that a fillip to the horticulture sector, resulting in a significant increase in Horticulture business activities, besides bringing in vibrancy in the agricultural economy. It focusses in the area of horticultural research development, post-harvest management, processing and marketing. The programme under horticultural development aims at increasing the production and productivity of all horticultural crops through timely adoption of better-quality technologies in crop production.



Cover Page



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Governments of India concentration more attention towards horticultural programmes for providing relief and rescue methods to the small and marginal farmers through National Horticulture Mission

Meaning of Horticulture

Horticulture is the branch of agriculture. It is the art, science. Technology and business of plant cultivation. It also includes the cultivation of fruits. Vegetables, nuts, seeds, herbs, sprouts, mushrooms, flowers, seaweeds and non-food crops for instance grass and ornamental trees and plants and plant conservation, maintenance and arboriculture. Horticulture comes from the Latin word "hortus" which means garden and "cultura" it means crop growing. Fruits and berries are having sweet taste and also contain organic acid and pectin. Almost of all varieties, fruits and berries are permanent crops. Strawberry is not an eternal crop; it is a seasonal crop. All varieties of fruits are growing principally in trees, bushes, shrubs, vines and also palms. Some fruits grown singly and other fruits are grown and found in large emotionally involved to the branches or stalks or trunks of the plants e.g., bananas and grapes. Fruit crops are commercial crops. These crops are collected from sprinkled plants and they are cultivated under well-ordered orchards and compressed plantations. According to FAO, bananas. Grapes dates and carobs are considered as fruit crops. But nuts, olives, coconuts. Melons are not a fruit crop. Horticulture crops can be cultivated in small scale by using small plots of mixed crops with wide variety. William L. George has divided horticulture into five distinct parts as floriculture, landscape horticulture, floriculture, penology and post- harvest physiology.

Mainly horticulture arrangements with four areas to be exact fruit culture, vegetable culture, floriculture and post-harvest technology. After green revolution, the scope of the horticulture is stretched to bamboo, mushroom, plantation crops and bee-keeping. For these developments, in horticulture can be redefined as the "Science of developing and management of hits, vegetables including tubers, ornamental, medicinal and aromatic crops, spices, plantation crops their processing, value addition and marketing".

Fruits

Fruits are generally eaten as raw. It is good for our health. The study or cultivation of fruit crops is called pomology. Mango guava, sweet orange and pineapple are some of the fruits.

Concept

The need for diversification to horticulture sector was acknowledged by the Government of India in mid-eighties by concentrating its attention on investment in this sector. Presently horticulture has established its credibility in improving income through increased productivity, generating employment and in enhancing exports. Resultantly, horticulture has moved from rural confines to commercial venture. The Department of Agriculture and Co-operation (DAC) of the Ministry of Agriculture is the nodal department for over viewing horticulture development in the country. It implements different programmes through Departments of Horticulture in all the States and provides the leadership to coordinate activities for the promotion of horticulture. However, efficient implementation of programme and policies call for a robust information in time. In this backdrop, this book presents the overall material on horticulture focussing area, production and yield evaluations apart from the information about price, market appearances and export. The scenario of horticulture crops in India has become very promising. The percentage share of horticulture output in Agriculture has become 30%. Under the purview of Agriculture & allied activities, the share of plan outlay for Horticulture which was 3.9% during 9th Plan, has increased to 4.6% during the Twelfth Plan.

The need for diversification to horticulture sector was acknowledged by the Government of India in mid-eighties by focussing its attention on investment in this sector. Presently horticulture has established its credibility in cultivating income through increased productivity, generating employment and in enhancing exports. Resultantly, horticulture has moved from rural confines to commercial venture. The Department of Agriculture, Co-operation & Farmers Welfare (DAC&FW) of the Ministry of Agriculture & Farmers Welfare is the nodal department for over observing horticulture development in the country. It trappings different programmes through Departments of Horticulture/Agriculture in all the States and provides the leadership to coordinate activities for the upgrade of horticulture. However,efficient putting into practice of programme and policies call for robust information in time. In this backdrop, this book presents the overall information on horticulture concentrating area, production and yield approximations apart from the information about crops price, market arrivals and export. The situation of horticulture crops in India has become very encouraging. The percentage share of horticulture output in Agriculture has become 33%. Under the purview of Agriculture & allied activities, the share of plan outlay for Horticulture.

Importance of Horticulture

Importance of horticulture in the society is specified by many facts. Development in horticulture sector creates huge employment opportunities as well as income for the rural farmers. If income increases in rural areas automatically the national income also increases. Horticultural produces contribute to national wealth. Horticulture products are very important in human diet. Horticulture



Cover Page



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products are also on condition that foreign exchange to the country. They are the important exportable commodities in many countries. India also greatest exporter of horticultural produces. Cultivation of horticulture products increases the income levels of poor people through different activities. It removes the poverty and increases income levels. Large income farmers can cultivate large quantity horticulture products for exportable purposes. Exporting to other countries can definitely earn foreign exchange. Through this foreign conversation national income will also increases. India is second largest population of country in the world. And also, India is profuse with labour. So, it creates employment opportunities throughout the year. It also provides nutrition security to the people. These horticulture products are very important to the human diet. Cultivation of horticulture products are expanding the productivity of land. Industrial development can also do.

Demand and Consumption of Horticulture

With increasing Indian population, there is an increase in demand for food. People are grief from hunger, poor life style and diets. Its deficit causes malnutrition and no communicable diseases. Hence, it is important to include a diverse range of Nutritious horticultural produce as a component of healthy diet. The demand for horticulture products is increasing quickly. It generates employment opportunities and income in various activities convoluted in the production of horticulture. It provides income as main sources for small-scale farmer and rural entrepreneurs and urban entrepreneurs.

The production and operations of horticulture produces improves the food security, nutrition security and employment generation to the producers and who involved in production cycle of horticulture produces. These horticulture operations contribute towards economic growth and development. The production of horticulture products has high income elasticity of demand. Income increases, automatically demand for horticulture products also increases rapidly in both middle- and high-income groups in developing and developed countries. In developed countries, people mainly quintessence on health and nutrition with increased income. It caused consumer preferences to shift from high fat, high cholesterol foods such as meat and livestock products to low fat, low cholesterol foods such as fish, fruits and vegetables. People have to turn towards to maintain diet and good health they prefer hits and vegetables in developed countries. It simplifies to develop both imports and exports of a country. Nutritious food is the main concept in the National agenda. It can be achieved by facilitating nutritional and balance diet to the population. According to ICMR (Indian Council of Medical Research) recommendation on dietary, 120 Gms fruits and 250 Gms vegetables are necessary per person per day.

Supply and Production of Horticulture

The climate conditions are very important for increasing horticulture produces in the country. The production of horticulture crops is mainly depending on labour. India is gifted with abundant labour in relative to capital has competitive advantage in production and exports. Cultivation of horticulture produces produces employment in cultivation processing, marketing and distribution. Small farm size groups are cultivating horticulture produces, because it needs less expenditure, generates employment and provides large income to the farmers in developing countries. All most all horticulture produces especially fruits are having high demand in world trades. Rural poverty can be detached by the efficient production of high value horticultural products on small farm size group. High Production of horticulture produces encourages the agricultural business development in the rural economy and generates employment and income. Fanners learnt modem and innovative techniques to increase their production capacity as well as to manage multiple cropping systems and deliver quality outputs on time and big business with complicated marketing systems. They also learnt management skills that are needed for successful horticulture production and for socio-economic development to take off large production of horticulture produces improves the availability of micronutrient rich foods. Consumption of sufficient micronutrients improves health, learning capability, and working capacity of the population. These factors improve the working efficiency the farmers and it facilitates and stimulates socio-economic development. For that reason, there is a strong association between horticultural production and overall socioeconomic development.

Production

India has witnessed increase in horticulture production over the last few years. Significant progress has been made in area extension resulting in higher production. Over the last decade, the area under horticulture grew by 2.6% per annum and annual production increased by 4.8%. During 2017-18, the 2 Horticultural Statistics at a Glance 2018 production of horticulture crops was 311.71 million Tonnes from an area of 25.43 million Hectares. The production of vegetables has increased from 101.2 million Tonnes to 184.40 million Tonnes since 2004-05 to 2017-18 and production of fruits has increased from 50.9 million Tonnes to 97.35 million Tonnes since 2004-05 to 2017-18. The horticulture sector has been a driving force in stimulating growth in Indian agriculture. India is currently producing 277.7 million tonnes of horticulture produce from an area of 23.2 million hectares, which has surpassed the estimated food grain production of 257 million tonnes. Though the production of food-grains and horticultural produce are not meaningfully comparable due to fundamental differences in the nature of their agribusiness, characteristics of produce, nature of land requirements, and most



Cover Page



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importantly, their nutritional purpose and value, it has come to light that India is the second biggest producer of fruits in the world and is the leader in producing fruits like mango, banana, pomegranate, sapota, acid lime and aonla.

- India's fruit productivity is better than that of China, though China is the largest fruit producing country.
- Special efforts are being made to improve the productivity of fruit crops by enhancing the supply of quality planting material from accredited nurseries and improved package of practices.
- The per capita availability of fruit to the Indian population is 189 gm/person/day and has been helping in supplementing nourishment.

Horticultural farming is much productive and profitable. The productivity of horticultural crops has increased by about 34 per cent between 2004-05 and 2014-15. The special attention given to the sector, exclusively after the introduction of the Horticulture Mission for North East and Himalayan States (HMNEH) and the National Horticulture Mission (NHM) in the 11th Plan, has borne bumper fruit. Given the increasing pressure on land, growth strategies have been focusing on floating productivity through high density plantations, protected cultivation, micro irrigation, quality planting material, rejuvenation of senile orchards and an emphasis on post-harvest management and marketing of produce for better price realization.

With a production of 88.8 million tonnes, fruits account for about 31 per cent of total production of horticulture crops. The area under fruit crops cultivation during 2013-14 was 6.3 million hectares, which is about 27 per cent of total area under horticulture cultivation in India. The area lower than fruit crops cultivation has increased from 5 million hectares in 2004-05 to 6.24 million hectares in 2014-15, with a corresponding increase in production from 50.9 to 86.2 million tonnes. A large variety of fruits, such as banana, mango, citrus, papaya, guava, grape, sapota, pomegranate, pineapple, aonla, litchi, pear, plum and walnut are grown in India. India accounts for about 13 per cent of the total world production of fruits and leads in the production of mango, banana, papaya, sapota, pomegranate, acid lime and aonla.

During 2014-15, Maharashtra stood first in terms of fruit production with a 12.22 per cent share in total fabrication followed by Andhra Pradesh with 10.57 per cent, Uttar Pradesh with 10.03 per cent, and Gujarat with 9.27 per cent and Tamil Nadu with 6.26 per cent shares. These states together contributed about 50 per cent of the total fruit production in the country. Banana is the most cultivated fruit accounting for 33 per cent of total production, followed by mango at 21 per cent, citrus at 14 per cent, papaya at 6 per cent, guava at 4 per cent, grapes at 3 per cent, apple at 2 per cent and others with a 16 per cent share in the country. In the case of the Himachal Pradesh and Jammu and Kashmir, the value of output from apples, plums, pears and stone fruits exceeds the value of output from cereal crops.

The area under cultivation, production and productivity of fruit crops have registered significant increases during the last decade, as depicted in Vegetables occupied an area of 9.5 million hectares during 2014-15 with a total production of 167 million tonnes having average productivity of 17.6 tonnes per hectare. Vegetable production registered a quantum jump of 66 per cent between 2001-02 and 2014-15.

The major planned activities taken up under the Mission for Integrated Development of Horticulture (MIDH) scheme contained within programmes for production of planting material, area expansion including high density planting, rejuvenation of old and senile orchards, protected cultivation, creation of water resources and promotion of INM and IPM, which are basically aimed at productivity improvement. Organic farming and good agricultural practices (GAP) are promoted to enable chemical remains free horticulture produce, besides addressing environmental concerns of soil and land degradation. Horticulture mechanization is promoted to bring in efficiency in horticulture production and harvesting operations. Production and productivity improvement programmes are complemented by the creation of infrastructure accommodations for post-harvest management, processing and marketing.

Towards Sustainable and Inclusive Growth in Horticulture

The major challenge for horticulture is to sustain this growth in a manner which ensures a higher income for the primary producer through better institutional support mechanisms such as infrastructure and technology support for the entire value chain from preplanting to post harvest management. While the ICAR system, with its research institutions, national research centres and state agricultural universities have addressed issues relating to soil health, planting material and new and adaptive varieties, the major challenge for the DAC and FW is to assure higher returns for the farmer by make certain that what is produced is not lost in transit on account of poor handling or perishability and that the farmer is part of the value chain.



Horticulture hub in Andhra Pradesh

The Government of Andhra Pradesh is committed to farmer centric programmes and identified Horticulture sector as one of the growth engines to realize double digit inclusive growth. In Andhra Pradesh area under Horticulture crops is 16.02 Lakh Ha. with a production of 251.35 Lakh MTs. The vision of Hon'ble Chief Minister is to make Andhra Pradesh as major Horticulture Hub and aims to expand the area under Horticulture crops from prevailing 16.02 Lakh Ha to 40 Lakh Ha (1 Crore Acres) and also to cover the entire area under Micro Irrigation.

Significant achievements of Department of Horticulture

- Andhra Pradesh stands at 1st position in productivity for Chillies, Cocoa, Lime, Oil Palm, Papaya, Coconut and Tomato,
- 2nd in Cashew, Mango, Turmeric and Sweet Orange in India.
- State has emerged as the "Fruit Basket" of the country with highest production of fruits at the National level.
- State has emerged as the largest producer of Spices in the Country.
- Andhra Pradesh is emerging as the largest hub for Cocoa in India with an area of 26,600 Ha. The Cocoa beans produced in A.P. are comparable to the best quality of Ghana.
- Andhra Pradesh has highest area under Oil palm cultivation with an area of 1.62 Lakh Ha.
- The Andhra Pradesh Banganapalle Mango has got a Geographical Indication (GI) tag, making Andhra Pradesh the proprietor of the variety known for its sweetness.
- Centre of Excellence for Vegetables & Floriculture in Kuppam with State of Art facilities to disseminate latest technologies to the Horticulture farmers of Andhra Pradesh.
- State achieved the highest coverage under micro-irrigation in the Country during 2017-18 and 2018-18
- Under Drip Irrigation implementation Kadapa and Ananthapuramu Districts stands in 1st and 2nd place in India among the top 10 districts in area coverage (2018-19) and whereas Prakasam, Kurnool, Chittoor and West Godavari are also among the top 10 districts in area coverage.
- So far, an area of 11.53 lakh ha. Has been covered under Micro irrigation in all the 13 Districts in the state benefitting 9.16 lakh farmers.

Rayalaseema as Horticulture hub

Government of Andhra Pradesh is committed to make Rayalaseema as Horticulture Hub. In pursuance, the following initiatives have been taken up by the Department of Horticulture to achieve this goal.

- Focus is on falling the cost of cultivation, increasing productivity and quality produce to achieve higher net income / returns.
- GVA from Horticulture Sector during 2017-18 was Rs.26, 973 Crores (63.52% of the state share) in Rayalaseema Districts (constant price).

Promotion of Micro Irrigation and Area Expansion

- ❖ An additional area of 1.40 Lakh Ha is brought under Horticulture plantations.
- ❖ An area of 7.30 lakh Ha. (63.31%) has been covered under Micro irrigation in all the 4 Districts benefitting 7.25 lakh farmers.

Production and Quality Enhancement

- ❖ Rejuvenation and Canopy Management - 44,000 Ha.
- ❖ Protected Cultivation (Poly Houses and Shade net Houses)-18.00 Lakh Sq. Mtrs.
- ❖ Pandals & Trellis system of vegetable cultivation - 8,000 Acres.
- ❖ Mulching - 12,000 Ha.

Promotion of Marketing Infrastructure

- 2500 Nos of Post-Harvest Management units including Cold Storages, Ripening Chambers, Pack Houses, Processing units etc.
- M/s. Kusalava Organic Products, Konduru (V), Lepakshi (M), Anantapuram District has exported 5 lakh rose cut flowers to different countries.
- Six Integrated Pack Houses with State of Art facilities have been created in Ananthapur for exporting High Value herbs like Onion Chives, Moroccan Mint, vegetables etc. used for culinary purpose in western countries.
- Modern integrated APEDA certified Packhouse with facility of Vapour Heat Treatment (VHTP) at Tirupathi & Nuzvid.
- Among all the 4 districts of Rayalaseema Ananthapuram is fast emerging as Horticulture Hub with presence of many private corporate i.e., Future Group, INI Farms, Big Basket, Ninja Cart, Desai Fruits etc.
- 72 Farmers Producers Organization (FPOs) have been registered with coverage of 30,000 No. of farmers and Rs. 7.50 crores provided to FPOs to implement Business plans.



Cover Page



Conclusion

Horticulture is the branch of agriculture. It is the art, science. Technology and business of plant cultivation. It also includes the cultivation of fruits. Vegetables, nuts, seeds, herbs, sprouts, mushrooms, flowers, seaweeds and non-food crops for instance grass and ornamental trees and plants and plant conservation, maintenance and arboriculture. Horticulture comes from the Latin word "hortus" which means garden and "cultura" it means agriculture. Fruits and berries are having sweet taste and also contain organic acid and pectin. Almost of all varieties, fruits and berries are permanent crops. Strawberry is not a permanent crop, it is a seasonal crop. All assortments of fruits are growing mainly in trees, bushes, shrubs, vines and also palms. Some fruits grown singly and other fruits are grown and found in large attached to the branches or stalks or trunks of the plants e.g. bananas and grapes. Fruit crops are commercial crops. India's horticulture production is estimated to rise by 1 per cent to record 314.67 million tonnes in 2018-19 on the higher area. The agriculture ministry released the final estimates for 2017-18 and the first estimates for 2018-19 of area and production of horticulture crops. These approximations are based on the information received from different states and Union territories. As per the final estimates of 2017-18, horticulture production stood at record 311.7 MT, which is 3.7 per cent higher than the previous year and 10 per cent higher than the past five years' average production. The area under coverage rose to 25.87 million hectares from 25.43 million hectares.

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