

**Awareness of Women Entrepreneurs about Prime Minister  
Employment Generation Programme (PMEGP) and its  
relationship with their Profile Characteristics in Guntur  
District of Andhra pradesh**

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**ABSTRACT**

The study revealed that majority (63.33%) of the respondents belonged to medium level of awareness, followed by high (20.00%) and low (16.66%) levels. The relationship between profile characteristics and awareness of women entrepreneurs about PMEGP indicated that computed r-value of family size, socio economic status, entrepreneurial experience, risk orientation, achievement motivation, innovativeness and economic motivation were positively correlated with awareness of women entrepreneurs and the association was found significant at 1 per cent level of probability. While age and market orientation showed non-significant relation.

**Key words :** PMEGP, Profile, Relationship, Women entrepreneurs.