

Entrepreneurial behaviour of women entrepreneurs emerged out of self help groups in Andhra Pradesh

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ABSTRACT

The present study was conducted in three districts of Andhra Pradesh viz., Chittoor (Rayalaseema), East Godavari (Coastal), and Srikakulam (North Coastal region). The findings revealed that 37.92% of the women entrepreneurs exhibited neutral entrepreneurial behaviour, while 21.67% displayed highly favourable behaviour. About 18.75% had moderately unfavourable behaviour, followed by 12.5% with moderately favourable and 9.16% with highly unfavourable entrepreneurial behaviour. The entrepreneurial behaviour was analyzed by assessing responses to 20 statements, evaluating their favourableness or unfavourableness as perceived by the women. These statements provided insight into the behavioural tendencies of the entrepreneurs. The results underline the importance of targeted behavioural interventions to enhance entrepreneurial competencies among women, especially those emerging from Self-Help Groups (SHGs). The behavioural profile presented through this analysis highlights the specific areas where capacity-building efforts and entrepreneurial training are required to promote positive behavioural change and sustainable entrepreneurial development among rural women in Andhra Pradesh.

Keywords: *Entrepreneurial behaviour, Self Help Groups and Women entrepreneurs*