ASSSESSMENT OF ENTREPRENEURIAL COMPETENCIES - A STUDY WITH REFERENCE TO SELF HELP GROUPS IN KADAPA

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ABSTRACT

Women constitute 50 percent of total human resources and their contribution in the family as well as in the societal development are pivotal. In order to improve the status of women in households and communities, the government has initiated the concept of women Self Help Groups. The survival, success, growth and expansion of the business enterprise greatly depended on the quality of the skills possessed by the entrepreneurs. The present research paper designed to explore the level of Entrepreneurial Competencies among Self help group members in Kadapa district. For the purpose, a total of 120 SHG members from the six municipalities of Kadapa district by using convenience sampling and collected data with help of interview schedule. Statistical techniques viz, descriptive statistics, correlation and regression analysis carried with help of SPSS. The study resulted that Self Help Group members hold social and managerial skills are at high level, personal characteristics, communication, leadership and decision making are at moderate level and functional and financial skills are at low level. Hence, the weaknesses should be given attention and to avoid this issue the government entrepreneurship development agencies, skill development corporations and other related associations should work together to shape the entrepreneurial competence in the Self Help Group members.

Keywords: Self Help Groups, Women Entrepreneurs, Entrepreneurial Competencies