

A Study on the Motivating Factors Influencing Handloom Entrepreneurs in Venkatagiri Mandal of SPSR Nellore District, Andhra Pradesh.

Dr . M. Venkata subbaiah,
M.Com, M. Phil, Ph. D, MBA. B.Ed.,
Lecturer in Commerce
Visvodaya Govt Degree College, Venkatagiri,
Tirupati District, Andhra Pradesh-524132.
Email; venkatmcomphd@gmail.com,

Abstract

The handloom sector is an important traditional industry in Andhra Pradesh, particularly in Venkatagiri Mandal of SPSR Nellore District, which is well known for its handloom sarees and weaving heritage. The present study examines the motivating factors influencing entrepreneurs engaged in handloom and the reasons for selecting handloom activities as their occupation. The analysis is based on weighted mean scores obtained through a field survey. The study reveals that unemployment, earning income, and gaining social status are the major motivating factors for starting handloom units. Success stories of entrepreneurs, previous industrial knowledge, training, and government incentives significantly influenced respondents in establishing their enterprises.

Introduction

The handloom industry occupies a prominent place in the rural economy of India and serves as an important source of employment and cultural identity. Andhra Pradesh has a rich tradition of handloom weaving, and Venkatagiri Mandal in SPSR Nellore District is particularly famous for its fine-quality handloom sarees and skilled weaving community. The handloom sector not only preserves traditional craftsmanship but also contributes significantly to income generation and rural development. In addition, entrepreneurs derive product ideas from family members, friends, educational background, market demand, and prior work experience. The decision to select handloom activity as a business line is also shaped by factors such as easy market entry, higher profit margins, low competition, simple technology, and family encouragement.

The present study aims to analyze the motivating factors influencing handloom entrepreneurs in Venkatagiri Mandal of SPSR Nellore District, Andhra Pradesh. The study focuses on understanding the socio-economic and institutional factors responsible for establishing handloom enterprises and selecting handloom-related activities. The findings of the study are expected to help policymakers and development agencies formulate suitable strategies for the promotion and sustainability of the handloom sector.

Key words:- Entrepreneurship, socio-economic, sustainability. Handloom.

Objective of the study

1. To Study on the Motivating Factors Influencing Handloom Entrepreneurs in Venkatagiri Mandal.

Research methodology and Sample Design

The study covers the SSI units registered with the District Industries Centre, SPSR Nellore District as on 1-01-2025. For the purpose of selection of sample units, these SSI units are classified into eight categories of industries viz., agro-based, forest based, textile based, mineral based, engineering based, chemical based, leather based and miscellaneous categories. 300 units have been selected on the basis of stratified random sampling method giving equal importance to each of these eight categories of units. The sample works out to approximately 2 per cent of units in each category.

Method of Analysis

The collected data were classified, tabulated, and analyzed using weighted mean score analysis. The weighted mean score for each problem was computed using the following formula:

$$\text{Weighted Mean Score} = \frac{\sum fw}{N}$$

Where:

- f = Frequency of responses
- w = Assigned weight
- $\sum fw$ = Total weighted score
- N = Total number of respondents

The weighted mean score helped in ranking the problems according to their severity. Higher weighted mean scores indicate more severe problems faced by agro-based units.

Collation of data

The study is based on primary data and secondary data, primary data collected directly from Handloom Entrepreneurs through a structured interview schedule/questionnaire. Secondary data were also collected from books, journals, government reports, research articles, and published records relating to agro-based industries.

Table-1**Motivating Factors for Handloom Entrepreneurs**

Sl. No.	Particulars	1	Wt	2	Wt	3	Wt	4	Wt	5	Wt	Total	Wt	Wt. mean score
1	Factors motivating to start the unit													
1.1	Un-employment	7	7	45	90	133	399	97	388	18	90	300	974	3.25
1.2	To lead independent life	2	2	6	12	3	9	0	0	1	5	12	28	2.33
1.3	To Achieve some thing	0	0	5	10	6	18	1	4	0	0	12	32	2.67
1.4	To gain social status	0	0	1	2	4	12	7	28	0	0	12	42	3.50
1.5	To fulfill the desires of parents/ family	0	0	5	10	3	9	4	16	0	0	12	35	2.92
1.6	To earn money	0	0	2	4	4	12	6	24	0	0	12	40	3.33
	TOTAL	5	5	43	86	35	75	22	88	1	5	96	259	2.70
2	Factors which influenced to start the unit													
2.1	Success stories of entrepreneurs	5	5	35	70	56	168	173	692	31	155	300	1090	3.63
2.2	Previous knowledge of the industry	1	1	1	2	1	3	5	20	4	20	12	46	3.83
2.3	Sufficient money in hand	0	0	2	4	0	0	8	32	2	10	12	46	3.83
2.4	Encouragement of relatives and friends	0	0	7	14	4	12	1	4	0	0	12	30	2.50
2.5	Training undergone	0	0	0	0	4	12	6	24	2	10	12	46	3.83
2.6	Idea from banks / financial institutions	1	1	1	2	2	6	3	12	5	25	12	46	3.83
2.7	Various subsidies & incentives offered by the Govt.	0	0	4	8	2	6	1	4	5	25	12	43	3.58
	TOTAL	2	2	22	44	16	48	26	104	18	90	84	288	3.43
3	Get idea about the Product													
3.1	From family members/relatives	0	0	4	8	4	12	3	12	1	5	12	37	3.08
3.2	Idea from Friends	0	0	1	2	2	6	6	24	3	15	12	47	3.92
3.3	Idea from books/Magazines/ Newspapers	50	50	132	264	71	213	34	136	13	65	300	728	2.43
3.4	Advice from Govt. officials	60	60	132	264	71	213	34	136	13	65	300	702	2.34
3.5	Some one running a similar enterprises	27	27	90	180	108	324	67	268	8	40	300	839	2.80
3.6	Demand – supply gap	29	29	130	260	79	237	50	200	12	60	300	786	2.62
3.7	Experience in a similar job	53	53	92	184	88	264	53	212	14	70	300	783	2.61
3.8	Education background	16	16	83	166	103	309	79	316	19	95	300	902	3.01
3.9	Desire to make quality products	11	11	81	162	94	282	86	344	28	140	300	939	3.13
	TOTAL	266	266	824	1648	725	2175	643	2572	242	1210	2700	7871	2.92
4	Reasons for selecting this Line of Activity													
4.1	Easy to Enter	15	15	119	238	104	312	47	188	15	75	300	828	3.50
4.2	Higher Profit margin	6	6	47	94	112	336	107	428	28	140	300	1004	3.35
4.3	Previous employment in same line (or) related line	27	27	88	176	87	261	74	296	24	120	300	880	2.93
4.4	No / Low competition	18	18	138	276	99	297	40	160	5	25	300	776	2.59
4.5	Simple Technology	25	25	102	204	101	303	60	240	12	60	300	832	2.77
4.6	Related to profession	34	34	106	212	82	246	65	260	13	65	300	832	2.77
4.7	Advice of family members	15	15	59	118	79	237	116	464	31	155	300	989	3.30
	TOTAL	140	140	659	1318	664	1992	509	2036	128	640	2100	6126	2.92

Source : Field Survey

Wt : Weighted Score

Analysis

Table-1 presents the motivating factors influencing handloom entrepreneurs to establish and continue their enterprises. The analysis is based on weighted mean scores obtained from field survey data.

1) Factors Motivating to Start the Unit

The analysis reveals that **gaining social status** recorded the highest weighted mean score of **3.50**, indicating that social recognition and respect in society are important motivational factors for handloom entrepreneurs. This is followed by **earning money** with a weighted mean score of **3.33**, showing that economic improvement and income generation are key reasons for entering the handloom business. **Unemployment** also emerged as a major motivating factor with a weighted mean score of **3.25**, suggesting that many entrepreneurs entered the handloom sector due to lack of alternative employment opportunities. The factor **fulfilling the desires of parents/family** secured a moderate score of **2.92**, indicating the influence of family expectations and traditional occupational continuation.

2) Factors Influencing the Establishment of the Unit

Among the influencing factors, **previous knowledge of the industry, sufficient money in hand, training undergone, and ideas from banks/financial institutions** each recorded the highest weighted mean score of **3.83**. This indicates that practical knowledge, financial preparedness, institutional support, and training significantly encouraged entrepreneurs to establish handloom units. The **success stories of entrepreneurs** also had a strong influence with a weighted mean score of **3.63**, demonstrating the motivational role played by successful entrepreneurs in inspiring others to start similar ventures..

3) Sources of Product Ideas

The study found that **ideas from friends** were the most influential source of product ideas with the highest weighted mean score of **3.92**. This reflects the importance of peer interaction and informal communication in generating business ideas. The **desire to make quality products** scored **3.13**, while **educational background** obtained **3.01**, indicating that quality consciousness and educational exposure positively influenced entrepreneurial thinking. **Family members and**

4) Reasons for Selecting the Handloom Line of Activity

The factor **easy to enter** achieved the highest weighted mean score of **3.50**, indicating that low entry barriers encouraged entrepreneurs to select handloom activity. This was followed by **higher profit margin** with a weighted mean score of **3.35**, highlighting the economic attractiveness of the business. **Advice of family members** also emerged as a significant factor with a weighted mean score of **3.30**, showing the continued influence of

family traditions and support in occupational choice. **Previous employment in the same or related line** secured a moderate score of **2.93**, indicating that prior work experience helped entrepreneurs choose this activity. Factors such as **simple technology** and **related to profession** each scored **2.77**, while **low competition** recorded the lowest weighted mean score of **2.59**. This implies that entrepreneurs did not perceive low competition as a major reason for selecting the handloom sector.

Summary

The study analyzed the motivating factors influencing handloom entrepreneurs in Venkatagiri Mandal of SPSR Nellore District, Andhra Pradesh, using weighted mean score analysis. The findings indicate that unemployment emerged as a major motivating factor for starting handloom units with a weighted mean score of 3.25. Other important motivating factors included earning money (3.33) and gaining social status (3.50). Factors such as leading an independent life and fulfilling family desires showed comparatively lower influence.

Among the factors influencing the establishment of handloom units, success stories of entrepreneurs recorded a high weighted mean score of 3.63, indicating the strong influence of entrepreneurial inspiration. Previous knowledge of the industry, training undergone, sufficient capital availability, and support from banks and financial institutions also played an important role in motivating entrepreneurs. Government subsidies and incentives were found to positively encourage entrepreneurship in the handloom sector.

Regarding the sources of product ideas, friends emerged as the most influential source with a weighted mean score of 3.92. Educational background and the desire to produce quality products were also significant factors influencing product selection and innovation. However, books, newspapers, and advice from government officials had relatively less influence on respondents.

Overall, the study concludes that both economic and social factors strongly influence entrepreneurship in the handloom sector of Venkatagiri Mandal. The findings emphasize the need for effective government policies, entrepreneurial training, financial support, and market development initiatives to ensure sustainable growth and development of the handloom industry in the region

References

- 1) Andrew, F. Brimmer, The Setting of Entrepreneurship in India, The Quarterly Journal of Economics, 1955.
- 2) Ashi Nandy, Entrepreneurial Culture and Entrepreneurial Man, Economic and Political Weekly, Review of Management, Vol. VIII, No.47, November 24, 1973.
- 2) Benjamin Higgins, Requirement for Rapid Economic Development in Latin America, Social Aspects of Economic Development in Latin America, Vol.1, UNESCO, 1973.
- 3) Bowen, D.D. and Hisrich, R.D., the Female Entrepreneur : A Career Development Perspective, Academy of Management Review, 1986.
- 4) Carland, James, W., Frank Hoy, William R. Boulton and Carland Jo Anne, Differentiating Entrepreneurs from small business owners, A conceptualization, Academy of management review, 9(2), 1984.
- 5) Chitra Rao and S.P. Mishra, Selection of Potential Entrepreneurs – An Appraisal of Methodologies, SEDME, Sept. 1985.
- 6) Choudary, K.V.R., Entrepreneurial Activity in North-Eastern region: An Overview, SEDME, Vol. VIII No.1, March 1981.
- 7) Choudary, K.V.R., Successful Characteristics of Rural entrepreneurship, SEDME June, 1980.