



RESEARCH ARTICLE :

Profile characteristics of members of Podupu Laxmi Ikya Sangam

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SUMMARY : Women entrepreneurship is considered an important tool in enabling women empowerment and emancipation. The main objective of this article is to study the profile characteristics of members of Podupu Laxmi Ikya Sangam in Kurnool district of Andhra Pradesh. A total of 120 respondents were selected for the study and selection of respondents was done based on membership in Podupu Laxmi Ikya Sangam and having an established enterprises by attaining loans from PLIS. The results of the study revealed that majority of the respondents were middle aged (63.33%), illiterates (35.00%), medium income (40.00%), medium social participation (62.50%), backward caste (45.83%), medium material possession (77.50%), medium mass media exposure (70.84%), medium training received (45.84%), medium extension contact (56.66%), high creativity (79.16%), medium self-confidence (49.16%), medium management orientation (69.10%), medium market facilities (77.50%).

KEY WORDS :

Podupu Laxmi Ikya Sangam, Enterprises, Loans

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