

**WOMEN ENTREPRENEURSHIP CHALLENGES AND OPPORTUNITIES IN
TELANGANA STATE**

Dr. Sreenivas Dadigala, Assistant Professor, Department of Commerce, SR & BGNR Govt. Arts & Science (A) College, Khammam.

Dr. B. Verraju, Lecturer in Commerce, Government Degree College, Tiruvuru, NTR District, Andhra Pradesh.

INTRODUCTION:

The important role that entrepreneurship plays in the economic development of an economy involves promoting capital formation by mobilizing public savings ; reduction of unemployment in the country; promoting balanced regional development; reducing the concentration of economic power; stimulating the equal distribution of wealth; encouraging effective resource mobilization of capital and skill; induces backward and forward linkages which stimulate the process of economic development in the country; and promotes exports. Thus, it is clear that entrepreneurship serves as a catalyst of economic development.

Women owned business are highly increasing in the economics of almost all countries. "Women Entrepreneur is a person who accept challenging role to meet her personal needs and become economically independent. Our Prime Minister Narendra Modi said in Indian mythology a women is an incarnation of "Shakti"- the goddess of power .we believe women empowerment is crucial to our development.

Importance and need for Women Entrepreneurship —When a woman moves forward, the family moves, the village moves and the nation moves, these words of Pandit Jawaharlal Nehru are often repeated because it is an accepted fact. Employment gives economic status to women. Economic status paves the way for social status. Uplift of women is an essential ingredient of human development. With the spread of education and new awareness, women entrepreneurs are spreading their wings to higher levels. Entrepreneurship for women can be planned and developed and the need for providing appropriate awareness and environment to promote entrepreneurship is of vital importance.

According to the sixth Economic census out of the 58.5million entrepreneurs, only 8.05 million are women entrepreneurs. Women constitute only 13.76% of the total entrepreneurs in the country. Women entrepreneurs owned establishment provide employment to 13.45 million people. out of the total women entrepreneurs 34.3 or 2.76 million women work in the agriculture section and 52.9 million or 65.7%of the total entrepreneurs work in non agricultural sector.

Telangana State share is 4.43% as compared to our near state of Andhra Pradesh with 10.56% women as entrepreneurs. This shows that Telangana women needs to be motivated and create awareness about the schemes available for them.

REVIEW OF LITERATURE:

S. Sunitha, Dr. V. Velmurugan(2022) in their article “Telangana State Women Entrepreneurship Training Difficult and Opportunities” Women's entrepreneurship has picked up steam in the past three decades, with more women starting businesses and contributing to economic growth, but women still don't participate nearly as much as men in the workforce. Like in every state, women play a crucial part in the growth of Telangana's economy and society.

Rathlavath Krishna and Prof. A. Nakula Reddy(2022) in their article “A Study on the Problems and Prospects of Women Entrepreneurs in Nizamabad District of Telangana” It is a requirement to educate the community about the need for transformation and to increase women’s mobility beyond the home through long-term strategies. The conventional social roles assigned to women often proved to be handicap for their free mobility and freedom to work. It is thus evident that women entrepreneurs have to confront more challenged from their culture, family and society than their male counterparts.

B Spandana, Dr. B Jamuna Rani, Dr. M Preethi, Dr. K Aparna and Dr. D Srinivasa Chary(2021) in their article “Problems faced by women entrepreneurs in Telangana State” Women entrepreneurs have to face a stiff competition with the men entrepreneurs who thinks that women are physically weak and lesser confident to be able to shoulder the responsibility of entrepreneur. This gender bias is another major problem faced by the women entrepreneurs. Scarcity of raw materials, financial problems, worker issues were the other problems faced by them. This could be resolved by providing financial assistance to them and creating awareness on loans and subsidies provided for them.

Dr. A. Madhvilatha(2017) in his article entitled “Women Entrepreneurship in Telangana Challenges and Opportunities” Women entrepreneurship has gained momentum in last three decades with the increase in number of women enterprises and their contribution to economic growth but still there is a low work participation rate of women involvement in economic activities. Women are essential for social as well as economic development of any state, let alone Telangana.

Dr.B.Sridevi & Dr.V.Maheshwar(2015) in their article “Women Entrepreneurship Problems and Prospects – a Study of State of Telangana” Most of women entrepreneurs faced the problems of marketing to overcome these problems, certain agencies like State Advisory Board. Women’s Development of Co-operation, Rural Marketing Service Centre, Cooperative Societies, Federation Super Market, State Emporia, Government Departments can provide raw materials and collect finished products from women entrepreneurs. Adequate infrastructural support by one single coordinating or nodal agency to facilitate flow of adequate working capital, technology, electricity, land and marketing for rural women entrepreneurs may be helpful and mobile training centres should be opened.

Rani (2015) in her article entitled, “Potential Women Entrepreneurs” mentioned that there is a significant association among economic statues and the time spent towards managing the enterprise as well as on training. The high and middle-income groups received a better training compared to low - income group.

Thiru.S. (2015) in his article “Status of Women Entrepreneurs”. - “Prospects and Challenges of Women Entrepreneurs in the Indian Scenario.” Concluded the glass ceilings are shattered and women are found to be indulged in every line of business from papad to power cables. It can be said that today we are in a better position wherein women participation in the field of entrepreneurship is increasing at considerable rate, efforts are being taken at the economy as well as global level to enhance women’s involvement in the enterprise sector According to Shruti Athwal, in her article “Women Entrepreneurs in India” clearly agrees that the most of Women Entrepreneurs argued that semi-educated or uneducated class of workers cannot visualize a „female boss” in their field of work.

Indira Kumari (2014) in her article entitled “A study on Entrepreneurship Development process in India” concluded that “EDP provides the necessary support to entrepreneurs by educating them about the test innovation and techniques of production to produce a large variety of quality goods and services at competitive prices. It will result in increase in percapita income and thus helps in the improvement of standard of living of the people.

Vijay Kumbhar (2013) in his article entitled “Some Critical Issues of Women Entrepreneurship in Rural India” Women are an important human resource of the nation and every state should try to utilize them as mediators of economic growth and development⁵⁰.

Dr. Deepti Maheshwari and Supriya Sahu (2013) in their article entitled “Present Scenario of Entrepreneurship in India” concluded that most researchers agree that the term entrepreneurship refers to entrepreneurial activities that receive organizational sanction and resource commitments for the purpose of innovative results. The awareness towards the path of entrepreneurship is now picking up a quick pace in our own country, and as a matter of fact is seen as one of the countries that are par excellence with the rest of the Asian countries as far as growing entrepreneurship is concerned.

NailaAijay, Dahlan Bin Ibrahim and Ghazali Ahmed (2012) in their article “From Learners to Entrepreneurs: A study on the Inclination of University Students towards

Entrepreneurship as a career option and the role of education”concluded that if parent’s education does not greatly influence the attitude of students towards entrepreneurial ventures, the University education (wish to learn)does a play major role in building future entrepreneurs⁴⁹.

OBJECTIVES:

1. To study the challenges faced by women entrepreneurs.
2. To study the need and opportunities for women entrepreneurs.

RESEARCH METHODOLOGY:

The present study is based on secondary data. The study focuses on the women entrepreneurs opportunities and challenges.

NEED OF THE WOMEN ENTREPRENEURSHIP:

According to the 2021 census Telangana women 48 percent of the total population. The financial and economic operations are carried out by 34% of the population, with many of them going unpaid. 13 They are extremely reliant in the event of the loss of one earning member, and the family's existence is in jeopardy. As a result, encouraging women to start businesses is a vital activity that every community should encourage. Women's participation offers intrinsic advantages for both the business and society. professionally, women entrepreneurs who start their own businesses contribute to provide new job possibilities and raise the nation's per capita income. It helps them become self-sufficient, build a better future for their children and families, get more knowledge and self-confidence as well as being better equipped to manage family businesses in the case of a wage earner's death. 14 Ladies are almost certain than guys to want to begin their own organization since they have unique thoughts and the capacity to accomplish something inventive, which permits them to foster their singular personality on a neighborhood, public, and, surprisingly, worldwide scale.¹⁵



Figure 1: The Need of Women Entrepreneurship

REASONS TO BECOME WOMEN ENTREPRENEUR

The following are the identified reasons to become Women Entrepreneur.



CHALLENGES FACED BY WOMEN ENTREPRENEURS:

A lack of technical expertise and talents, as well as the inability to successfully manage work and family responsibilities, are two of the biggest obstacles women face in the commercial world. Below are just a few of the obstacles that female business owners must contend with.

(i). Dual Role of women overlapping of responsibility of business and family

Women in leadership positions in family enterprises face unique difficulties in areas such as self-identity, role-conflict, loyalty, family connections, and authority. Women in these roles confront unique challenges as a result of the blurring lines between their personal and professional lives. Women-led family enterprises face unique financial challenges and are often forced to rely on internal rather than external funding.

(ii). Lack of Education:

The capacity to seek out possibilities, investigate and comprehend them, and construct a successful company around them are all critical characteristics of an entrepreneur, and education is a key component in achieving these goals. It has been observed that females in industrialised nations have higher levels of education than their counterparts in poor ones. In Telanagna, 56% of women are literate, with the majority not having completed high school. As a result, women entrepreneurs are ill-equipped to keep up with the newest technological and market advances, much alone be aware of new business prospects. As a result of this shortcoming, women entrepreneurs face a slew of issues when it comes to starting and running their firms.

Table 1: Literacy Rate in India

	Total	Male	Female
Population(In Crore)	121.09	62.33	58.76
Literate(In Crore)	76.36	43.48	32.89
Literacy %	63.07%	69.76%	55.97%
Literacy as % of Total Population	-	35.91%	27.16%

Source: Census of India 2021

(iii). Problem of Finance

There are several bottlenecks and a gap in availability of credit for women. The multiplicity of schemes is not adequately listed nor is there networking among agencies. As a result, clients approaching one institution are not made aware of the best option for their requirements.

(iv). Illiteracy

The literacy rate of women in India is found at low level compared to male population. The rural women are ignorant of new technology or unskilled. They are often unable to do research & gain the necessary training. The uneducated Rural women do not have the knowledge of measurement and basic accounting.

(v). Less Risk Bearing Capacity

Women in India lives secure and protected life in family. Decision making power related to business activities is less due to economic dependant and domination of male headed society.

(vi). Lack of Visibility as Strategic Leaders

Changing the perceptions about the likely success of women-owned businesses depends on increasing women's visibility in leadership positions within the greater business community. In an assessment of women's presence as CEOs or Directors of large business enterprises, it has been anticipated that the exodus of women entrepreneurial growth firms might be because women believe that have greater representation in strategic leadership positions in privately-held or family-owned firms as they provide better opportunities for leadership than available to women in publicly-traded companies.

(vii). Lack of Information and Assistance

Another significant need of many women business owners is obtaining the appropriate assistance and information needed to take the business to the next level of growth. In a study conducted to gather information needs of women entrepreneurs, those who were just starting their ventures, requested assistance and training in implementing the business idea, identifying initial sources of financing, and advertising/promotion. The entrepreneurs, who were already established, had a somewhat

different set of needs including financing for expansion and increasing sales. It has been identified that most desired needs of fast growth entrepreneurs may be:-

- Optimum use of capital to make operational decisions
- Financing growth
- Increasing the value of the business
- Compensation for self and associates
- Hiring, training and motivating for growth
- Succeeding in a rapidly changing world
- Successful selling
- Sales force management
- Management success
- Scanning of business environment

(viii). Lack of Training and Development

Furthermore, in business schools where most of the professional advisers today were trained, the male model of business is still being taught by an overwhelming majority of male professors. Examples of women entrepreneurs have been left out of textbooks, and rarely is a female business owner used as the example or case study. Neither the women nor the men students are learning about the natural abilities and talents women are using to succeed as business owners today. Unfortunately, without some very strong initiatives on the part of educators, the process will be slow to change.

(ix). Male Dominated Society

The male - female competition is another factor, which develop hurdles to women entrepreneurs in the business management process. Despite the fact that women entrepreneurs are good in keeping their service prompt and delivery in time, due to lack of organizational skills compared to male entrepreneurs women have to face constraints from competition. The confidence to travel across day and night and even different regions and states are less found in women compared to male entrepreneurs. This shows the low level freedom of expression and freedom of mobility of the women entrepreneurs.

(x). Lack of Infrastructure and Widespread Corruption

These are also the other problems for women entrepreneurs. They have to depend on office staffs and intermediaries to get the things done, especially the marketing and sales side of business. Here is the more probability for business fallacies like the intermediaries take major part of the surplus or professional dependence. Rural women lack training and advisory services on managerial and technical skills to solve production problems. Here more than 70 percent of enterprises are micro- and small enterprises but their growth is greatly challenged by a lack of business management, marketing and technical skills besides the overall weak infrastructure and complicated legal frameworks for business processes, especially in global online transaction context.

(xi). Mobility Constraints

Women in Indian society have got restricted mobility. The carrier of women is limited in four walls of kitchen. The women confined themselves to three Ks, Kitchen, kids & knitting. There is hardly any opportunities to cross this boundary. The mobility problem has been solved to certain extent by the explosion of Information technology & telecommunication facilities.

OPPORTUNITIES:

The Telangana State Government is committed to encourage the process of industrialization by making various kinds of incentives available to the entrepreneurs. The Telangana State Government also assures an entrepreneur-friendly and graft-free regime of disbursing the incentives. The Telangana State Government guarantees that the incentives will be released on time, and direct to the bank account. There will be a transparent on-line application system, with minimum human interface. There will be enhanced incentive packages for Scheduled Castes, Scheduled tribes, Physically Handicapped, and women entrepreneurs. Mega Projects with an investment of over Rs. 200 core s in plant and machinery or employment above 1000 persons will receive tailor-made incentives in

addition to standard large category industry incentives. The following areas under its T-IDEA (Telangana State Industrial Development and Entrepreneur Advancement) incentive scheme:

- Stamp duty reimbursement
- Land cost rebate
- Land conversion cost
- Power cost reimbursement
- Investment subsidy VAT reimbursement
- Interest subsidy
- Seed capital for 1st generation entrepreneur
- Training and skill development cost reimbursement
- Quality/patent support
- Clean production measures
- Reimbursement of infrastructure development costs
- Special Assistance to Women Entrepreneurs
- Special Support for Sc/St Entrepreneurs
- Central Government Incentives

SUGGESTIONS:

1. To encourage more women to start their own businesses, the government should ease the process of getting a loan. Whether it comes from the state or their own families, women should not be afraid to ask for what they need in order to thrive. Assist female company owners in feeling at ease while inquiring of government agencies.
2. Finance is the first major problem for women entrepreneurs. Hence, the government can provide interest free loans to encourage women entrepreneurs. To attract more women entrepreneurs, the subsidy for loans should be increased.
3. Women entrepreneurs should be encouraged to start their entrepreneurs as joint stock companies rather than as a sole trade and partnership concerns to avail the advantages of large scale operation.
4. Improper location and inadequate infrastructure facilities are the hurdles in the way of development of women entrepreneurship. Hence, separate industrial estates may be set up exclusively for women entrepreneurs to reduce the initial investment and to create a special environment.

CONCLUSION:

Women are essential for social as well as economic development of any state, let alone Telangana. Women's entrepreneurship has picked up steam in the past three decades, with more women starting businesses and contributing to economic growth, but women still don't participate nearly as much as men in the workforce. Like in every state, women play a crucial part in the growth of Telangana's economy and society. It can be concluded that, multiple responsibilities, stiff competition, lack of information were the major problems faced by women entrepreneurs. Dual kind of duties such as having responsibility for children, home and other family members are the building block to them in a way towards their entrepreneurial activities. Stiff competition not only among women but also with male entrepreneurs is another major problem faced by them. Women entrepreneurs have to face a stiff competition with the men entrepreneurs who thinks that women are physically weak and lesser confident to be able to shoulder the responsibility of entrepreneur. This gender bias is another major problem faced by the women entrepreneurs. Due to societal bias and the desire to establish one's worth in a traditionally male-dominated profession, women have had to overcome several obstacles. Although women only account for a small percentage of the workforce at present, their roles in driving.Women entrepreneurship must be moulded properly with entrepreneurial traits and skills to meet the changes in trends challenged global markets and also be competent enough to sustain and strive for excellence in the entrepreneurial area. The role of women entrepreneur in economic development is also being recognized and steps are being taken to promote women entrepreneurship.

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