



# A Study of Women Entrepreneurship in Telangana and Their Developmental Challenges

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## ABSTRACT

*This analysis is based on secondary data acquired from the Government of India's Fourth All-India Census on MSME (Micro, Small and Medium Enterprises). The study's limitation is the scarcity of data. The most recent statistics on women entrepreneurs comes from the Fourth All India Census on MSME, which was published by the Government of India in 2006-07. Prior to the adoption of the MSME Development Act, 2006, the Government of India's Ministry of MSME conducted three censuses of registered Small Scale Industries (SSI). In the 1st and 2nd censuses, the Government of India only published data for the registered SSI (Small Scale Industries) sector. These censuses were successful. The data for this study comes from the Government of India's Fourth All-India Census on MSME (Micro, Small and Medium Enterprises). Data availability is a study's limitation. The most recent statistics on female entrepreneurs comes from the Fourth All India Census on MSME, which was published by the Government of India in 2006-07. Prior to the adoption of the MSME Development Act, 2006, the Government of India's Ministry of MSME conducted three censuses of registered small scale industries. In the first and second censuses, the Government of India only issued data for the registered SSI (Small Scale Industries) sector. These enumerations were successful.*

**Keywords:** Women Entrepreneurship, Government of India, Telangana, Demographic Profile.

## I. INTRODUCTION

The purpose of this study is to examine women's participation in entrepreneurial activities in order to emphasize women's contributions to economic development. It goes on to say more in the process attempts to investigate the elements that aid and hinder this class's ability to run their units. Government policies and programs also exist to encourage and boost women's development.

### Entrepreneurship in India

The study focuses on women's participation in small business endeavors in India, as this is where the majority of women entrepreneurs work. Women

entrepreneurs are classified by the Indian government as women who participate in the ownership and employment of a firm. Accordingly, a women's enterprise is defined as "an enterprise owned and controlled by a woman with a minimum financial interest of 51 percent of the capital and providing at least 51 percent of the enterprise's employment to women." Women-owned, managed, and employed businesses can all be characterized as (i) owned by women, (ii) managed by women, and (iii) employed by women.

The majority of studies on entrepreneurship (books and articles by foreign and Indian research experts)

are micro-level research based on a small number of samples. These investigations were conducted at various times during the previous five decades and deal with a variety of conditions. In affluent countries, there is a large body of literature on women's studies. However, the socioeconomic conditions in the West, as well as the infrastructure facilities and level of development of industry, trade, and commerce, are vastly different from those in India. As a result, their parallels to the Indian situation would be inaccurate. As a result, drawing conclusions from them would be neither valid nor realistic<sup>3</sup>.

## II. RESEARCH METHODOLOGY

The study's target industry is the small-scale sector, which includes businesses that invest in plant and equipment machinery at an initial cost of little more than Rs.1 crore. The study's participants

are women entrepreneurs in Telangana's district who are registered with the District Industries Centre (D.I.C.) for the Telangana region. The survey only includes businesses that have been in existence for at least 5 years. The study's population is 250 people. Small-scale businesses are run by women. The essential database of female entrepreneurs was created for this project. The information was obtained from the D.I.C. Telangana regional office. The sample is derived using the cluster sampling approach. A sample of 63 women-owned businesses is drawn from a population of 250 women-owned businesses. The sum total of 250 businesses are organized into numerous sub-areas (sub areas being sub urban areas of Telangana). A straightforward sampling method is utilized to select a sample from each suburban area.

Table 1: Areawise Population & Sample

Suburban areas of Telangana	Population in the Area	Samples selected from the area
Boduppal	16	4
Madhapur	28	7
Kachiguda	20	5
Kukatpally	40	10
Hydershakote	10	2
Ghatkesar	20	5
Gajularamaram	20	5
Bandlaguda	32	8
Malkajgiri	42	11
Bolaram	22	6
Total	250	63

- The primary data is gathered through questionnaires and in-depth interviews, while the secondary data is gathered through a review of relevant literature.
- Books, magazines, newspapers, journals, and research thesis are used in the review.
- Secondary data is also gathered from the Telangana region offices and websites of D.I.C. (District Industries Centre) and T.C.E.D. (Telangana Centre for Entrepreneurship Development).
- Questionnaires, in-depth interviews, and casual interactions with respondents were utilized to collect data.
- In order to acquire a deeper knowledge of their activities, ten respondents were interviewed in depth. The responders were given a questionnaire that included both open-ended and closed-ended questions.

This research is based on secondary data from government publications, internet sources, and an examination of a few selected articles, magazines, and other sources. The t-test was used to determine the elements that motivate women entrepreneurs to establish their own business and the key challenges they confront. The demographic profiles of the respondents were also determined using percentage analysis.

## III. Data Interpretation and Discussion

### Women entrepreneurs' profiles:

Table 1 shows the demographic characteristics of the respondents. Out of the 63 people interviewed for the study, 40% are between the ages of 33 and 40. In terms of marital status, 83 percent are married, 79% have children, and 71% have children over the age of ten. 38 percent of those surveyed have completed their schooling and 59 percent have

work experience. In terms of family type, 73% have nuclear families, and 87 percent receive help from family members, with 40 percent receiving emotional support. 76% of female entrepreneurs are first-generation business owners. 51% of people have a company that is also a part of their home. Fashion design and tailoring employ 21% of the

population, while beauty parlors employ 14%. 40% of women work 4 to 8 hours every day on their business. 60% of those who started their firm with their own money did so with their own money, while 40% borrowed from various sources, with 19% borrowing from relatives. For 59% of those polled, their business isn't their sole source of revenue.

Table2:DemographicProfile

Particulars	Classification	Number	Percentage
Age Group	Below 25 years	5	8
	25-32 years	14	22
	33-40 years	25	40
	40-55 years	16	25
	Above 55 years	3	5
Marital Status	Married	52	83
	Unmarried	11	17
	Widowed	0	0
	Divorced	0	0
Children	Yes	50	79
	No	13	21
Age Group of Children	Below 5 years	6	10
	5-10 years	12	19
	Above 10 years	45	71
Highest Educational Qualification	Primary school	7	11
	Secondary School	12	19
	High school	14	22
	Graduate	24	38
	Post Graduate	4	7
Work Experience	Illiterate	2	3
	Yes	37	59
Family Type	No	26	41
	Nuclear family	46	73
Family Members Support	Joint family	17	27
	No	8	13
Form of Support	Manual help	28	26
	Emotional support	40	36
	Financial help	29	26
	Advice	13	12
Category of Business	First generation Entrepreneur	48	76
	Parents as entrepreneurs	6	10
	In-laws as entrepreneurs	9	14
Nature of factory building	Part of house	32	52
	Separate building	31	59
Type of enterprise	Fashion Designing & Tailoring	13	21
	Interior Designing	1	2
	Confectionary & Bakery	7	11
	Beauty Parlor	9	14
	Grocery Shop	7	11
	Internet / Mobile application services	2	3
	Financial Services	1	2
	Agriculture	2	3
	Medical & General Stores	4	6
	Other activities	17	27
Time spent in business	Up to 4 hours	9	14
	4 – 8 hours	25	40
	8-12 hours	19	30
	Above 12 hours	10	16
Sources of Funds	Own funds only	38	60
	Own funds & borrowed funds	25	40
Sources of Borrowings	Relatives	12	19
	Friends	4	7
	Commercial banks	9	14
	Co-operative banks	4	6
	Financial institutions	5	8
Business as Main source of income	NA		
	Yes	26	41
	No	37	59

## Development of Women's Entrepreneurship (WED)

The International Labour Organization's Women's Entrepreneurship Development Programme (ILO-WED) is part of the Small Enterprise Development Programme (SEED). ILO-WED seeks to improve women's economic possibilities by taking affirmative action to help them start, formalise, and grow their businesses, as well as mainstreaming gender equality issues throughout the ILO's enterprise development work. The ILO WED Strategy, which was endorsed by the Governing Body in March 20089, emphasizes this approach to WED.

Working with governments, employers' organizations, trade unions, and local community-based organizations, the ILO-WED takes a three-pronged approach: create an enabling environment for WED that generates quality jobs; build institutional capacity in WED; and develop

tools and support services for women entrepreneurs. It does so in a number of ways, including targeted methods and gender mainstreaming, all with the goal of advancing gender equality and women's economic empowerment.

## IV. RESULTS AND DISCUSSION

### Factors that encourage women to start their own businesses:

23 attributes that can impact a woman's decision to become an entrepreneur were discovered in order to find out what motivates women to become entrepreneurs. On a 5-point Likert scale, respondents were asked to express their level of opinion on the influence of various elements. Table 3 shows the results of a t-test conducted to find the important reasons motivating women entrepreneurs to establish their own business.

Table 3: Motivating Factors

Motivating Factors	Test Value = 3			
	T	df	Sig. (2-tailed)	Mean Difference
Economic Independence	4.348	50	0.000	0.660
Dissatisfaction with current job	0.653	62	0.214	0.214
Unemployment	-1.728	45	0.000	0.745
Use of idle funds	3.503	34	0.256	0.476
Availability of Infrastructural facilities	1.278	45	0.125	0.378
Market potential	4.245	65	0.000	0.459
Social status	3.733	51	0.000	0.589
No other income sources available	1.643	53	0.254	0.854
Support from family	9.150	53	0.000	0.128
Gaining respect from others for my skills and talent	4.212	57	0.233	0.774
Seeking challenging business venture	3.682	58	0.024	0.436
To make more money	4.761	34	0.022	0.327
Gaining control on my life	4.447	37	0.000	0.568
Get better life than before	9.439	45	0.213	0.237
To prove myself	4.348	47	0.127	0.269
For self esteem	5.986	41	0.542	0.287
Being entrepreneur was a lifelong goal	5.315	52	0.000	0.186
Freedom from supervision	2.046	54	0.246	0.450
To spend spare time	2.713	54	0.421	0.247
Family business passed on to me	0.851	58	0.245	0.774
To support family financially	5.520	60	0.324	0.701
Responsibility to run business due to death of member	-2.863	61	0.000	0.724
To advance myself	4.293	49	0.124	0.375

The variables that are important for inspiring women entrepreneurs are included in the table above. T value > 0 and sigma < .05 are the decision rules for determining the significant factor. Economic independence, use of idle funds, market potential, social status, family support, gaining respect from others for skill and talent, seeking challenging business ventures, making more money, gaining control over life, getting a better life than before, to prove myself, self-esteem, being an entrepreneur was a lifelong goal, freedom from supervision, These variables proved to be significant in terms of providing financial support for my family, spending spare time, and advancing

myself. As a result, the remaining six elements, namely discontent with existing job, unemployment, infrastructure availability, no alternative source of income, and responsibility to run due to the death of a family member, the family business that was passed down to me turned out to be tiny.

### Constraints/challenges encountered during an entrepreneur's journey

Total restriction was separated into four categories: personal constraint, societal constraint, environmental constraint, and general limitation they are still facing in order to find out what constraints / problems women entrepreneurs have faced throughout their path as entrepreneurs.

### Constraints on a Personal Level

Twelve attributes were discovered in the area of personal level limitations. Table 4 shows the results

of a t-test used to determine the key personal level obstacles that women entrepreneurs experience.

Table 4: Personal Constraints

Personal Constraints	Test Value = 3			
	T	df	Sig. (2-tailed)	Mean Difference
Poor Self Image	1.348	54	0.000	1.060
Lack of motivation and confidence	9.653	60	0.014	-0.214
Role conflict	-1.028	40	0.500	1.745
Lack of leadership qualities	21.503	44	0.056	0.076
susceptibility about own decision making abilities	14.278	40	0.325	-0.678
Orthodox family background	10.245	61	0.030	0.359
Lack of finance	23.733	56	0.040	-1.589
Lack of security	12.643	50	0.054	1.854
Physical constraints like pregnancy	5.150	59	1.000	-0.128
Lack of support from husband and family	3.012	50	0.633	1.074
Fear of failure and criticism	20.002	38	0.624	0.836
Maintaining work life balance	3.061	44	0.322	0.927

The factors that are personal level restrictions for women entrepreneurs are listed in the table above. T value > 0 and sigma < .05 were used to determine the significant factor, and 6 factors, including lack of motivation and confidence, role conflicts, lack of leadership qualities, orthodox family background, lack of finance, and preserving work-life balance, were shown to be significant. As a result, the other six factors of low self-esteem, susceptibility to one's own decisions, insecurity, physical limits such as pregnancy, lack of support from husband and family, fear of failure, and criticism were shown to be unimportant.

### V. SUMMARY AND CONCLUSION

Women's participation in small business has been steadily increasing, indicating that they have enormous potential for entrepreneurial development. In terms of performance, it was discovered that women-owned businesses in India have contributed significantly to the creation of jobs, gross output, asset creation, and exports. Women are the foundation of the family, which contributes to the development of society and the nation. Women's entrepreneurship began late and is still in its early stages. Women's entrepreneurship has grown in India as a result of changes in the global and domestic environment. As can be seen, the success of women entrepreneurs in India varies from state to state. It was also discovered that women-owned businesses are concentrated in the micro sector of the MSME sector. A greater coordinated role of the Indian

government, financial institutions, volunteer agencies, and educational institutions with an integrated approach is required to increase their participation in the small and medium segments. To accelerate the entrepreneurial revolution in India, young female entrepreneurs should share their e-commerce success stories. Studying and focusing on (i) their social and cultural background, including family system (ii) religion and caste, and (iii) the region where they are staying, e.g., whether it is an urban or rural area, district or block, would help to better understand and promote women entrepreneurs.

The above review of Indian research reveals that studies conducted in the past have covered various aspects such as motivation, available support system and problems faced by women entrepreneurs. The legislative measures for dealing with the problems of small scale units run by women entrepreneurs, should be relaxed and more liberal policies and attitudes should be adopted in these matters.

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