

An Analysis of Empowering Women Entrepreneurship in Telangana State

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Abstract

Down the ages, the potentials of matron had been suppressed and that they had been dealt with as secondary inhabitant in all of the cultures. Owing to the male dominated society, women entrepreneurs mostly neglected in traditional lifetime of society. Even then, there are success cases of women-run business units, details of which might inspire the women entrepreneurs within the scene. These days, women are trying to erase such mark through making a big accomplishment within the economic development of the country, giving an answer to the issues of state and economic condition. If we have a tendency to see the backside of mirror, then we are going to realize the successful stories of women entrepreneurs. Though the numbers of women entrepreneurs are less; however, they're doing their level best. In this paper, the profiles of women entrepreneurs of Telangana state are focused. The gift evaluation deliberated the nonpublic historical past and commercial enterprise tendencies of pattern respondents. The analysis style includes the gathering of knowledge through secondary sources. They have a look at more over reviewed their intentions to begin a business, own circle of relatives problems, get admission to capital and performance. The study's important findings reveal that a man or woman is generating major obstacles to female marketers in dealing with their gadgets via means of exercising control and power over sources with the assistance of their own circle of relatives, DICCI, and other organizations. The idea generation is additionally a trigger purpose that's coated during this study.

Keywords: Women entrepreneur, women empowerment, entrepreneurship development, rural women

INTRODUCTION

Fueling the expansion of women-led businesses is not solely merely smart for our society, it's smart for our economy. An entrepreneur is viewed as an individual who possesses a brand new enterprise,

venture or thought, alongside except with vital accountability for the inherent risks and also the result. Likewise, an entrepreneur is a formidable leader who joins land; labor and capital to of times create and market new product and services. Entrepreneurship is the demonstration of being an entrepreneur visionary, which suggests the basic quality of being an entrepreneur; it is the art or science of innovation and risk-taking for profit in business [3]. Women entrepreneurship has been diagnosed because the leader supply for the monetary improvement of the state. Consequently, the reput of ladies is probably the best indicator of a nation's progress. Women's active role is thought to be an integral part of a progressive system. Down the ages, the potentials of girls have been

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suppressed which can be presently being elated within side the shape of entrepreneurship improvement that carries a really crucial element within side the country wide improvement.

Through task creation, sales generation, poverty discount and wealth creation, entrepreneurship yield as an engine for the financial boom and feature come to be a principal element in the idea of financial improvement. Women entrepreneurs are that segment of female populace who project out into commercial activities. They initiate, prepare and function an industrial enterprise.

The special thought for the women empowerment significantly within the accumulation countries is incredibly necessary as a result of the advantages that are going to be felt not solely by women themselves; however, conjointly by their households in addition. Women entrepreneurs generate employment opportunities and provide solutions to several social control and business issues through forward coming up with planning and decision making.

Women entrepreneurship promotes social and financial successfulness of households via ladies' empowerment and starting up self-improvement and financial independence. Women entrepreneurship is one of the characteristic of the continuing structural transformation that had been going down within the developing economies under the aegis of globalization [6].

Need for the Study

Woman is adversely mirrored in sex quantitative relation, accomplishment and status. In spite of this state of affairs, today's women are rising to take-off from the dependency syndrome. This alternate is being extended with the girls entering into the commercial enterprise field. Only a few studies have been done in Telangana state, that too by the NGO's, who provide entrepreneurship training to the poor girls, the earlier studies have targeted on the development of rural women, these days there's a shift from development to management of women through financial gain generating activities. Though women entrepreneurs possess sensible leadership qualities still they are facing several obstacles influenced by social and monetary factors. The study has been designed to emphasize the contribution of socio-economic traits of rural women towards the extent of women empowerment. This helps in identifying distinguishing ways that enhance the extent of empowerment of rural women and therefore, the factors influencing the management and also the constraints that are faced by them.

LITERATURE REVIEW

Suneela Bharathi (2019) [7] opined that entrepreneurship is concerning enterprise threat and coping with monetary uncertainties of a business. As in step with McKinsey Institute, ladies' equality might also additionally upload twelve trillion bucks to worldwide increase with the aid of using 2025. With its 9.6% contribution to India's gross home product in 2016-17, accounting for 9.3% of nations general activity Indian tourism zone has affected the monetary development, to convey ladies' entrepreneur underneath poverty stage and offer employment. This paper assessed the position of women entrepreneur in Telangana tourism sector and addressed the obstacles faced by them and initiates appropriate recommendations.

Gadila Vakula Devi (2018) [2] considered that traditionally, Telangana has been an entrepreneurial society. Hyderabad, the capital metropolis of Telangana state, an ancient melting pot positioned inside the middle of more than one change routes, and host to more than one kingdoms and cultures over the centuries, has advanced right into a tremendously nuanced. Telangana has conjointly been parturition first rate emphasis on girls' entrepreneurship development. Since the formation of Telangana as a 29th state, the status of girls in Telangana has been dynamical due to projects and pro-lively approaches followed and enforced with the aid of using the govt.

Anjula Rajvanshi (2017) [1] claimed that due to the male ruled society, girls marketers in large part are ignored in everyday lifestyles of society and essentially a girl and her own circle of relatives contributors have an idea for process to her as a teacher, coach or authorities officer/ worker. They are

not able to simply accept them as R&D in charge, IAS/PCS/CID, enterprise lady, manufacturing facility maker, engineer, etc. But these days, if we see the bottom of mirror, then we can discover a hit girls marketers. We can gather the entire profile of girls' marketers, their demographic records limitations to start-up, increase and issues to carry out their responsibilities in own circle of relatives in addition to in society. These studies emphasized at the demanding situations and possibilities for Indian girls' marketers of Meerut metropolis of Uttar Pradesh, India.

Srivani K (2017) [5] observed that main reasons typically placed on the dearth of facultative and sustaining facilities of entrepreneurial surroundings in general. Even then, there are success cases of women-run business units, details of which might inspire the women entrepreneurs within the scene. Keeping this background in mind, the eighty-two sample respondents has been elite from the three districts viz., Ranga Reddy, Krishna and Chittoor and a study was devised with the aim of exploring a number of the entrepreneurial traits among rural women entrepreneurs. It's hoped that the study can contribute considerably to the event of rural women entrepreneurship within the country and within the understanding of rural women entrepreneurs.

Surapaneni and Bhatnagar (2015), [4] mentioned that empowerment of ladies is simply the approach of upliftment of economic, social and political status of ladies, the traditionally disadvantaged ones, in the society. This study reveals the assorted underlying factors together with financial gain generating activities that are conspicuously influencing the direction of rural women entrepreneurs. Conjointly this study tried to determine the connection between personal traits and empowerment of women. This paper conjointly explains the assorted constraints in direction of rural women and the way they can be empowered.

Research Gap

There are many studies which concentrated on operational challenges of women entrepreneur, the socio-economic factors that influence the women entrepreneurs and different traits of women entrepreneurs who belong to different states but this study focuses particularly the profiles of the women entrepreneur in Telangana State.

Objectives of the Study

1. To study the profiles of women entrepreneurs in Telangana state and to examine the problems confronted to them.
- 2 To advocate a few feasible answers for encouraging; developing and enhancing the girls' empowerment in Telangana state.

METHODOLOGY OF THE STUDY

This complete study is primarily based on descriptive and exploratory. The facts is gathered from secondary sources specifically books, articles from diverse journals, magazines, newspapers, authorities bulletins, video lectures blogs, ongoing instructional operating papers and diverse web sites associated with girls entrepreneurship; brochures and reviews of various corporations and web sites of governments of India and Telangana.

Implication

The gathered facts are used to broaden a version for promoting girls entrepreneurship in Telangana which may be utilized by practitioners, academicians, researchers, planners within side the given location of research.

Case Studies

Snehalalatha Sirpa–Air Purifier Cover (Adilabad District)

At a time whilst anybody is discussing approximately air pollutants and methods to control it, Adilabad's Snehalalatha Sirpa has observed a modern manner to lessen the outcomes of air pollutants, to

an extent. By creating 'Kavach', a multilayered product fabricated from microfibre, she believes that air pollutants may be managed as minimum internal homes. Speaking to News Meter, she said, "I actually have invented an air cleanser this is reasonably-priced and ecofriendly. If you upload this on your traditional air cooler, it's going to act as an air-cleanser. Usually, air purifiers are pretty expensive, so I desired to make it to be had to anybody irrespective of their financial status".

Mythreyi Kondapi–Pheezee (Hyderabad)

An IIT scholar from Hyderabad, Mythreyi's start-up 'Startoon Labs' is presently performing on Pheezee, the world's 1st sensible therapy toolkit. The device, that is wearable, documents the recovery of a patient undergoing physio-therapy. In an interview with News Meter, Mythreyi said that, "There is nothing to quantify therapy recovery. Usually, it's up to the doctor and therefore, the patient to choose whether the pain has reduced or not. However, with the assistance of Pheezee, which is connected to a mobile app, the patient will get immediate bio-feedback patient". She had antecedently worked with doctors in developing alternative medical devices and hopes to spot unaddressed segments in medical fields and is available up with technical school solutions.

Radhika Rajaju–Garment Factory (Jayashankar Bhupalpally District)

Coming from Parkal in Warangal district, Radika had started off as a tailor. With a beginning capital of Rupees twenty thousand, she had dreams of beginning a garment mill. With the intervention of WE HUB within six months; she received an investment of Rs five lakhs for her start-up venture, Meenakshi Garments. She claimed that it is very important to nurture the dreams. So, from a humble home set-up to a billboard retail business setup, she even said that she has reached that point where she can be a job creator for six members in her business.

Saka Shailaja–Roja Industries (Karimnagar District)

Saka Shailaja runs a "Roja's Industries" for the past 25 years. Starting with a beauty parlor, she started a beauty training center and a company that manufactures beauty products. She claims her turnover as Rs 5 crores. Karimnagar being, a tiny low town then (now it's developed), she created her venture very successfully. Today she has two centers one at Karimnagar and another at Sircilla. She said that she is going to invest Rs 5crore to manufacture beauty products like soaps, creams, etc. She also expressed the obstacles she faced like "getting a rental place was a drag for her beauty parlor because no one desires to let it to a Dalit women". She also viewed that even nowadays the treatment towards Dalit, she claimed that she do not want to bluff and manifest to get a rented house and she shared that during her journey she has struggled a lot. She has skilled thirty thousand rural ladies in beautician path and made them entrepreneurs. The reason why she opted for this business was because her family did not wish her to travel outdoors and work. Being a beautician, there was no objection from family side as it is an indoor job. She expressed her gratitude to DICCI (Dalit Indian Chamber of Commerce and Industry) for the extension of their helping hands. She emphasized on her traits by saying that "If she takes up anything she will not rest unless and until it is finished. Secondly she is goal oriented and lastly she said that she is not a risk aversion but she is a risk taker and she believed in concept that high risk high returns and she elaborates the secrets behind her success".

Ramadevi–Gollapadu iJal Station (Khammam District)

In 2016, Safe Water Network extended a brand new approach to its SWE implementation to expand the participation of ladies on the far side, the role of safe water shopper by specializing in recruiting women for various positions. Ramadevi, associate iJal station businessperson, saw a chance to leverage the trust associated respect of her community to become a businessperson so as to actively deliver safe beverage to her community. Gollapadu is one in every of India's most socially and economically deprived villages. Like alternative neighbor villages within the space, Gollapadu suffers from groundwater contaminated with high halide and salinity, which may cause weak bones, joint pain, and skeletal deformity for people who consume it. With intensive expertise in actively acting on social programs—from the development of bathrooms to campaigns against open shitting, to fresh water

harvesting—Ramadevi, fresh married and following a post-graduate degree, affected to Gollapadu and complete the potential for safe beverage to boost the health of the community. Upon learning concerning Safe Water Network and its mission to facilitate iJal stations for safe beverage employing a social franchise model, Ramadevi persuaded her husband to create the investment so she may become the native businessperson. She was assured that she may win over the community to pay money for safe water. She underwent extensive training at the technical and operational factors of strolling the facility: financial management; water fine monitoring; and month-to-month reportage. Friendly and passionate, Ramadevi worked indefatigably to enter new customers. She approached the reception, at their work—which enclosed farms and facilities manufacturing beedis (thin cigarettes)—and attended varied functions and SHG gatherings to elucidate the health advantages of safe beverage.

Case in point: throughout her demonstrations, Ramadevi compares the standard of groundwater there upon of treated water from her station, victimization water quality check kits associated an electrolyze check. She even puts in associate amplification system on her husband's auto rickshaw to make awareness of the iJal station and its safe water services. Ramadevi's husband, meanwhile, uses the rickshaw to distribute water affected along with her work for the community, representatives of the native panchayat and alternative native bodies ask for Ramadevi's recommendation whereas considering any major choices for the village. Ramadevi, businessperson ejaculate operator, Gollapadu iJal station, Khammam district, Telangana expressed her views in one interview by speech communication that "I am terribly happy that my husband believed in Pine Tree State and invested within the iJal station. I operate the plant and build new customers. He distributes the water from his car. We've got respect within the village".

Shravya Reddy–Presidency High School (Nizamabad–District)

Shravya Reddy holds a bachelor degree in Physical Science and Instrumentation, Master's degree in Bio-Sciences from BITS, Pilani, India. She worked with Schlumberger, Associate Field Services Company, across completely different geographies for six years. Shravya Reddy based Presidency youngsters, Nizamabad, India. She expressed her feelings by expression that "My main drivers square measure folks and alter. I'm fascinated by innovations and organizations that try to create a purposeful impact on the community. Unlocking the ability of technology to form worth for organizations and transfer folks nearer is a section I completely get pleasure from engaged on. In my current project, my mission is to search out a viable answer to remodel low to middle financial gain faculties and build a paradigm shift within the approach lecturers, oldsters and students understand learning and education. I bring a contagious level of passion and enthusiasm to everything I do".

About Presidency High School

Presidency high school primary focus has been to boost learner engagement in school, characteristic strategies to boost teacher's motivation and competence, and increasing parent's awareness concerning; however, they will support their youngsters within the learning method. Presidency is currently rummaging associate wrong-side-out transformation to create learning important, fun and intuitive by victimization technology and through teacher and student junction rectifier microinnovations. The school additionally supported a brand new child-centric innovative educational institution and established processes to create it a property organization. At the first and high school, Shreyaa Reddy have initiated that area unit leading the modification towards achieving the vision—redesigning lecture rooms, building a brand-new program, coaching and development of support and teaching employees, supporting parent education, automating work flows of support functions associated with most significantly establishing an organization structure with clear lines of responsibilities, management and communication.

Suggestions

Neglect of girls within the development method of any country constitutes an individual's resource waste. During the premises, it is going to be comparatively diplomatic until flipping to any country to

disregard its girls' populace in its improvement efforts. The undertaking earlier to any government, therefore, was of transferring consistently and firmly inside the path of financial improvement related to girls. During this move, there's a desire for:

- Educating the girls for direction of rural women.
- Conducting some awareness programs at the village level on regular basis.
- Easy access or route to finance ought to be provided by the govt.
- Proper allocation of presidency funds to the poverty-stricken people is the necessity of the time, since most of the talent died before returning to image because of lack of resources and facilitate.
- More schemes associated with rural girls' entrepreneurship might be of nice facilitate to empower and uplift the standing of rural girls in Bharat.
- Government ought to take the mandatory actions / steps to cut back the obstacles featured by the ladies' entrepreneurs in relation to money issues, technical issues, social issues and selling issues.
- Women entrepreneurship development is to create associated degrees exclusively a part of info at beneath graduate and skilled education. Correct education, information, and exposure once imparted to girls, their potentials are well-trying to be the very best productive force.
- Women might be intended at a better level to require up equal participation in producing sectors additionally and that they are also inspired to enter into massive scale industries in an exceedingly nice variety.

CONCLUSION

The study indicates that women entrepreneurs have capabilities to produce and create job opportunities, generate wealth and for the most part, develop the economy. This study reveals that empowerment comes from entrepreneurship and it is observed that in Telangana district, rural women entrepreneurs are contributing significantly to the family in terms of money and got a respectable position in society. Consequently, when the financial status of women is enhanced through entrepreneurial improvement, the financial prosperity will be achieved.

Further Research

The scope for further research is to conduct a survey through primary data with regard to the women entrepreneurs in Telangana state may provide some empirical evidence.

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