



## WOMEN ENTREPRENEURSHIP IN TELANGANA STATE – A STUDY

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### **Abstract**

*The paper deals with the status of women entrepreneurship development in general and in particular to Telangana state. The initiatives undertaken by the Telangana State government is presented in the paper. Further, the paper critically examines the existing programs and schemes implemented and their assistance in the empowerment of the Indian women. The study further deals with the problems that have been faced by the women in general and in particular to Women Entrepreneurs in the state of Telangana. The study is mainly based on the secondary data sources. The required data is collected from the reports of Telangana Government, Ts-Hub and other published sources.*

**Key words:** *Empowerment, Entrepreneurship, Stree Nidhi, We-Hub.*

### **Introduction**

Women empowerment is nation empowerment. It's a process that enables individuals or groups to alter balances of power in social, economic and political relations in society. Therefore, women empowerment means that giving the capability and means to direct women's life towards desired goals. It may be a process by that women gain larger control over resources (income, knowledge, info, technology, skill, and training), decision-making process, enhance the selfimage of women, to become active participants in the process of modification and to develop the abilities to claim themselves. One of the key factors in crucial the success of development is that the status and position of women within the society. This implies that the neglect of ladies in the development process of any country constitutes a human resource waste. In this premise, it'll be an ill service to any country to ignore its women population in its development efforts. The task before any government, therefore, ought to be that of moving steady and firmly in the direction of economic development by involving women. Traditionally, Telangana has been an entrepreneurial society. Hyderabad, the capital city of Telangana state, a historical melting pot located within the center of multiple trade routes, and host to multiple kingdoms and cultures over the centuries, has evolved into a awfully nuanced, extremely subtle business center. The State of Telangana is home to massive manufacturing industries in bulk medicine, pharmaceuticals, agro-processing, cement & mineral-based industries, high exactitude engineering, textiles, leather, iron & steel, gems, biotechnology, defense etc. The State is one amongst the key industrial states in the Country ranked sixth in terms of industries and ranked eighth in terms of Gross Value Added from industries.

### **Objectives of the Study**

The main objectives of the study is to evaluate the status of women entrepreneurs in terms of problems faced by them the support from the Telangana state government and the study further evaluates about various schemes and programs that have been directed for the empowerment of the Women in the Telangana State.

### **Problems of Women Entrepreneurs**

Over the years, In india, many entrepreneurs are entering in the corporate life, but the success can be seen mainly in male entrepreneurs and the status of women entrepreneurs is been comparatively very low in the state. The common problems faced by the women entrepreneurs as per the studies made by the researchers are presented here.

#### **1. Family Restriction**

Women are expected to spend more time with their family members. They do not encourage women to travel extensively for exploiting business opportunities.



## 2. Lack of Finance

Family members do not encourage women entrepreneurs. They hesitate to invest money in the business venture initiated by women entrepreneurs. Bank and other Financial Institutions do not consider Middle Class Women Entrepreneurs as proper applicants for setting up their projects and they are hesitant to provide financial assistance to unmarried women or girls as they are unsure as to who will repay the loan — Either their parents or in-laws after their marriage. This humiliates unmarried women and they generally leave the idea of setting up their ventures.

For example, Kiran Mazumdar Shaw initially faced many problems regarding funds for her business. Banks were hesitant to give loan to her as biotechnology was a totally new field at that point of time and she was a woman entrepreneur, which was a rare phenomenon.

**3. Lack of Education:** Women are generally denied of higher education, especially in rural areas and under developed countries. Women are not allowed to enrich their knowledge in technical and research areas to introduce new products.

**4. Role Conflict:** Marriage and family life are given more importance than career and social life in Indian society.

**5. Unfavorable Environment:** The society is dominated by males. Many business men are not interested to have business relationship with women entrepreneurs. Male generally do not encourage women entrepreneurs.

**6. Lack of persistent Nature:** Women generally have sympathy for others. They are very emotional. This nature should not allow them to get easily cheated in business.

**7. Lack of Mental strength:** Business involves risk. Women entrepreneurs get upset very easily when loss arises in business.

**8. Lack of Information:** Women entrepreneurs are not generally aware of the subsidies and incentives available for them. Lack of knowledge may prevent them from availing the special schemes.

**9. Stiff Competition:** Women face lot of competition from men. Due to limited mobility they find difficult to compete with men.

**10. Mobility:** Moving in and around the market, is again a tough job for Middle Class Women Entrepreneurs in Indian Social system.

## Efforts of Telangana Government towards the empowerment of Women Entrepreneurs

The Telangana State Government encourages the process of industrialization by implementing various kinds of incentives which benefits the entrepreneurs. The Telangana State Government also ensures an entrepreneur-friendly and graft-free regime of implementing the incentives. The State Government guarantees that the incentives are released on time, and directly to the bank account. There is a transparent on-line application system which is with minimum human interface. There is an improved incentive packages for Scheduled Castes, Scheduled tribes, Physically Handicapped, and women entrepreneurs. Mega Projects which have an investment of over Rs. 200 crores in plant and machinery or employment above 1000 persons are eligible to receive tailor-made incentives and large category industry incentives. The State Government will provide incentives to the entrepreneurs in the following areas under its T-IDEA (Telangana State Industrial Development and Entrepreneur Advancement) incentive scheme:

1. Stamp duty reimbursement
2. Land cost rebate
3. Land conversion cost
4. Power cost reimbursement
5. Investment subsidy
6. VAT reimbursement
7. Interest subsidy



8. Seed capital for 1st generation entrepreneur
9. Training and skill development cost reimbursement
10. Quality/patent support
11. clean production measures
12. Reimbursement of infrastructure development costs.

### **Special Assistance to Women Entrepreneurs**

The number of existing women-owned industrial enterprises is very meager. The Telangana State Government encourages women entrepreneurs in a various ways. All the 9 districts of the state (excluding Hyderabad) have one or more than one industrial parks exclusively for women entrepreneurs. Organizations which are working for women entrepreneurs like COWE, ALEAP and FICCI-FLO are invited to partner with the government in order to identify and train women entrepreneurs, get their project proposals developed, link them to financial institutions and handhold and monitor the progress of their projects. The government would facilitate more number of women entrepreneurs to emerge from socially deprived categories like SCs, STs, BCs and Minorities.

### **New Industrial Policy for the State of Telangana,2014**

This policy has laid down various schemes for women who belong to backward classes. The benefits included under this policy are as follows:

Women owned enterprises are those enterprises which are established as sole Proprietors or invariably having 100% share in Partnership/Private Limited Companies. An additional 10% investment subsidy on fixed capital investment subject to a maximum of Rs. 10.00 lakhs to MSE's. (total investment subsidy limited to Rs.50.00 lakhs only).

### **Telangana Women's Cooperative Development Corporation**

It was established in the year 1975 with an objective of empowerment of rural women and is a registered co-operative under the Societies Act 1964. The major activities performed by this corporation are as follows:

a) Structured training programme is imparted to unemployed women in vocational courses and trades which are organised by District Durgabai Mahila Sisu Vikasa Kendrams (DMSVKs)

1. Training is imparted to field functionaries of Nutrition & Health sectors, i.e. Anganwadi workers, Asha workers, ANM etc.
2. Marketing facilities are provided to Women entrepreneurs through exhibitions, trade fairs, and buyer seller meets, design and display centers, etc.
3. Working Womens Hostels are managed by this corporation.
4. Bridge schools for school drop outs are organised.
5. It serves as a Nodal Agency for processing the proposals of NGOs for setting up of Women Empowerment Programmes with the financial assistance of GOI.
6. It provides shelter and short stay homes for destitute and deserted women.

### **Role of WE Hub in the development of Women Entrepreneurship in Telangana State**

The number of women-owned businesses is growing rapidly, Women only constitute 40 % of the workforce and 10 % of entrepreneurs across the world today. Women entrepreneurs in India and across the world continue to have difficulties with the following:

1. Access to capital & proper infrastructure.
2. Appropriate industry connections.
3. Affordable childcare.
4. Balancing professional & personal life.
5. Business knowledge/basics.
6. Counseling & life coaching.
7. Community to support Women Entrepreneurs.
8. Transportation & safety.



The Government of Telangana, India is making giant strides towards developing the state as a major hub for Innovation and Entrepreneurship. The flagship initiatives of the state of Telangana in this direction include State Innovation Cell, T-Hub, T-Works. Owing to these and the progressive policies of the state of Telangana, Hyderabad was selected to host the prestigious Global Entrepreneurship Summit (GES) 2017.

The theme at the GES 2017 was “Women First, Prosperity for All” and focused on what can and should be done to foster and promote entrepreneurship among women. Identifying the need for an exclusive platform to support and guide Women Entrepreneurs in their start-up story, the Government of Telangana announced during the GES, WE Hub.

WE Hub is a start-up incubator exclusively for women entrepreneurs. Through WE Hub we aim to support women entrepreneurs with innovative ideas, solutions and entities focusing on emerging areas in technology. WE Hub will also support under-explored / unexplored sectors along with the Service sector. The mandate and goal of WE Hub is to eliminate financial, societal and support barriers for women and help them succeed in their enterprises.

Through our primary activity, we plan to create an eco-system across India and the world. WE Hub is envisioned to create a supportive community for aspiring women entrepreneurs where they can interact with VCs for funding, connect with corporates for scaling up their business, get advice from mentors to fine tune ideas, avoid costly mistakes, and march forward on the path to success with renewed confidence.

#### **Support from Government to the Women Entrepreneurs**

1. Access to capital.
2. Access to Mentors.
3. Access to Infrastructure.
4. Access to Support services.
5. Access to Venture Capital pitches events.
6. Guidance on Business Branding, Partnerships, and Marketing.
7. Legal and auxiliary services support.
8. Peer-peer/Founder's connections.
9. Pre-accelerator programs.
10. Strategic consulting.

WE Hub is also going to focus heavily on virtual mentoring so women anywhere in India and across the world can be a part of the eco system. WE HUB is looking forward to and is already in touch with 135 incubators which would build a pool of incubators. We Hub aims to attract not only Indian, but also international women owned businesses to Hyderabad. Tech start-ups would go through a typical incubation program and would be provided connects with mentors, prospective clients, and investors. For entrepreneurs planning to set up a small business, focus would be more on helping them incorporate the firm, teaching business basics, and getting the operations off ground.

Apart from all the regular advantages of going through an incubation program, Government will give first preference to startups in WE HUB during a preferential procurement process and Networking with like-minded focused women entrepreneurs and mentors who have traveled through the same journey.

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