

A STUDY ON WOMEN ENTREPRENEURS' BUSINESS PRACTICES IN HYDERABAD, TELANGANA STATE

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Abstract: The article analyzes the business strategies used by Hyderabad women business owners. This study's primary goal is to determine the status of Women entrepreneurs in the Telangana state. It focuses even more on the reasons why a woman would choose to become an entrepreneur. Increasing the value of individual resources requires a growth in women-owned businesses. This paper's main goal is to provide an overview of Telangana's women-owned business landscape as it stands today. In terms of their social and economic advancement as well as their freedom from set cultural norms, women can gain from entrepreneurship. The word "women entrepreneur" describes a woman or group of women who start, grow, and run a business. They should look into the possibility of launching a new business, take calculated chances, introduce innovations, set up the management, run the business, and prove strong leadership in all aspects of the organization. Based on this study's findings, a number of recommendations are made to support women's entrepreneurial spirit.

Key Words: entrepreneurs, support, development, Study, social focus.

INTRODUCTION:

India is a multicultural country with a great past in culture. India's social environment is changing quickly. Nowadays, women are expected to have greater educational standards and engage in social and political activities with the same fervor as men, unlike in the past when they were prohibited from leaving their homes. Entrepreneurship is an essential precondition for national development. One of the best strategies for advancing economic development—which is crucial in developing countries—is to encourage people's natural entrepreneurial spirit. A "woman entrepreneur" is a person who takes on challenging projects to meet her own needs and become financially independent.

The number of women who manage and operate their own businesses is rising quickly in almost every national economy. A "woman entrepreneur" is a woman who takes on dangerous ventures to achieve financial freedom and personal gain.

In almost every economy, the proportion of women-owned enterprises is increasing. "Women entrepreneurs" are those who take on difficult tasks in order to support their families and achieve financial freedom. In Indian mythology, women represent the goddess of power known as "Shakti," according to our Prime Minister, Narendra Modi. In our opinion, women's advancement is essential to our development. The expectations placed on women entrepreneurs are to strike a balance between their roles as homemaker and businesswoman, roles that often clash

and compound the challenges faced by women. In addition, compared to their male colleagues, they are more likely to experience problems controlling their company.

REVIEW OF LITERATURE:

1. 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 of innovation and techniques of production to produce a large variety of quality goods and services at competitive prices." It will result in an increase in per capita income and thus help in improving the standard of living of the people.

2. Dr. B. Sridevi & Dr. V. Maheshwar (2015), in this study entitled "Women Entrepreneurship Problems and Prospects – A Study of State of Telangana" observed that most female business owners struggle with marketing issues, but there are organizations like the State Advisory Board that can help. Women's Development of Co-operation, Rural Marketing Service Center, Cooperative Societies, Federation Super Market, State Emporia, and Government Departments are able to supply raw materials and collect finished goods from women business owners. A field training center should be established, and necessary infrastructure assistance should be provided by a single coordinating or nodal agency to allow the flow of sufficient operating capital, technology, energy, land, and marketing for rural women entrepreneurs. For entrepreneur development programs to be successful, post-training follow-up is crucial.

3. Jyoti Rani & Sanjay Kumar Sinha (2016), in this study entitled "A Barriers Facing Women Entrepreneurs in Rural India a Study in Haryana" The study only utilizes primary information that was gathered via a structured questionnaire. The results showed that lack of family support, male counterparts' unwillingness to cooperate, a weak bargaining position, psychological barriers, a lack of experience and knowledge, a lack of support from society, harassment, challenges in obtaining loans to start a business, ignorance of credit options for women, a lack of infrastructure, strict rules and policies, difficulties in attracting customers, a lack of marketing expertise, and adverse market behaviors were all factors. According to the report, women entrepreneurs should start their businesses with enough capital, look for new markets, network, and seek professional advice. The policies and programs aimed at fostering female entrepreneurship should, above all, be carried out honestly. The study is the first empirical analysis of the relationship between women entrepreneurs' hurdles in rural Haryana, India, and their level of education.

4. Rupa Rathee & Renu (2017), in this study entitled "Indian Rural Women Entrepreneurs Challenges and Benefits" According to the study's findings the main challenges faced by rural women entrepreneurs include a lack of education, a lack of entrepreneurial skills, a lack of technological knowledge, a lack of access to funding, the need to balance work and family obligations, motivational factors, social attitudes, etc. Even though women entrepreneurs encounter numerous obstacles, doing business in rural areas has several advantages, including economic empowerment increased self-esteem, a higher standard of living, and the ability to participate in family and communal decision-making.

5. Gadila Vakula Devi (2018), in this study "A Study on Women Empowerment in Telangana Through the Entrepreneurship Development" the study says that With these initial assumptions, In order to create a success story

for an entrepreneur in Telangana State, this paper focused on government initiatives for entrepreneurship development, identified problems, and offered suitable solutions. It did this by using secondary sources to investigate women's empowerment and their potential to become successful business owners.

6.K Khasimpeera & Dr. M Sugunatha Reddy (2019), in this study entitled A study on women entrepreneurship in YSR district of Andhra Pradesh this study explain about The state of Andhra Pradesh is the industrially developed area in which some of the entrepreneurs excel in small scale industry. While women are organized by the government through a variety of associations, they are not prepared to take on the business. Women are less inclined than men to launch their own businesses because of unfounded fear, a lack of drive, and particular hobbies. The study intends to investigate women's entrepreneurial development and emphasizes their driving impulses as well as the connection between the socioeconomic background of these women entrepreneurs and their current entrepreneurial pathways. Establishing a new company or revitalizing an old one in order to seize fresh chances is known as entrepreneurship.

7.S.Sunitha & Dr. V.Velmurugan, (2020), "A Research Investigation on Women's Empowerment in Hyderabad Zone, Telangana State" This study aims to investigate the ways in which women entrepreneurs have bolstered the economy and to pinpoint the biggest obstacles that they encountered during the COVID-19 pandemic. As the pandemics have ended, find out how they are adapting to the new circumstances. It is plausible to draw a connection between the growth of women's self-employment as a catalyst for India's economy and the nation's overall progress in the domains of social and economic development. Consequently, a significant contributor to India's expanding economy would be the growth of women's self-employment.

8.Dr. A.P. Gayatri (2021), This study, "Operational Challenges and Success Factors Behind Women Entrepreneurs in Hyderabad City, Telangana State, India," found that women entrepreneurs in Hyderabad face a number of operational obstacles, including marketing of products and services, different levies and taxes, family issues, gender discrimination, infrastructure, finance, a shortage of qualified personnel, and a shortage of raw materials. The government should take the necessary actions to address the operational challenges that female entrepreneurs in the informal sector face.

9. Rathlavath Krishna Prof. A. Nakula Reddy (2022) The study's objective, as described in this article, "A Study on the Problems and Prospects of Women Entrepreneurs in Nizamabad District of Telangana," is to look into the challenges and opportunities faced by female business owners in the Telangana state district of Nizamabad. In India, women own 39% of all businesses, but they only make up 8% of the workforce and 4% of the nation's income. The Development Commissioner of the Ministry of MSME, Government of India, has reported that a census has been prepared based on the number of women-owned and managed enterprise units in all Indian states and union territories, as well as an evaluation of women's participation in small-scale industries.

10. Dr.D. Silambarasan, R.Sabesh, & S. Ramprasath (2023), this study, entitled "Issues and Challenges Faced by Rural Women," looked at the barriers and challenges that rural Indian women entrepreneurs faced. It's known that rural women business owners encounter a variety of concerns in our culture, including family strife, a lack of information, a lack of government backing, organizational difficulties, limited mobility, socio-cultural hurdles,

trouble with financial arrangements, a lack of access to raw materials, and issues with technology. This essay identifies the current problems and difficulties faced by rural Indian women business owners.

OBJECTIVES OF THE STUDY:

- To find out the factors that motivates women to start their own businesses.
- To examine the opportunities for women entrepreneurs in Hyderabad.
- To find out the issues and difficulties faced by women entrepreneurs

NEED OF THE STUDY:

The number of women in employment reflects poorly about women in terms of achievement and status. In spite of these challenges, contemporary women are rising above the dependency syndrome. This option is being expanded as the women enter the workforce. Telangana is home to a relatively small number of studies, all of which are carried out by non-governmental organizations (NGOs) that teach impoverished girls entrepreneurship. Although previous research concentrated on the development of rural women, women are increasingly being managed through financially advantageous endeavors. Despite having reasonable leadership qualities, women entrepreneurs face a variety of obstacles that are influenced by social and financial factors.

The aim is made to examine the main problems that women entrepreneurs experience when starting and operating their companies in this article. In reality, starting your own business is a risky try full of difficulties. The following issues have been identified as the main ones that women entrepreneurs and owners faced:

- Individual self-sufficiency issues and Money-related issues
- Social Issues and Economic Issues

SCOPE OF THE STUDY:

In Hyderabad, a major city in the state of Telangana, the vast majority of people work in the private sector. The Indian government has declared Hyderabad as a backward city in its entirety. On the other hand, women entrepreneurs in India receive greater financial support and other incentives, and they are encouraged to start new businesses to advance the nation's economy. In Hyderabad, the state of Telangana, both primary and secondary data sources are used in this study's experimental research.

RESEARCH METHODOLOGY:

In the present study, both primary and secondary data sources are used for the experimental analysis. Examples of secondary data sources include periodicals, books, annual action plans, magazines, journals, reports, handouts, brochures, and publications from government organizations, websites, and more. A personal interview technique is used to create a questionnaire that is used to collect primary data. Before the questionnaire is given to respondents, it is pre-tested. Information about labor use, background variables, financing source, consumption of raw materials, capital investment, product mix, marketing, available concessions, rebates, incentives, and tariffs, plans, challenges, attitudes, and so forth are all gathered through the questionnaire used in this study.

LIMITATIONS OF STUDY:

The study focuses exclusively at women entrepreneurs in Telangana State's Hyderabad City. Results from similar research done on a larger scale may lead to even more broadly applicable conclusions. Considering these limitations, a real attempt has been made to carefully and gracefully evaluate the available data in order to end up as a result that is both fairly objective and representative.

Problems and Challenges Faced by Women Entrepreneurs:

- ❖ The government wants to work with other nations in the future to organize youth festivals (entertainment and entrepreneurship) that will draw people to Hyderabad from across the world. While society's needs for culture and entertainment are changing quickly, this transformation also brings its own set of difficulties, one of which is protecting female entrepreneurs.
- ❖ The entire epicenter of entrepreneurship was located in and around Hyderabad, while at the same time; policymakers ignored other state resources to encourage entrepreneurship, especially the potential of rural women.
- ❖ Most of the female-run businesses are set up improperly. They need to fight hard to survive in a very competitive market, but not just against the organized sector. Against their male counterparts as well. Because it is dominated by men and they rarely have access to security and safety concerns, they rely on middlemen for the promotion and distribution of the goods.
- ❖ The capacity to access financial resources is essential to the entrepreneurial process. In India, parental stable property is passed down from parent to child through succession, so even though a girl wants to start a business, she lacks the necessary financial resources and is also unable to obtain outside financing due to the lack of tangible security that could serve as collateral in financial institutions.
- ❖ Perceived lack of time as a result of the burden of assorted domestic chores and the responsibility of raising kids. This dearth of time doesn't permit them to visit financial establishments for recommendations and credit information or to attend coaching programs to learn new skills.
- ❖ Women business owners often struggle to find materials and other essential inputs in sufficient quantities and of high enough quality. The task becomes more difficult due to material inflation. High production costs also limit the development and growth of women's businesses, but this is partially mitigated by grants and subsidies offered by the federal and state governments. Technology progression is one of the major aspects influencing women entrepreneurs' top prices of production.
- ❖ Due to their lack of education, the majority of women are unaware of market and commercial technical developments. Due to their nurturing environment's protective nature, they require limited risk-taking capacity. She already juggles too many hats in her personal life, and adding the entrepreneur hat only makes it more difficult. Her innate character, which was shaped by her upbringing, leads to low self-esteem when conducting business. Her inability to get assistance from her family is a barrier to her professional development.

FINDINGS:

- The achievements of previous women entrepreneurs have served as an inspiration for women who want to run their own companies in the future.
- Several family members' creativity and encouragement led to the start of a successful commercial entrepreneurship.
- Women who aspire to launch their own businesses often take out loans from banks, friends, and relatives to obtain the capital they require to accomplish so. This is because women frequently make less money than males.
- Female entrepreneurs are currently dealing with a range of challenges as a result of the government's many restrictions and regulations.
- The growing issue has had an unfavorable effect on companies run by women entrepreneurs.

SUGGESTIONS:

- Most female entrepreneurs think that their lack of training prevents them from competing in the market. Because of this, the state ought to mandate that women entrepreneurs attend training classes on innovative production, sales, and other tactics on a regular basis.
- Finance is the first big problem that women business owners face. Thus, interest-free loans might be provided by the government to encourage female entrepreneurs. Raising the loan subsidy is necessary to attract more female entrepreneurs.
- It is recommended that women entrepreneurs establish their enterprises as joint stock corporations, compared to sole proprietorships or partnership concerns, in order to gain the benefits of large-scale operations.
- One of the biggest issues facing female business owners is marketing their products. In this situation, women's cooperative organizations can be established to buy the items from women business owners. They will support them in setting fair prices for their goods.
- Challenges to the growth of women's entrepreneurship include poor location and insufficient infrastructure amenities. As a result, distinct industrial estates that are only for women entrepreneurs may be established to lower the initial investment and foster an exclusive environment.
- Selling their products is one of the main problems that female entrepreneurs face. In this case, goods from female entrepreneurs can be purchased by women's cooperative organizations. They'll help them establish reasonable rates for their products.
- The development of women's business is hampered by unfavorable locations and inadequate infrastructure. In order to reduce the initial investment and create an exclusive atmosphere, specific industrial estates reserved for female entrepreneurs may be developed.

CONCLUSIONS:

The prosperity of the family in particular and the nation as a whole both rise when women start their own businesses. Present women exhibit a greater willingness to undertake work that men have historically disapproved of, and they have demonstrated their unparalleled ability to contribute to the expansion of the economy. To stay ahead of evolving trends, negotiate complex global markets, and maintain their leadership positions in their industries, women entrepreneurs must possess the necessary entrepreneurial abilities and qualities.

To effectively adjust to the dynamic trends that pose a challenge to international markets, female entrepreneurs need to be suitably influenced by entrepreneurial traits and skills. They must also possess the necessary skills to succeed in the entrepreneurial field and maintain their excellence.

Telangana State wants to provide the required skill sets so that women from both rural and urban areas can become independent. I think the goal of "BANGARU TELANGANA" might be realized if all women in the state are granted more authority.

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