

A STUDY OF THE ISSUES AND ITS IMPLICATIONS FOR WOMEN ENTREPRENEURS IN TELANGANA AFTER COVID-19

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ABSTRACT: Entrepreneurs are vital to the expansion of national economies and play an important part in the process. When at least one female shareholder owns more than 51 percent of a corporation, that company is referred to as being owned by women. The contributions that women make to our society cannot be overstated. Women in the past did not have access to the same opportunities that males did, and as a result, they were unable to advance in their careers or communicate their thoughts to the rest of the world. In the modern, progressive culture of today, men and women alike are afforded the same civic privileges. Women in today's society are granted equal rights under the law and have access to educational opportunities of a high standard. The long-term effect of this is that women will eventually be able to pursue careers in any industry they choose. The ownership of businesses by women in India has been shown to greatly contribute to the country's economic development, social cohesion, and the advancement of women in the country. With the help of this study, we seek to gain a better understanding of the precise contributions that female entrepreneurs have made to this expansion, as well as the challenges that they have faced as a direct result of the CoVD-19 outbreak, and how well they are doing now that the pandemic has passed.

Keywords: Women-empowerment, Entrepreneurship, Covid-19 pandemic, Socio-economic development, Gender inequality.

1. INTRODUCTION

The production process is improved as a result of the unique brand of innovation brought by the entrepreneur. Because of man's natural tendency toward self-reliance, he possesses an innately entrepreneurial spirit. This sort of initiative is what enabled man to progress from a nomadic herder to a farmstead settler, to a prosperous merchant, and finally to a conscientious manufacturer. Entrepreneurs are people who recognize a need in the market and then take active steps to satisfy that need by conceptualizing, directing, and ultimately owning and operating a firm that caters to that demand. The economic, social, religious, cultural, and psychological atmosphere of a society have a significant impact on the rate at which new company owners develop in that society. After the end of World War II, there is a discernible increase in the proportion of women living in industrialized nations who establish

their own companies. Women in the United States control 25% of all businesses despite making only a fifth as much money on average as their male counterparts do. This disparity exists despite the fact that women own all enterprises. Since 1980, the rate at which women in the UK have launched businesses has been three times higher than the rate at which men have done so. India has a total population of 1,210.56 billion people as of March 2022, with females accounting for 48.53 percent of the total population, or 587.44 million people. In spite of the fact that women make up 31% of the population, they were only registered as making up 4.50% of the country's self-employed population (3,85,906 people) in the census. The vast majority of them hold down jobs in the shadow economy.

OBJECTIVES OF THE STUDY

- In light of the aforementioned information, the objective of this study is to investigate

the challenges that women business owners in India face, with a specific focus on the Indian state of Telangana, and to provide recommendations for overcoming these obstacles so that the Indian economy can realize its potential for inclusive growth. The following is a list of few of the study's aims that are more specifically focused:

- The purpose of this study is to determine which difficulties are the most significant for female business owners in the Khammam District of Telangana, India.
- It is imperative that these issues be resolved in order to foster the growth of women-owned businesses in Telangana and Khammam, which will, in turn, have a large positive effect on the overall rate of economic expansion in India.

2. WOMEN ENTREPRENEURSHIP

Women are among the most susceptible to being poor, but they also have the potential to see one of the highest returns on their investments if they start their own business. The total amount of entrepreneurial activity (TEA) that is carried out by women is falling at every level of economic development. It was stated that the average level of TEA in women living in the MENA and Mid-Asia region was 4%. The rate of unemployment in developed sections of Europe, Asia, and Israel is approximately the same, coming in at roughly 5%. Even if there is no correlation between the degree of personal economic development and the degree of national economic development, this tendency will undoubtedly boost economic progress. There has been investigation into the factors that encourage and discourage women from beginning their own enterprises. Both the "Opportunity" and "Necessity" responsibilities are examples of push and pull characteristics because they deal with the different reasons why a business should be started. Internal reasons such as the quest of personal fulfillment or the need to show one's value are examples of pull forces, whereas external conditions that force women to start enterprises are examples of push factors. External conditions that force women to establish businesses are examples of push factors.

Due to gendered beliefs that women should prioritize home responsibilities, businesswomen may face both internal and external hurdles that prevent them from concentrating on building their companies. This can prevent them from achieving their goals of expanding their companies. The individual's belief in their own capabilities begins to erode, and they begin to convince themselves that they are unable to complete the tasks that are required of them. It is imperative that you maintain a close watch on each of these. The gender and level of experience of a person's social network is another factor that can influence that person's professional success. The way a person approaches business can also be influenced by their cultural history. Studies that show a correlation between the number of entrepreneurs in a state and the level of economic and social development in that state are evidence of the relevance of entrepreneurship in the context of India.

3. PROBLEMS OF WOMEN ENTREPRENEURS

When we set out to conduct this research, our primary objective was to gain a deeper comprehension of the specific obstacles that women company owners face during the process of launching and expanding their companies. In point of fact, there are a great number of challenges to conquer when launching a company. This list was compiled with the intention of making it simpler to carry out research on the most significant obstacles that are now faced by female business owners and entrepreneurs.

- Self Sufficiency problems (personal)
- Financial Problems
- Social Problems
- Economic Problems
- Social-Justice Problems
- Others

Table 1 presents an analysis of the demographic data pertaining to Indian women, categorizing them according to where they live and whether or not they are employed.

Table-1: Distribution of Women by Employment Status and Rural/Urban Residence in India

Year	Rural			Urban		
	Self Employed	Regular Employee	Casual Worker	Self Employed	Regular Employee	Casual Worker
2010	64.5	4.1	31.4	48.5	27.8	23.7
2015	62.1	2.8	35.1	49.5	24.9	25.6
2020	61.9	2.8	35.3	45.8	25.8	28.4
2022 (Upto March only)	60.9	3.6	35.5	47.1	27.5	25.4

According to Table 1, while more women in urban areas are opting for regular salaried jobs and self-employment, more women in rural areas are transitioning from self-employment into the other two employment categories. The following table provides information regarding the amount of women who are engaged in various professions.

Table-2: Distribution of Women by Industry-Wise

Industry Groups	2000	2005	2010	2014 (Upto March)
Agriculture & Allied	33.0	31.9	31.5	29.8
Manufacturing	21.2	25.3	21.9	21.6
Trade	9.5	8.7	9.5	9.8
Services	25.8	25.3	25.8	25.6

Women are overrepresented in the service industries, especially the nonprofit sector, in urban regions. This is especially true for women. In addition to the political structure, corrective legislation, and economic reform, policymakers have frequently emphasized the need to make the formal entrepreneurial system more democratic and change oriented. This is in addition to the political framework, corrective legislation, and economic reform. If one aspires to be successful as an entrepreneur, they need to be willing to take risks and have the ability to deal with a variety of difficult situations. Although every business owner faces obstacles, women entrepreneurs face a different set of problems than their male counterparts. This research intends to identify the hurdles that women company owners in India face and provide strategies to overcome those barriers. It is possible that the contribution of women business owners to the economy of India is large. We were successful in recruiting one hundred

fifty grownups from the Khammam District of Telangana State. According to the information gathered from the responders in the field, the vast majority of them were suffering from a variety of health issues. As a consequence of this, it was thought that use weighted ranks would be the most effective method for determining the difficulties that are encountered by women who run their own businesses. The difficulties that women who start their own businesses face are outlined in Table 3, which can be seen here.

Table-3: Major Problems of Women Entrepreneurs

Sl. No.	Major Problems	Ranks
1.	Self Sufficiency	I
2.	Financial	II
3.	Social	III
4.	Economic	IV
5.	Socio Justice	V
6.	Others	VI

In Table-3, the challenge of achieving self-sufficiency ranked as the most often mentioned obstacle, followed by challenges relating to finances and marketing. Problems of an educational, societal, and technological nature, in addition to those of other categories, were important. This illustrates that almost all female entrepreneurs experienced similar problems, although the severity of those challenges varied greatly from case to case. Surprisingly, the majority of the group believed that the challenges associated with achieving self-sufficiency were the most challenging. Issues related to mental health, such as low self-esteem and an avoidance of taking risks, came in last place.

Now that the key issues that are affecting the population of female business owners included in the sample have been recognized, an effort is being made to dig deeper by isolating the concerns that lie beneath the surface. The experiences of the respondents with economic, social, and financial inequality, as well as their initiatives to overcome such inequality, are tallied in Tables 4, 5, 6, 7, and 8.

Table-4: Self Sufficiency Problems Of Women Entrepreneurs

Sl. No.	Major Problems	No. of Respondents	Rank
1.	Excessive Burden of Work	41 (27.33)	II
2.	Health Problems	60 (40.00)	I
3.	Lack of Leisure Time	16 (10.67)	IV
4.	Excessive Tension	20 (13.33)	III
5.	Poor Risk Taking ability	13 (8.67)	V
	TOTAL:	150 (100.00)	

Note:- Figures in parenthesis indicate percentages.

Table-5: Social Problems Of Women Entrepreneurs

Sl. No.	Major Problems	No. of Respondents	Rank
1.	Male Dominance	42(25.33)	I
2.	Traditional & Social Norms	28(18.67)	IV
3.	Lack of Motivation	40(26.67)	II
4.	Education	38 (25.33)	III
5.	Others	02 (0.013)	V
	TOTAL:	150 (100.00)	

Note:- Figures in parenthesis indicate percentages.

Table-6: Financial Problems Of Women Entrepreneurs

Sl. No.	Major Problems	No. of Respondents	Rank
1.	Shortage of Capital	29(20.00)	IV
2.	Heavy Interest Rates	30(20.00)	III
3.	Limited Working Capital	45(30.00)	I
4.	Lack of Collateral Security	38(25.33)	II
5.	Others	08(4.67)	V
	TOTAL:	150(100.00)	

Note:- Figures in parenthesis indicate percentages.

Table-7: Economic Problems Of Women Entrepreneurs

Sl. No.	Major Problems	No. of Respondents	Rank
1.	Non-Availability of Raw Material	58 (38.67)	I
2.	Heavy Competition	34 (22.67)	II
3.	Lack of Technical Know-how	25 (16.67)	IV
4.	Marketing	28 (18.67)	III
5.	Others	5(3.33)	V
	TOTAL:	150 (100.00)	

Note:- Figures in parenthesis indicate percentages.

Table-8: Social Justice Problems Of Women Entrepreneurs

Sl. No.	Major Problems	No. of Respondents	Rank
1.	Social Discrimination	38(25.33)	II
2.	Equitable Discrimination	47(31.33)	I
3.	Exploitation & Suppression	33(22.00)	III
4.	Effective Enforcement of Special Legislations	26(17.33)	IV
5.	Others	06(4.00)	V
	TOTAL:	150(100.00)	

Note:- Figures in parenthesis indicate percentages.

4. ANALYSIS

SUGGESTIONS

- In light of these findings, the following recommendations have been made to encourage youth entrepreneurship in rural areas as a weapon for the economic advancement of young people and the development of the nation.
- Because women who own businesses have a greater need for access to information and education, there is a demand for programs that provide financial assistance. Instructional strategies for rural business owners in non-traditional fields require more innovation and ingenuity than they now receive. (Entrepreneurship Development Programs, or EDPs for short) EDPs must be pliable enough to accommodate the particular necessities of their participants.
- The respondents' financial struggles were linked to a number of different issues, such as volatility in the market, a lack of readily available loans, and delays in the distribution of cash. The government as well as nonprofit organizations need to work together to assist address these issues by increasing the amount of money available and improving the resources that are particularly aimed toward female business owners.
- A number of issues plagued the provision of government assistance, including drawn-out approval procedures, inadequate access to timely guidance, and others. During the process of redefining and reforming the

government's entrepreneurship development program, it was necessary to take into consideration the aforementioned elements because of the clear benefits that would accrue to the entrepreneur, the region, and the country as a whole.

- The active execution of national and state governments' policies for income production, with the aid of women entrepreneurs' associations and non-governmental organizations (NGOs), is required in order to facilitate the promotion of economic autonomy for young people living in rural areas.
- Increased airtime on television and other media outlets is required for the promotion of UGC education programs and other similar initiatives. Additionally, a more determined effort is required to make use of all information and technology that are currently available in order to advance the cause of women business entrepreneurs.
- There is a need for more lenient regulations and attitudes in order to help alleviate the challenges that are faced by small businesses that are owned and controlled by women.
- The State Advisory Board is only one of the many organizations that have been established to assist women entrepreneurs with their advertising requirements. Raw materials and completed goods can be acquired through the Women's Development of Co-operation, the Rural Marketing Service Centre, cooperatives, the Federation Super Market, the State Emporia, and other government agencies.
- It may be possible to assist rural women business owners in gaining access to critical resources by establishing mobile training centers and a central coordinating or nodal agency. Some of these resources include working capital, technology, energy, land, and marketing. The success of entrepreneurship development projects is directly correlated to the quality of the post-training follow-up that is provided.

5. CONCLUSION

The findings indicate that women are inspired to start their own businesses after hearing the stories of other women who have been successful in the same industry, that they are able to successfully work alongside their families, that they do not rely on financial support from their families, and that they instead acquire capital from outside lenders. The amount of time that is necessary to complete federal paperwork is one of the challenges that female entrepreneurs encounter. When women attempt to launch their own companies, they are met with discrimination and the constant worry that they will fail. The extensive effects of the epidemic resulted in a decrease in the amount of customers and revenue for the company. However, once the pandemic was declared over, women were eventually free to go back to work, albeit in a different role than before. They are now free to conduct business in any location of their choosing. Women in today's society have a higher aptitude for innovative problem solving, which has helped to their progression in the social hierarchy.

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