



# Growth Factors of Women Entrepreneurs in Telangana Across Various Types of Business

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## ABSTRACT

Last five decades have seen phenomenal changes in the status and work place diversity of women in India. In sixties women took small steps to start small one woman enterprises at home and from home for self-occupation and engagement. The women in seventies opened up new frontiers and developed not only aspirations but ambitions for self-employment and employment generation. This woman prefers home, marriage, children as well as occupation. They accepted the share of the work and responsibilities for success and growth of their enterprise. They want their voices to be heard as leaders to employees and as managers of the enterprises to the outside business environment. However, all of them accepted both their social and occupation roles balancing between the two. In eighties, the number of women pursuing highly sophisticated technological and professional education increased. The study aims to analyze the growth factors of women entrepreneurs in Telangana.

**KEY WORDS:** Growth factors, entrepreneurs, Industries, responsibilities, occupation, environment

## Introduction:

21<sup>st</sup> century is the century of telecom, IT and financial institutions. Women's expertise in all these industries has made them emerge as a force to reckon with. Many of these industries are headed and guided by women as pioneers and mavericks. They have ventured to build enterprises, to discover their relevance and meaning of life in themselves. But still in relation to the women population. The trend has not been spectacular. Majority of them are engaged in the unorganized sector like agriculture, agro based industries, handicrafts, handlooms, and cottage based industries. The present rate of 30% success of EDP training was likely to go up to 45% with growing experience and improved techniques of training and follow up. The women were to be given training in self-employment/entrepreneurship of shorter duration as well as some training in trade and skill areas. In order to mobilize such of women entrepreneurs, a number of activities such as motivational drive; preparation of information material; conducting training; creation of women industrial estates/areas/sheds; creation of common marketing exposition centers, training of trainers/promoters; use of mass media, etc are required. Combined effect of all these is bound to accelerate the

**Dr. R.Praiya (2020)** in her study Women entrepreneur in the world is 25% to 33% according to the World Bank report. Women in India are amount to 48% of the total population. Their participation in economic growth is 38% only. To achieve socially balanced economic development, role of women entrepreneurs in developing countries are vital. Their participation will develop multi-dimensional growth and benefit in economy. According to the World Bank report in 2015 there were 2.69 million women unregistered MSME in India. There are 8.05 million women entrepreneurs in India according to the sixth Economic census. Technology facility, network availability and worldwide communication open path to women entrepreneur both online and offline digital world. Digital media increases market tactics and reaches Women entrepreneur's innovative ideas in nook and corner. Women entrepreneurs are changing current socio economic condition. They are playing dual role as home maker and Women entrepreneur. There is a prediction that in future, Women entrepreneur play key role in economic growth and their negative mark would be gone out. More training programme should be provided for the skilled women entrepreneur to ensure the growth of the industries. Among the 58.5 million entrepreneurs, women entrepreneur constitutes only 13.76%. Narendra Modi's government provided various policies to encourage women entrepreneurs. Positive environment is prevailing for women entrepreneur. So, in future women entrepreneur's contribution will elevate India's GDP growth rate in higher level. This study attempts to understand nature of Women entrepreneurs, their challenges and their stepping success in digital world.

**Sowjanya S. Shetty M, V. Basil Hans (2019)** in their study there is much scope for overcoming the shortcomings for women, and various opportunities are available to become a successful investor and achiever in entrepreneurship. Women have an enormous amount of creativity, entrepreneurial ability and have the power to be whomever they choose to be for which they have to adopt new approaches, policies and procedures to face the challenges squarely. Education is the most critical driver of any countries social and economic development. Higher levels of literacy lead to greater economic output, higher employment levels and better social structure. Access to information and knowledge to women will determine their progress and performance in social participation and entrepreneurship. Even as the country is making progress in bridging the digital divide through rapid and extensive use of ICT and social networking, we need to be wary of artificial barriers to women entrepreneurship (e.g., cultural, class/caste, regional, questions of autonomy, mobility etc.) Even when the economy is becoming too open than the past can the society at large linger behind? This is a crucial issue to be addressed in this time of demographic change. Women entrepreneurship must be molded suitably with entrepreneurial traits and skills to meet the changes in trends, challenges global markets and also be proficient enough to protract and strive for excellence in the entrepreneurial dome. A significant outcome will then be a situation of 'women in development' and not simply 'development of women' or 'development for women'.

**Malik and Rao, (2018)** an exact examination was directed among 135 women entrepreneurs in Chandigarh to break down the purposes behind beginning business, discernment with respect to their success in business and

quality credited to their success. The investigation uncovered that women were prepared to confront the challenges related with setting up of business. Papad, pickles were the relics of past times, presently with new and imaginative business, women entrepreneurs were quick turning into a power to figure with in the business world. Women were not into business for survival but rather to fulfill their inward desire of imagination and to demonstrate their abilities. Women education was adding, all things considered, to the social transformation.

**Bocy Kit Yin (2017)** out that women entrepreneurs have a successful story in Singapore which is for the most part because of their self-confidence, the autonomy knowledge they have about their business fields and the help they get from their family. As indicated by her it is simple for the women in Singapore to enter the business because of the general absence of job specialization in the economy.

**Sreenivasa Rao Mani N (2016)** has made a joint study on aspects of entrepreneurship for women in Khammam District in Telangana state. The study is organized on 135 respondents to study the socio economic profile and the problems faced by them in conducting of business activities. The authors have observed that, the social transformation is needed for women to take up the challenges in entrepreneurship. Further, the financial assistance and the

**V Krishnamoorthy and R Balasubramani (April 2014)** identified the important women entrepreneurial motivation factors and its impact on entrepreneurial success. The study identified ambition, skills and knowledge, family support, market opportunities, independence, government subsidy and satisfaction are the important entrepreneurial motivational factors. The study also concluded that 'ambition', 'knowledge and skill', 'independence' dimensions of entrepreneurial motivational has significant impact on entrepreneurial success.

**Burger-Helmchen (2012)** in their study found that the 13.76 per cent female entrepreneurs reported in India now, most are small business owners rather than real entrepreneurs by definition Entrepreneurial intention, interests and activities truly suffer in underdeveloped regions which lack physical and human capital and a conducive industrial environment. Therefore, individuals shift from being innovators to imitators, bringing in existing goods or techniques to virgin regions

## **Research Methodology:**

### **Type of Research**

This research is empirical research in nature. This type is useful when a problem cannot be studied in laboratory settings. In this type of research, empirical evidences are analyzed quantitatively as well as qualitatively. Empirical data have been collected through a well-constructed questionnaire in order to achieve the objectives. Explicit hypotheses were also framed and tested depending on the research problem.

### **Sampling Technique**

The district selection from the list of 33 district was done using purposive sampling, using the purposive sampling 4 districts were selected, 2 districts were backward districts and 2 were developmentally upcoming districts in the state. Statistical population of this research is the registered Women Entrepreneurship 50 sample

each from 3 districts and in 1 district 57 were collected. In Mahbubnagar, Adilabad, Nizamabad and Nalgonda both the registered as well as unregistered women entrepreneurship Units are functioning. Since there is no published data on the unregistered Units, only the registered Units alone are considered for the study.

## Objectives

1. To analyze the growth attitude of women entrepreneurs in selected Districts.
2. To offer suggestions to improve the status of women entrepreneurs and to suggest a framework for the promotion of women entrepreneurship in Telangana.

## Data Analysis and Interpretation:

### Opinion of Women Entrepreneurs About the Increased Qualities After Entrepreneurship

Knowledge has surpassed machines and the store value of money itself as the driving force behind the economy. In recent past most of the entrepreneurs have learnt that they could create better entrepreneurial achievement with the full mental participation of their neighbours'. Management is multi-dimensional discipline. In order to analyze the improved qualities paired 't' test has been used. The Null Hypothesis was framed as: "There is no mean difference in the qualities of the entrepreneurs between before entrepreneurship and after entrepreneurship". The results are as follows:

**Table -1**

#### Relationship Between Growth Qualities Before Entrepreneurship and After Entrepreneurship

Sl.No		Before entrepreneurship	After entrepreneurship	t value
1.	Capacity to take risk	3.50	4.21	6.811**
2.	Capacity to work hard	3.48	4.21	8.941**
3.	Motivation	3.32	4.02	6.040**
4.	Degree of ambition	3.50	4.09	5.999**
5.	Decision making ability	3.58	4.31	6.376**
6.	Problem solving ability	3.31	4.06	8.404**
7.	Ability to deal with labour problems	3.44	4.16	6.809**
8.	Need for achievement	3.31	4.15	9.329**
9.	Creative thinking	3.61	4.32	8.979**
10.	Time management	3.37	4.02	6.662**
11.	Innovative thinking	3.19	3.94	6.796**
12.	Tolerance of ambiguity	3.44	4.13	6.760**
13.	Opportunist attitude	3.42	4.00	4.405**
14.	Solves work family conflict	3.45	4.23	8.989**
15.	Ability to persuade customers	3.53	4.19	6.525**
16.	Ability to discuss with officials	3.58	4.29	7.400**
17.	Presence of inferiority complex	3.34	4.12	10.668**

18.	faith in personal skill	3.50	4.05	4.751**
19.	Understanding the input of training	3.40	4.17	8.141**
20.	Understanding the legal aspects	3.58	4.29	8.826**

Source: Computed data

As per the results given in the table 1 it is clearly evident \*\* since P value is less than 0.01, the null hypothesis is rejected and hence proved that there is a mean difference in the qualities of women entrepreneurs has been increased after they take part in the entrepreneurial activities. After analyzing the qualities, it is observed that the inferiority complex of the women entrepreneurs was splashed after being an entrepreneur. Following that the decision making ability has been improved well after entering in to entrepreneurship. Most of the women entrepreneurs are able to solve the family conflict, their tolerance level has been increased, their problem solving ability has been increased and they can skillfully deal with their labour problems. The thrust for achievement has been increased after taking part into the entrepreneurial activity. The women entrepreneurs are improved in their creative thinking and able to understand the legal aspects in a prompt manner.

### Factor Analysis

Twenty items were taken for exploratory factor analysis. Kaiser-Meyer-Olkin Measure of Sampling Adequacy was employed to examine the appropriateness of the data for factor analysis. High values (between 0.5 and 1) indicate that the factor analysis is appropriate. Further, Bartlett's Test of Sphericity is a test statistic used to examine the hypothesis that the variables are uncorrelated in the population.

### Factor And Reliability Analysis of Technical Growth Aspect

From the table it is clear that the data used for the study is conducive for performance of factor analysis. It is also evident from the table that the variables are significantly related to the population. SPSS 18.0 was used to conduct a Principal Component Analysis with varimax rotation for independent variables and the results are shown in Table 2 where in eight factors emerged with good construct loading above 0.5. The table also indicated the variance explained by each of the factors in the construct and the Eigen values are all above 1.00.

### KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.774
Bartlett's Test of Sphericity	Approx. Chi-Square	622.472
	df	28
	Sig.	.000

The generated score of KMO is 0.774 which significantly supports the appropriateness of using factor analysis to explore the underlying structure of technical growth aspect of women entrepreneurs

**Table - 2****Factor And Reliability Analysis of Technical Growth Aspect**

Attributes (n = 7)	Factors on Technical Growth		
	1	2	comm
Can cope technologies up with new production	.860		.560
Being a team player	.854		.531
Able to get financial assistances for technological up gradation	.748		.729
Ability to organize meeting	.722		.734
Computerized	.703		.634
Availability of adequate government training for imparting technical knowledge		.882	.787
Better communication ability		.855	.743
Inter personal skill has improved		.796	.513
Eigen value	3.123	2.090	5.213
% of Variance	38.208	26.960	
Cumulative %	38.208	65.168	
Cronbach alpha	0.837	0.799	1.636

The results of the factor analysis of technical growth aspects are shown in the above table. The factor analysis extracted three factors, which accounted for 5.231 percent of variance in the data. The Eigen values more than one are included, resulting in 8 items with a value of 5.213. Hence, F1 dominates with five attributes to determine the technical growth aspects of the women entrepreneurs.

Reliability is an analysis of a measure's ability to provide consistent results. Internal consistency using Cronbach's alpha is shown to be appropriate with five pointscale data. The first subscale with Cronbach alpha of 0.837 contains five items related to Can cope up with new production technologies, being a team player, Able to get financial assistances for technological up gradation, Ability to organize a meeting, Computerized. The second subscale with Cronbach alpha of 0.799 contains three items related to Availability of adequate government training for imparting technical knowledge, better communication ability and my interpersonal skill has improved. It has an overall Cronbach's alpha value of 1.636.

**Growth in Administrative Skill**

Any person in charge of running an organization must have strong administration skills, which include both organizational and technical skills. Having knowledge of basic business etiquette guidelines and practicing discretion with sensitive content and materials are additional administrative skills necessary where a

woman can be considered a positive approach conducive. Another vital aspect of the job includes technological skills. The maintenance of records includes filing procedures that entail both electronic and hand filing. In the midst of all this, administrative work is often required to maintain paperwork and supplies as well as distribute mail and packages. The researcher made an attempt to analyse the growth in administrative skill of women entrepreneurs. The results are shown in the following table:

Medium scores of growths in administrative skill of women entrepreneurs are shown in the following table

### KMO and Bartlett's Test of growth in administrative skill

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.860
Bartlett's Test of Sphericity	Approx. Chi-Square	1100.998
	df	28
	Sig.	.000

The generated score of KMO is 0.860 which significantly supports the appropriateness of using factor analysis to explore the underlying structure of growth in administrative skill aspect of women entrepreneurs.

**Table - 3**  
**Factor And Reliability Analysis of Growth in Administrative Skill**

Items (n = 8)	Factors on Administrative Growth		
	1	2	comm
Deserve New Vision/Mission	.789		.652
Stability Of the Job for The Employees	.765		.796
Establishing Networks and Alliance	.747		.787
Learned To Take Risk and Embrace Change	.731		.892
New Aspects in Physical Infrastructure	.716		.753
Lesser Conflict Between Employer and Employees		.887	.615
Utilization Of Local Skillful Workers		.758	.732
Persist When Adversity Strikes	.537	.666	.656
Eigenvalue	4.690	1.193	5.883
% of Variance	39.761	33.770	73.531
Cumulative %	39.761	73.531	
C.A	0.871	0.786	1.657

The results of the factor analysis of technical growth aspects are shown in the above table. The factor analysis extracted three factors, which accounted for 5.883 percent of variance in the data. The Eigen values more than one are included, resulting in 8 items with a value of 5.883. Hence, F1 dominates with 5 attributes to determine the administrative growth aspects of the women entrepreneurs.

Reliability is an analysis of a measure's ability to provide consistent results. Internal consistency using Cronbach's alpha is shown to be appropriate with five point scale data. The first subscale with Cronbach alpha of 0.871 contains five items related to deserve new Vision/Mission, Stability of the job for the

employees, learnt to take risk and embrace change, new aspects in physical infrastructure and Establishing network and alliance. The second subscale with Cronbach alpha of 0.786 contains three items related to Lesser Conflict between Employer and Employees, Utilization of Local Skillful Workers, Persist When Adversity Strikes. It has an overall Cronbach's alpha value of 1.657.

### Growth in Behavioral Changes

A women life in a society and different social processes influence the women's attitudes, beliefs and values etc. As women interact with the environment and through interaction gain knowledge and experiences, therefore women's behaviours are moulded by the environment. It helps the women to understand the abilities, attitudes, personality, motivation of the individual and also facilities available in the environment of the person with whom she is dealing with. It provides any innovative solutions to reduce potential problems of the women entrepreneurs. Hence the researcher made an attempt to analyze the growth in the behavioral quality of women. The results are tabulated as under:

#### KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.859
Bartlett's Test of Sphericity	Approx. Chi-Square	2492.088
	df	78
	Sig.	0.000

**Table - 4**

#### Factor and Reliability Analysis of Growth in Behavioral Skill

Rotated Component Matrix <sup>a</sup>				
Attributes (n = 13)	Component			
	1	2	3	
Social status has been improved	.872			.680
Being alive and alert	.826			.755
Providing more employment to others	.816			.623
Self-Motivation	.740			.738
Improved status in the society	.700			.612
Improvement in re orientation		.833		.842
Ability to turn intelligence in to words		.797		.861
Step out of the box physically and mentally		.750		.844
Flexibility		.742		.898
Proud to be a role model			.823	.912
Self - Confidence	.509		.692	.762
Can use the idle fund in a proper way		.590	.620	.757
Interact effectively	.548		.608	.783
Eigen Value	7.475	1.505	1.088	10.0658
% of Variance	31.519	26.522	19.409	77.45



Cumulative %	31.519	58.041	77.449	
cronbach alpha	0.827	0.792	0.73	2.349

Source: Computed Data

The results of the factor analysis of behavioral growth aspects are shown in the above table. The factor analysis extracted four factors, which accounted for 10.07 per cent of variance in the data. The Eigen values more than one are included, resulting in 13 items with a value of 10.07. Hence, F1 dominates with 5 attributes to determine the behavioral growth aspects of the women entrepreneurs, Self-Motivation,

Reliability is an analysis of a measure's ability to provide consistent results. Internal consistency using Cronbach's alpha is shown to be appropriate with five point scale data. The first subscale with Cronbach alpha of 0.827 contains five items related to My social status has been improved, being alive and alert, Providing more employment to others, Improved status in the society.

The second subscale with Cronbach alpha of 0.792 contains five items related to Improvement in re orientation, put my intelligence in to words, step out of the box physically and mentally, Flexibility, I can use my idle fund in a proper way. The third subscale with Cronbach alpha of 0.73 contains four items related to Proud to be a role model, interact effectively; I can use my idle fund in a proper way, Interact effectively. It has an overall Cronbach's alpha value of 2.349.

### Relationship Between Age Group and The Technical Growth Qualities

#### ANOVA Table

The ANOVA is used to know the presence of mean variations among different groups. Normally, this test is applied to know existence of the differences between mean of various groups. (More than two groups).

#### Null Hypothesis

"There is no mean difference among the age group of the women entrepreneurs and the technical growth aspects of women entrepreneurs in Telangana State". To test the null hypothesis, the ANOVA test was applied and the results shown in the following table:

**Table - 5**  
**Relationship Between Age Group and Technical Growth Qualities**

Sl.No	Growth factors	up to 25 years	26 to 35 years	36 to 45 years	above 45 years	F Value
1.	Able to get financial assistances for technological up gradation	3.6796	3.7789	3.7218	3.7700	.122*
2.	Availability of adequate government training for imparting technical knowledge	3.3417	3.5762	3.4121	3.5125	.692**
3.	Being a team player	3.4833	3.6277	3.4697	3.6250	.477**
4.	Inter personal skill has improved	3.6108	3.6564	3.4239	3.7913	1.165*
5.	Better communication ability	3.5083	3.6297	3.4970	3.7250	.406**
6.	Ability to organize meeting	3.3542	3.5248	3.3068	3.4375	.675*

7.	Computerized and can cope up with the new production technologies.	3.3438	3.5644	3.4508	3.8281	.998*
Total		24.3225	25.3584	24.2830	25.6906	.664*

Source: Calculated primary data

Note: \*\* denotes significant at 1% \* denotes significant at 5%

It is evident from the table, \*\* since p value is less than 0.01, the null hypothesis is rejected at 1% level with regards to availability of adequate government training for imparting technical knowledge, being a team player and better communication ability.

\*Since p value is less than 0.05, the null hypothesis is rejected at 5% level with regard to technical growth factors. There is a significant difference among the age group of the women entrepreneurs and the growth aspects of able to get financial assistances for technological up gradation, improvement in inter personal skill, ability to organize meeting. Age is an important factor that decides the knowledge acquiring skill in the minds of the women entrepreneurs. Hence there is mean difference between the age group and the growth aspects of women entrepreneurs in Telangana State.

### Relationship Between the Social Status and The Technical Growth Qualities

In order to test whether there is any relationship between the social status of women entrepreneurs and the technical growth qualities the following null hypothesis has been framed.

#### Null Hypothesis

“There is no mean difference among the social status and the technical growth aspects of women entrepreneurs in Telangana State”. To test the null hypothesis, the ANOVA test was applied and the results shown in the following table:

**Table- 6**  
**Relationship Between the Social Status and the Technical Growth Qualities**

S. No	Growth factors	OC	BC	ST	SC	F Value
1.	Able to get financial assistances for technological up gradation	3.5867	3.8216	3.6576	3.7687	.601*
2.	Availability of adequate government training for imparting technical knowledge	3.4571	3.4932	3.4158	3.5387	.167**
3.	Being a team player	3.4857	3.5671	3.5368	3.5867	.076**
4.	Inter personal skill has improved	3.6500	3.6160	3.5176	3.5775	.131**
5.	Better communication ability	3.4571	3.5644	3.5421	3.6507	.266*
6.	Ability to organize meeting	3.3452	3.4932	3.4474	3.3800	.210*
7.	Computerized and can cope up with the new production technologies.	3.4643	3.5788	3.5658	3.4633	.226*
Total		24.4467	25.1351	24.6837	24.9660	.106**

Source: Calculated data

Note: \*\* denotes significant at 1% \* denotes significant at 5%

According to the table 6 it is evident that there is no mean difference among the social status and the technical growth aspects of women entrepreneurs in Tirunelveli District”

It is marked from the table, \*\*since p value is less than 0.01, the null hypothesis is rejected at 1% level with regards to able to get financial assistances for technological up gradation, better communication ability, ability to organize meeting, computerized and can cope up with the new production technologies.

\*Since p value is less than 0.05, the null hypothesis is rejected at 5% level with regard to technical growth factors. There is a significant difference among the social status and the technical growth aspects of the women entrepreneurs with regards to Availability of adequate government training for imparting technical knowledge, being a team player, my inter personal skill has improved. It reveals that social status takes a vital role in the growth aspect of the women entrepreneurs.

### Relationship Between the Nature of Entrepreneurial Activity and the Technical Growth Quality

In order to test whether there is any relationship between the nature of entrepreneurial activity and the technical growth qualities the following null hypothesis has been framed.

#### Null Hypothesis

“There is no mean difference among the nature of entrepreneurial activity and the technical growth aspects of women entrepreneurs in Telangana State”. To test the null hypothesis, the ANOVA test was applied and the results shown in the following table

**Table - 7**

### Relationship Between the Nature of Entrepreneurial Activity and the Technical Growth Quality

S.No	Growth Factors	First Generation Entrepreneur	Parents As Entrepreneur	In laws As Entrepreneur	F Value
1	Able to get financial assistances for technological up gradation	3.6988	3.8643	3.6663	.999**
2	Availability of adequate government training for imparting technical knowledge	3.4757	3.5507	3.4229	.265*
3	Being a team player	3.5146	3.6174	3.5829	.271*
4	Inter personal skill has improved	3.6212	3.5017	3.6571	.471*
5	Better communication ability	3.5282	3.6928	3.5143	.687*
6	Ability to organize meeting	3.4320	3.3659	3.5429	.360**
7	Computerized and can cope up with the new production technologies	3.4612	3.5616	3.6286	.476*
Total		24.7323	25.1552	25.0151	.120*

Source: Calculated primary data

Note: \*\* denotes significant at 1% \* denotes significant at 5%

It is evident from the table, \*\*since p value is less than 0.01, the null hypothesis is rejected at 1% level with regards to availability of adequate government training for imparting technical knowledge, ability to organize meeting.

\*Since p value is less than 0.05, the null hypothesis is rejected at 5% level with regard to technical growth factors. There is a significant difference among the nature of entrepreneurial activity of the women entrepreneurs and the growth aspects of availability of adequate government training for imparting technical knowledge, being a team player, my inter personal skill has been improved, better communication ability, computerized and can cope up with the new production technologies. The women entrepreneurs who are from the entrepreneurial background family can engage themselves in the entrepreneurial activity without any hesitation. Hence there is mean difference between the nature of the entrepreneurial activity and the growth aspects of women entrepreneurs in Telangana State.

### Relationship Between the Location and the Technical Growth Quality of Women Entrepreneurs

In order to test whether there is any relationship between the location and the technical growth qualities the following null hypothesis has been framed.

#### Null Hypothesis

“There is no mean difference among the location of the entrepreneurs and the technical growth aspects of women entrepreneurs in Telangana State”. To test the null hypothesis, the ANOVA test was applied and the results shown in the following table:

**Table - 8**

### Relationship Between the Location and the Technical Growth Quality of Women Entrepreneurs

S. No	Growth factors	RURAL	URBAN	SEMI URBAN	F Value
1.	Able to get financial assistances for technological up gradation	3.7996	3.6624	3.8041	.666**
2.	Availability of adequate government training for imparting technical knowledge	3.5857	3.4152	3.4828	.669**
3.	Being a team player	3.6400	3.4506	3.6138	.929*
4.	Inter personal skill has improved	3.6329	3.5357	3.6031	.219**
5.	Better communication ability	3.6571	3.4658	3.6448	.891*
6.	Ability to organize meeting	3.4214	3.3323	3.5690	.933*
7.	Computerized and can cope up with the new production technologies.	3.5536	3.4842	3.5388	.106**
Total		25.2911	24.3467	25.2569	.655

Source: Calculated primary data

Note: \*\* denotes significant at 1% \* denotes significant at 5%

It is evident from the table, \*\*since p value is less than 0.01, the null hypothesis is rejected at 1% level with regards to able to get financial assistances for technological up gradation, availability of adequate government training for imparting technical knowledge, my inter personal skill has improved, computerized and can cope up with the new production technologies.

\*Since p value is less than 0.05, the null hypothesis is rejected at 5% level with regard to technical growth factors. There is a significant difference among the location and the growth aspects of being a team player, better communication ability and ability to organize meeting. Hence there is mean difference between the location of the women entrepreneurs and the growth aspects of women entrepreneurs in Telangana State.

### Developments Made with the Help of Agency / Institutions

The challenge for women entrepreneurs is one that they expect resonates with many other organizations around the world. Every organization may describe its developments in little differently, and the outcome will be different, but the inputs are the same. In order to identify the developments made in an organization with the help of the agency/institutions many points were considered important. The findings have been tabulated and listed below:

**Table - 9**  
**Developments Made with The Help of Agency / Institutions**

S. No	DEVELOPMENTS MADE WITH THE HELP AGENCY / INSTITUTIONS	TOTAL SCORE	MEAN SCORE	RANK
1	Reduction in wastages is done with the help of these services	717	55.15	VIII
2	Helps in increasing the number of customers	770	59.23	III
3	Efficient utilization of resources	677	52.07	XIII
4	Helps in increasing the sales	791	60.85	I
5	It helps to reduce the cost	749	57.62	V
6	Increased production	690	53.07	XII
7	Helps to increase the number of orders	771	59.30	II
8	Use local raw material and man power	695	53.46	XI
9	Wider area covered	709	54.54	X
10	Export opportunities	716	55.08	IX
11	Better Public contact	760	58.46	IV
12	Guides in fixing better price for products	724	55.70	VI
13	Helps to increase the size of order	720	55.38	VII

Source: Primary Data

It is clear from the table 9 that the maximum score is obtained by “Helps in increasing the sales” followed

by “Helps to increase the number of orders”. The lease score is obtained by “Efficient utilization of resources”. “Helps to increase the number of orders” occupy the second rank, “Helps in increasing the number of customers” occupy the third rank, “Better public contact” got the fourth rank and “It helps to reduce the cost” got the sixth rank. The seventh rank is occupied by “Helps to increase the size of order”, “Reduction in wastages is done with the help of these services got the eighth rank, “Export opportunities” and “Wider area covered” got ninth and tenth ranks respectively.

### **Finding on Growth Aspects of Women Entrepreneurs**

- ❖ With a high view it is clear that there is a mean difference in the qualities of women entrepreneurs before entrepreneurship and after entrepreneurship.
- ❖ The decision making ability has been improved well after entering into entrepreneurship.
- ❖ The women entrepreneurs have been improved in their creative thinking and able to understand the legal aspects in a prompt manner.
- ❖ The women entrepreneurs can cope up with new production technologies, they can easily able to financial assistances for technological up gradation, they can be a team player.
- ❖ The women entrepreneurs improved in the process to deserve new vision/mission, and stability of the job for the employees, they learnt to take risk and embrace change, they identify the new aspects in physical infrastructure and establish network and allainance.
- ❖ The thrust for achievement has been increased after taking part into the entrepreneurial activity.
- ❖ The behavioural changes of the women entrepreneur have been improved. The first subscale with Cronbach alpha of .827 explains the growth in the social status of the women entrepreneurs, the alertness, providing more employment to others and improved status in the society.
- ❖ It was found that there is a significant difference among the age group of the women entrepreneurs and the growth aspects of able to get financial assistances for technological up gradation, improvement in inter personal skill, ability to organize meeting.
- ❖ The developments made by the women entrepreneurs after getting the training is Increasing the sales and increasing the number of orders.
- ❖ The women entrepreneurs felt that after getting better public contact it helps them to reduce the cost.

### **Conclusion:**

Entrepreneurship plays an important role in economic development of any country through creation of enterprises that energizes and rejuvenates the economy. The emergence of Women Entrepreneurship and their contributions to national economy are quite evident in India. As more opportunities are been provided to women, they are becoming more job creators than job seekers.

Since achieving state hood in June 02nd India’s youngest state, Telangana has been on a route of rapid development. Supported with the aid of a wealthy agrarian financial system and robust Information Technology (IT), Bio generation, Pharma and infra sectors, the country economic system has been on a robust growth

trajectory and has emerged as a model for the rest of the country. In reality, in December 2018, the Department of Industrial Policy and Promotion (DIPP) stated Telangana as a “chief ‘in the first ever states “begin-up rating. State capital Hyderabad, a hub for the IT and pharmaceutical sectors, maintains to bolster its stronghold. In addition to tech majors Microsoft, Google, Facebook, Amazon and Apple which had already set up places of work within the city, nowadays a number of the fastest-developing companies consisting of OnePlus and Oppo, Qualcomm, Micron, and Benelli, amongst others, have announced plans to invest within the nation.

The Telangana State Government encourages the procedure of industrialization by way of implementing various types of incentives which blessings the entrepreneurs. The Telangana State Government additionally guarantees an entrepreneur-pleasant and graft-free regime of imposing the incentives. The State Government guarantees that the incentives are released on time, and immediately to the bank account. There is an obvious online software gadget that's with minimum human interface. There is an advanced incentive applications for Scheduled Castes, Scheduled tribes, Physically Handicapped, and women marketers. Mega Projects which have a funding of over Rs. 2 hundred crores in plant and equipment or employment above 1000 men and women are eligible to acquire tailored incentives and huge class industry incentives.

The State Government will provide incentives to the marketers within the following areas under its T-IDEA (Telangana State Industrial Development and Entrepreneur Advancement) incentive scheme:

1. Stamp duty repayment
2. Land price rebate
3. Land conversion price
4. Power cost reimbursement
5. Investment subsidy
6. VAT reimbursement 93 7. Interest subsidy
8. Seed capital for 1st generation entrepreneur
9. Training and talent development cost compensation
10. Quality/patent assist
11. Smooth manufacturing measures
12. Reimbursement of infrastructure development expenses

### **Suggestions**

- Awareness should be created among rural people to enter into entrepreneurial activities.
- Period awareness programs should be conducted among educated mass, particularly college going girls since graduates evince less interest to commence business.
- The government often does not have a sufficient budget to finance the costs of training and advisory institutions. The technicians of public institutions may not have the necessary private-sector orientation and business spirit to provide practical advice to entrepreneurs.
- It is high time the Government, Non-Government, and financial institutions should take necessary steps to take supporting services for the welfare of the women entrepreneurs.
- The policy makers should take in to consideration of the capital need of the women entrepreneurs as the real need of the target group is the insufficient money for the capital requirements.

- The culture of sharing and exchanging views and innovative ideas will go with the preparation of rural women entrepreneurs to face the challenges of bigger players.
- The Entrepreneurship Development Program model should be more self- motivated, stretchy and ample booking to the needs of the areas. The efficiency of the model should be measured against a pre-arranged benchmark because of different socio-economic strata existing in the nation.

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