

A Study on Women Entrepreneurs and Problems Faced at Gajwel, Siddipet District.

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ABSTRACT

In this golden age of globalization, digitalization and start-up booms, India is clearly seeing a revolution vis – a – vis Women entrepreneurs. The six economic censuses released by the ministry of statistics and programmed implementation (MOSPI) highlights that women constitute around 14% of the total entrepreneurship in India. Today's Women entrepreneurs do not come only from the established business families or from the higher income sections of the population, they come from all walks of life and from all parts of the country. From running sports media firms to construction companies and security and detective agencies – women are dabbling in to fields that have traditionally been bastions of male domination.

KEY WORDS:

Women Entrepreneurs MOSPI –Construction Companies – Security and Detective agencies.

INTRODUCTION:

Six decades later, the state of Telangana was formed on 2nd June 2014 as the state in India. Gajwel is the first and fastest growing city in the state of Telangana since 2nd June 2014. According to 2011 census of India, total Gajwel population is 77264 people are living in this mandal of which 38608 are male and 38656 are female. Women entrepreneurship is

defined as “an individual or group of women running an enterprise with 51% of ownership and financial interest in it”. Therefore the present study made an attempt to understand the problems faced by the Women Entrepreneurs at Gajwel, Siddipet District.

REVIEW OF LITERATURES:

Some of the important studies on this topic are presented as follows,

Bowen & Hisrich, (1986), compared & evaluated various research studies done on entrepreneurship including women entrepreneurship. It summaries various studies in this way that female entrepreneurs are relatively well educated in general but perhaps not in management skills, high in internal locus of control, more masculine, or instrumental than other women in their values likely to have had entrepreneurial fathers, relatively likely to have frts born or only children, unlikely to start business in traditionally male dominated industries & experiencing a need of additional managerial training.

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Das, 2000 performed a study on women entrepreneurs of SMEs in two states of India, viz, Tamilnadu and Kerala. The initial problems faced by women entrepreneurs are quite similar to those faced by women in western countries. However, Indian women entrepreneurs faced lower level of work-family conflict and are also found to differ from their counterparts in western countries on the basis of reasons for starting and succeeding in business. Similar trends are also found in other Asian countries such as Indonesia and Singapore. Again the statistics showed that the proportion of business setup and operated by women is much lower than the figures found in western countries.

Lall & Sahai, (2008), conduct a comparative assessment of multidimensional issues & challenges of women entrepreneurship, & family business. The study identified Psychographic variables like, degree of commitment, entrepreneurial challenges & future plan for expansion, based on demographic variables. Through stratified random sampling & convenience sampling the data have been collected from women entrepreneurs working in urban area of Lucknow. The study identified business owner's characteristics as self perception self esteem, Entrepreneurial intensity & operational problem for future plans for growth & expansion. The study suggested that though, there has been considerable growth in number of women opting to work in family owned business but they still have lower status and face more operational challenges in running business.

Need for the study:

It is revealed from the above literature that numerous research studies have been careered out on the topics of challenges of Women Entrepreneurs in Urban areas, only few studies were done in rural areas. Therefore the present study has done in Gajwel City. Thus present study full fills this gap. In the present day world of ours, the image of women as the weaker sex is still dominating with a few exceptions in advanced countries. We felt that new opportunities and traditional disabilities in case of women could be understood in the right perspective through a study of women in a field where maximum initiative enterprise and hard work are required namely the field of entrepreneurship. self employment is becoming increasing signification.

OBJECTIVES:

The following are the objectives of the study,

- To study the challenges faced by women entrepreneurs.
- To study the present scenario of women entrepreneurs.
- To study the mindset of the people through personal interaction.

RESEARCH METHODOLOGY:

The present study is purely based on the primary data collected from 60 respondents who are the Women Entrepreneurs in Gajwel. The main reason for selection of sample of Women Entrepreneurs in Gajwel is mainly as Gajwel is first and fastest growing city in Telangana and they have lot of potential and opportunities to become Good Entrepreneurs.

SCHEDULE METHOD:

Information is gathered from the schedule prepared to know the challenges facing by the Women entrepreneurs.

1. SECONDARY DATA:

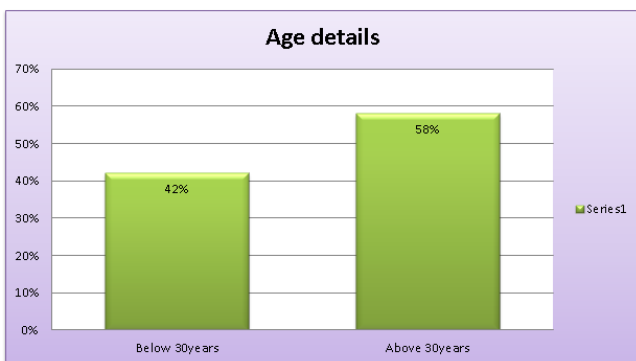
- The secondary data for the study was obtained from
- Books
- Journals
- Catalogues and websites.

DATA ANALYSIS:

TABLE - 1: SHOWING AGE DETAILS:

AGE	NUMBER OF RESPONDENTS	PERCENTAGE (%)
Below 30years	25	42%
Above 30years	35	58%
Total	60	100%

CHART1: SHOWING AGE DETAILS:



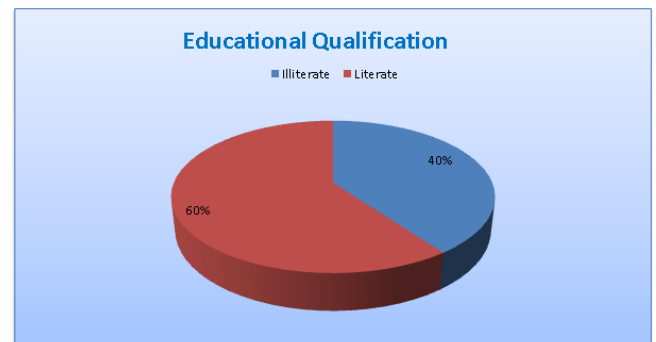
INTERPRETATION:

From the above analysis, it is observed that 42% of Women entrepreneurs belong to below 30 years, and 58% of Women entrepreneurs belong to above 30 years.

TABLE - 2: SHOWING EDUCATIONAL QUALIFICATIONS:

Educational Qualification	NUMBER OF RESPONDENTS	PERCENTAGE (%)
Illiterate	24	40%
Literate	36	60%
Total	60	100%

CHART2: SHOWING EDUCATIONAL QUALIFICATIONS:



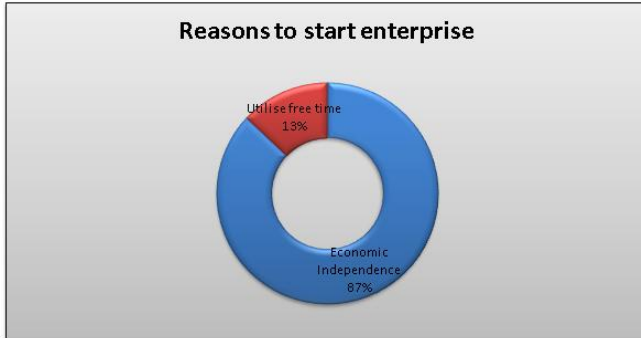
INTERPRETATION:

From the above analysis, it is observed that 40% of Women entrepreneurs belong to Illiterate, and 60% of Women entrepreneurs belong to literate.

TABLE - 3: SHOWING REASONS TO START BUSINESS:

Reasons to start enterprise	NUMBER OF RESPONDENTS	PERCENTAGE (%)
Economic Independence	52	87%
Utilise free time	8	13%
Total	60	100%

CHART- 3: SHOWING REASONS TO START BUSINESS:



INTERPRETATION:

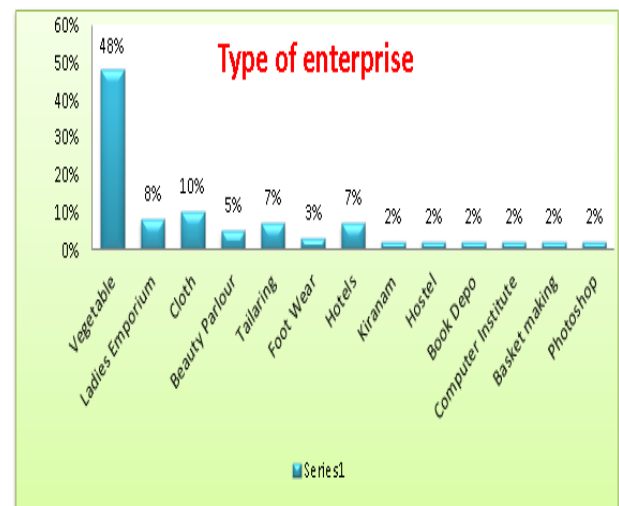
From the above analysis, it is observed that 87% of Women entrepreneurs expressed that reasons to start enterprise is to economic independence, and 13% of Women entrepreneurs expressed that reasons to start enterprise is to utilise free time .

TABLE - 4: SHOWING TYPE OF ENTERPRISE:

Type of enterprise	NUMBER OF RESPONDENTS	PERCENTAGE (%)
Vegetable	29	48%
Ladies Emporium	5	8%
Cloth	6	10%
Beauty Parlour	3	5%
Tailoring	4	7%
Foot Wear	2	3%
Hotels	4	7%
Kiranam	1	2%
Hostel	1	2%
Book Depo	1	2%

Computer Institute	1	2%
Basket making	1	2%
Photoshop	1	2%
Total	60	100%

CHART 4: SHOWING TYPE OF ENTERPRISE:



INTERPRETATION:

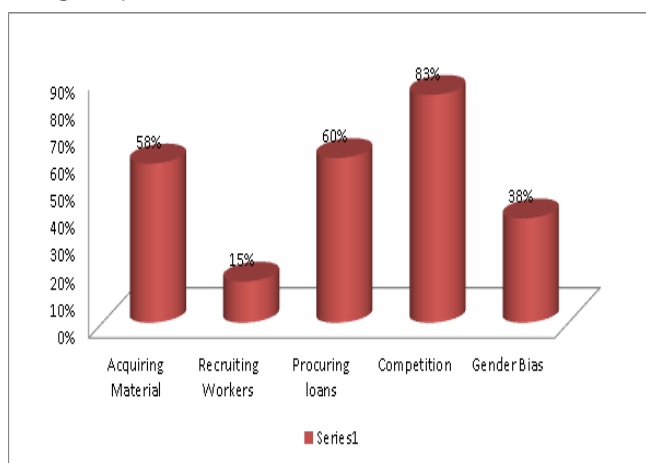
From the above analysis, it is observed that 48% of Women entrepreneurs engaged in vegetable selling, 10% in cloth, below 10% beauty parlour, tailoring, footwear, hotels, kiranam, book depo, computer institute, basket making, photo shop, etc.

TABLE - 5: SHOWING PROBLEMS FACED:

PARTICULARS	YES	NO	TOTAL
Acquiring Material	58%	42%	100%
Recruiting Workers	15%	85%	100%

Procuring loans	60%	40%	100%
Competition	83%	17%	100%
Gender Bias	38%	62%	100%

CHART8: SHOWING PROBLEMS FACED:



INTERPRETATION:

From the above analysis, it is observed that 58% of Women entrepreneurs expressed negative opinion on acquiring material, and 15% of Women entrepreneurs expressed negative opinion on recruiting workers, 60% Women entrepreneurs expressed negative opinion on procuring loans, 83% Women entrepreneurs expressed negative opinion on competition and 38% Women entrepreneurs expressed negative opinion on gender bias.

FINDINGS:

Based on the Research study the following are the findings.

1. 42% of Women entrepreneurs belong to below 30 years, and 58% of Women entrepreneurs belong to above 30 years.

2. 40% of Women entrepreneurs belong to Illiterate, and 60% of Women entrepreneurs belong to literate.

3. 87% of Women entrepreneurs expressed that reasons to start enterprise is to economic independence, and 13% of Women entrepreneurs expressed that reasons to start enterprise is to utilise free time .

4. 48% of Women entrepreneurs engaged in vegetable selling, 10% in cloth, below 10% beauty parlour, tailoring, footwear, hotels, kiranam, book depo, computer institute, basket making, photo shop, etc.

5. 58% of Women entrepreneurs expressed negative opinion on acquiring material, and 15% of Women entrepreneurs expressed negative opinion on recruiting workers, 60% Women entrepreneurs expressed negative opinion on procuring loans, 83% Women entrepreneurs expressed negative opinion on competition and 38% Women entrepreneurs expressed negative opinion on gender bias.

SUGGESTIONS:

- To provide adult education to the illiterate women entrepreneurs.
- To conduct awareness programme on various schemes initiated by the government.
- To conduct workshops to promote leadership skills among women entrepreneurs.
- Inviting successful women entrepreneurs to inspire new women entrepreneurs.

Annexure:

**A STUDY ON WOMEN
ENTREPRENEURS AT GAJWEL.
QUESTIONNAIRE**

- | | |
|---|--|
| <p>1 Name of the entrepreneur:</p> <p>2 Age:
A) Below 30 yrs B)Above 30 yrs</p> <p>3 Educational qualification:

A) Illiterate B)Literate</p> <p>4 Marital status:
A) Married B)Unmarried</p> <p>5 Reasons to start enterprise:
A) Economic Independence
B) Utilise free time</p> <p>6 Type of enterprise:</p> <p>7 Who gave the Idea about this enterprise:
A) Own B)Others</p> <p>8 Source of funds:
A) Own funds B) Borrowed from others</p> <p>9 Any awareness on schemes:
A)Yes B)No</p> <p>11 Are you getting any support from family:
A) Yes B)No</p> <p>12 Working hours:</p> <p>13 Whether balancing Personal and professional life:
A) Yes B)No</p> <p>14 Facing any problem in acquiring material:
A) Yes B)No</p> <p>15 Facing any problem in recruiting workers:
A) Yes B)No</p> | <p>16 Facing any problem in procuring loans:
A) Yes B)No</p> <p>17 Facing any competition in your field:
A) Yes B)No</p> <p>18 Facing any Gender Bias:
A) Yes B) No</p> <p>19 Are you maintaining business network:
A) Yes B)No</p> <p>20 Are you adopting knowledge of latest technological changes:
A)Yes B)No</p> <p>21 What are the obstacles facing in your enterprise:
A) Yes B)No</p> <p>22 What are safety measures taken to avoid Risks:
A) Yes B)No</p> <p>23 Are you confident to face challenges:
A) Yes B)No</p> <p>24 Are you getting profits:
A) Yes B)No</p> <p>25 Are you satisfied with your enterprise:
A) Yes B)No</p> <p>26 What is your Future Plan:</p> |
|---|--|

Signature of the Entrepreneur

Signature of the Researcher

Cell No:

CONCLUSION:

It was good learning session for us with women entrepreneurs at Gajwel. We learnt lot about business skills. This study was conducted in Gajwel for 10 days on reasons



behind to start-up business and challenges facing by Women entrepreneurs. Most of the Women entrepreneurs leading their businesses successfully by overcoming many hurdles. Moreover unaware of govt schemes and lack of proper guidance in their field, so, at last we would like to conclude that government should come forward to motivate, encourage and conduct awareness programmes to the Women entrepreneurs.

REFERENCES:

1. Bowen & Hisrich, (1986).
2. Das, 2000.
3. Lall & Sahai, (2008).