

# Opportunities and Challenges of Women Entrepreneurship in Hyderabad Karnataka Region of Karnataka State.

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## Abstract

Entrepreneurship means identifying innovation possibilities and need to develop to create new venture by the personal wisdom. As per population census of India in 2011 female population is 48.6% and women literacy has improved from 54.28% to 65.46% in India. Nations wealth depends on women wealth of the nation. female entrepreneurs need more avenues for improvement of skills to prove their talent in male dominated society. Our society consider female as a second gender. My analysis mainly concern on opportunities and challenges of women entrepreneurship Hyderabad Karnataka Region in Karnataka. Present days women compete with men in every sector. This study is based on primary data and secondary data.

Key words: Entrepreneurship, women, skill development, opportunities and challenges.

## Introduction

Women entrepreneurship means identifying career growth opportunities by business research and gaining profits by business operations. Hyderabad Karnataka area women population are facing so many problems. The problems are women low literacy rate, Scarcity of resources, inadequate infrastructural facilities, unemployment, malnutrition, child marriages. My research concern on women entrepreneurship in Hyderabad Karnataka. My investigation focused on women entrepreneurs how to sustain the business, business problems, business operations and strategies, present days women entrepreneurs interested with enthusiasm on entrepreneurship development and start ups. Women entrepreneurs playing crucial role in economic growth and development of the nation. Entrepreneur means identify the upcoming market opportunities, innovative ideas, understanding personal strengths and weaknesses and identify the risk in order to establish new firm. The entrepreneurship is same to male and female, however many challenges facing by the men, like social factors, gender discrimination, family responsibilities, work life balance, government support.

## **Literature Review**

Dr. Nancy (2003) women entrepreneurs discouraged by society and the influence of human capital and social capital not supported to women entrepreneurs. More Initiative To develop women entrepreneurship and government should support with financial schemes to women entrepreneurs. Candida G.Brush (2011)said in literature of Female Entrepreneurship and economic development an international perspective women entrepreneurs facing lot of problems ,the internationally women entrepreneurs very lesser than men entrepreneurships. PaucicMcGowan (2011) said in literature of Female entrepreneurship and management of business and domestic roles motivations ,expectations of women entrepreneurship ,and realities. Kavitha Raman<sup>1</sup>, R. N. Anantharaman<sup>1</sup> &SanthiRamanathan(2013) the study found women entrepreneurship development determined by the motivational factors.nine personality differences observed in this study. That personality differences are reasoning skills, emotion stability, vigilance, abstractness .Devi.L(2017) the study founds women empowerment will leads increase women entrepreneurship improves the Indian economy, hence the government and corporate companies need to support women entrepreneurs to financially develop.Rajanasharma(2017) observed women entrepreneurs facing marketing problem to promote their products. Many women take the training by attending the Entrepreneurship Development Programs but they are not ready to analysis of skills. Nina Lekhi, MD and Chief Design Curator, Baggit, Women these days women entrepreneur should balance with family responsibility and business firm equally.

Melteminceyenilmez, (2018) study reveals major challenges of women entrepreneurs. He said the biggest challenge is inadequate capital fund and lack finance resources because many women are dependents on family members. Family support also most impact factor on women entrepreneurship. Iimkozhikode women entrepreneur summit (2018) discussed women are naturally talented to drive entrepreneurial ventures but women entrepreneurs to adjust their self basis on market conditions. There is no shortcut formula to of entrepreneurship.R. Lavanyakumari& j. Venkatesh (2018) study found the myth that good for only designing, fashion and handicraft designs industries, so the women entrepreneur need to prove her capacity in every business sector like real estate, retail marketing etc.Touhedayasmin,chowdhuryaysayeammin, zobayerahmed(2018) the study found women entrepreneurs are facing problems to get loans from banks.the study showing attitude of bankers, terms and conditions, collateral security, high interest rates of banks.

## **3.Research Problem**

My study concern on problems,issues ,facilities ,financial performance, Gender gap, opportunities, support of state government and central government financial support, to women entrepreneurs reference of small scale industries. My study focused on entrepreneur development skills initiatives of women entrepreneurs of Hyderabad Karnataka region.

## **4.Objective**

To study opportunities and challenges of women entrepreneurs in Bellary district.

## **5.Research Methodology**

The paper work based on extensive study of collected from primary data and secondary data. primary data collected from structured questionnaire method. secondary data collected from various journals, websites, newspapers and articles.

**Sampling size and Sampling method.**

The study is conducted among the women entrepreneurs operating their business in BELLARY District. Hence, the population size is unknown. The study is conducted among 50 women entrepreneurs doing business in the Bellary district based on a random sampling. Data were collected in both quantitative and qualitative form. The use of qualitative method of data collection is relevant here. Since the study focuses on the perception of women entrepreneurs, qualitative data (e.g. in-depth interview, KII) can reveal more significant findings (Kelle, 2006). Quantitative data was collected by using a close-ended questionnaire. However, the qualitative data was collected by using in-depth interviews of 15 respondents selected purposively and the Key Informant Interviews (KII) of three women chamber leaders. In the findings part, the interviewees are represented by the symbols E1 to E15. The respondents for the in-depth interview were selected depending on their performance in business sector (success or failure) and position in different organizations

**.Measurement instrument**

A close-ended questionnaire was prepared for data collection purpose which had three parts- demographic profile, business profile and opinion on access to finance. The third portion of the questionnaire is prepared using 5-point Likert Scale (Likert, 1972) (where 1 = strongly disagree and 5 = strongly agree). The variables of the questionnaire were selected focusing on the findings of different literature.

**Hypothesis**

Ho: No Significance Relationship Between Women Entrepreneurship Development And Success And Interpersonal Parameters.

H1: No Significance Relationship Between Women Entrepreneurship Development And Government Supporting Parameters.

**6.Opportunities and skill development programs to develop women Entrepreneurship.****6.1Hyderabad Karnataka Region women population report**

Hyderabad Karnataka region has six districts such as Ballari,Koppal,Kalburgi,Yadhagiri,Bidar,Raichur Districts. Census, women population of Hyderabad karnataka in 2011

<b>HK Districts</b>	<b>Women population</b>	<b>Women literacy rate</b>
Bellary	12,15,641	45.28%
Yadgiri	4,73,933	41.38%
Raichur	9,64,301	48.73%
Gulbarga	12,64,571	55.09%
Koppal	5,92,777	39.61%
Bidar	8,32,675	48.81%
<b>Total</b>	<b>53,43,898</b>	<b>46.48%</b>

**6.2Women entrepreneur skill development training organizations in Karnataka.**

These all organizations are supported to the women's to develop as successful entrepreneur in Karnataka. AWAKE (Association of Women Entrepreneurs of Karnataka), COWE, EMERGE, KASSIA (Karnataka Small Scale Industries Association), WISE (Women's Initiative for Self Empowerment), FKCCI (Federation of Karnataka Chambers of Commerce and Industry), and WEKAS (Women Entrepreneurs Karnataka Association).

### **6.3 Entrepreneurship Skill Development Programs of AWAKE**

AWAKE conducts need-based Skill Development Programs for women in various sectors like food processing, handicrafts, tailoring, embroidery, garments, artificial jewelers, trading, eco-friendly products, candle making, chemical products, mushroom cultivation, herbal products, catering, motor coil winding housekeeping, beautician training, many of the service industry related trainings etc. During the programs, essential information related to raw materials, product processing, development and designs, marketing the products, packaging and quality control are provided. The programs are conducted for both urban and rural women and youth, considering the business opportunities and market trend of the environment. Entrepreneurship Development Programs combined with Skill Development Programs ensures delivery of comprehensive training for prospective entrepreneurs to start their business. Regular follow-ups are conducted to assess the additional training needs of the participants.

### **6.4 Entrepreneurship Awareness Program (EAP)**

Entrepreneurship Awareness Programs are designed to bring awareness about Entrepreneurship among women and youth by holding one day Entrepreneurship Awareness Programs in rural and urban areas, and also in colleges. EAPs provided awareness about the need for socio-economic independence of women. Participants are motivated for starting their own enterprise and briefed on the opportunities available for such enterprises, keeping in mind the local resources and technical feasibility. Discussion on entrepreneurship innovative ideas, schemes and incentives offered by various development and support agencies involved in business development. Trainings and other services provided by AWAKE and other NGOs.

### **6.5 Trainers Training Program (TTP)**

Development / NGO Sensitization Programs

The training field can change fast, which makes training for trainers crucial. New methodologies. New discoveries about the way adults learn. Changing expectations from trainees—and from your company. Training the trainer courses give you the practical platform skills and confidence you need to succeed. This powerful seminar puts the latest trends and techniques at your fingertips. Whether you've been training for a while or never stepped onto a platform before, this training for trainers workshop will show you how to become a facilitator of learning, not just a presenter. You'll build confidence, engage your audience from the beginning and leave your trainees praising your training abilities. The Training offers a pragmatic, evidence-based approach for justifying results and proving success while serving individuals, your organization, and society. Workplace learning professionals are always looking for the best solution tried-and-true activities, ones that work every time, ones that always lead participants to gain deeper insight into their leadership capabilities and potential. The Training and the Tested Activities gives you just what you're looking for: well-crafted games and activities that have been put to the test in real situations and has proven effective.

### **6.6 Management Development Programs**

The objective of MDP is to enhance entrepreneur's skills and technology up gradation in order to support growth and sustenance of their enterprise. Management programs and workshops on various topics such as Finance, Tax Planning, Computer skills, Information Technology Packaging, Marketing, Quality, Import/Export, Communication skills and Human Resource Management are conducted by AWAKE. Sector specific MDPs are also conducted. Business Savvy series for women members, Business Management Skills, Access to Finance for Women Entrepreneurs, Finance for Non-finance Entrepreneurs, Complacency to Competence, Export Management workshop, Opportunities in Textile Industry, Design to win are some of the MDPs conducted earlier by AWAKE.

### 7.Apparel retail training & job solutions collaboration with NGO s and Government organizations opened many training branches in Bellary district to provide training to women entrepreneurs

Course Name	Course Duration	days
1.	Retail - Sales Training ,MES Module - RET 101, Retail - Sales	45 days
2.	Garments Training - MES Module - GAR 105, Basic Sewing Operator	30 days
3.	Garments Training - MES Module - GAR 213, Tailor - Ladies	30 days
4.	Hand Embroidery - MES Module - GAR 101	30 days
5.	Zardoshi Specialist ,Zari - MES Module - GAR 190	30 days
6.	Soft Skill - SS 101 - MES Module - GAR 190	30 days
7.	Computer Fundamentals, MS-Office & Internet - ICT 101	60 days
8.	Beautician Course	30 days

### 8.Karnataka state textile infrastructure Development corporation ltd (KSTIDCL) Centrally sponsored Integrated Skill Development Scheme

The Corporation has been appointed as Implementing Agency under centrally sponsored ISDS schemes under which man power for the textile sector is being created. A target of 2112 under power loom sector and 2880 under apparel sector has been allocated under this scheme. The training is being imparted through – centers in power looms and – centers in apparel training. Under this training program 4098 beneficiaries are provided training and 3351 beneficiaries are employed in various garment units. The list of training centers empanel with our Corporation.

Challenges or obstacles of women entrepreneurs						
	N	Minimum	Maximum	Mean	Std. Deviation	Rank
SELF CONFIDENCE	50	1.00	5.00	4.2600	1.38225	3
STRATUP FINANCE	50	1.00	5.00	4.0200	1.03982	7
LACK OF INFORMATION	50	1.00	5.00	3.2600	1.56244	12
RIGHT CONTACTS	50	1.00	5.00	3.6600	1.11776	10
BUSINESS SUPPORT	50	1.00	5.00	4.0200	.84491	7
MANAGEMENT SKILLS	50	1.00	5.00	4.2600	1.04608	3
ENTREPRENEURIAL SKILLS	50	1.00	5.00	4.3400	1.04217	2
FAMILY AND WORK	50	1.00	5.00	4.1400	1.04998	5
GENDER DISCRIMINATION	50	1.00	5.00	3.9400	1.01840	9
MOBILITY	50	1.00	5.00	4.1200	.74615	6
STIFF COMPETITION	50	2.00	5.00	4.3600	.63116	1
RISK BEARING ABILITY	50	2.00	5.00	4.2200	.54548	4
LACK OF EDUCATION	50	1.00	5.00	3.1400	1.30946	13
SOCIETY RESTRICTION	50	1.00	5.00	3.9600	1.17734	8
LACK OF RESOURCES	50	1.00	5.00	3.4000	1.21218	11
Valid N (listwise)	50					

The above table examines statistical mean about each and every challenge or obstacles of women entrepreneurs. On the basis of above outcome stiff competition is ranked highest with mean (4.3600) as women entrepreneurs expressed they face Stiff competition in the market than male entrepreneurs. Followed by entrepreneurial skills with mean (4.3400) as women entrepreneurs explored they need entrepreneurship skills to run their own firms. Management skills and Self confidence having mean (4.2600) women entrepreneurs expressed they need more management skills and self confidence but much priority to these two skills is not received. Risk bearing ability having mean (4.2200) as they believe risk bearing ability is needed to develop business firm. Work life balance having mean of (4.1400) as it is impacted on women entrepreneurs personal life so they gave priority to their family and children when compared to business. Mobility having mean of (4.1200) women consider mobility as one of the most important factor to run the business firm. Equal priority is given to business support and starts up finance with mean (4.0200) as these two parameters are necessary for the growth of business firm. Most women entrepreneurs gave less priority to social restrictions with mean of (3.9600) followed by gender discrimination having mean of (3.9400) as they expressed that gender discrimination exists in every sector. Right contacts having mean (3.6600) as right contacts are considered important to improve business activities. Lacks of resources, lack o information, lack of education with least mean of (3.4000; 3.2600; 3.1400) respondents are gave least priority.

Government support factors						
	N	Minimum	Maximum	Mean	Std. Deviation	Rank
FINANCIAL SUPPORT	50	1.00	5.00	3.4000	.94761	1
LEGAL ADVICE	50	1.00	4.00	2.1200	1.04276	2
TECHNOLOGICAL SUPPORT	50	1.00	5.00	2.0800	.96553	3
NETWORKING	50	1.00	5.00	2.0000	.85714	4
Valid N (listwise)	50					

The above table examines statistical mean about government support factors of women entrepreneurs. On the basis of outcome financial support is ranked number one (3.4000)as women entrepreneurs expressed they face lack of financial resources to run the business. Followed by legal advice is ranked second (2.1200)as women entrepreneurs explored legal advice is major problem in a present days. Patent registration is very length process and difficult to women entrepreneurs, they expected government support for legal advice and patent registration . Technological support mean is ranked(2.0800) they expected technological support from the government .most women entrepreneurs gave least priority about networking factors than other government supporting factors the following mean is (2.000).

### Conclusion

Many women entrepreneurs have positive attitude, initiation, entrepreneur skills and Management skills. They were not worried about social restrictions but they expected support from family members. They were ready to take challenges along with opportunities. Most women entrepreneurs running their family businesses. But they expect government support for growth and development.

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