



THE CHALLENGES OF INDIAN POOR: AN OVERVIEW OF TELANGANA

Dr. Gunti Ravinder

Associate Professor, Department of Political Science
Dr.B.R. Ambedkar Open University, Hyderabad

Abstract

The newly formed Telangana state has recently announced the State Industrial Policy 2015 providing many opportunities to Women entrepreneurship. The Gender Index in Telangana is much better than any other state. The number of Females to Male in Telangana is 988 to 1000 which is better than the national Average. This paper explores the problems, opportunities and prospects ahead in the state for women. The paper uses the survey data of Enterprises survey with more than 9000 respondents around the country and analyzes on various Genders related parameters for women entrepreneurship in India. The paper concludes that Telangana Women have greater role to play in the coming years as the state industrial policy has specified a fair prospect to transform themselves as global entrepreneurs.

Keywords: Telangana State Industrial Policy, Women Entrepreneur, BusinessChallenges.

Introduction

The State of Telangana is home to large manufacturing industries in bulk drugs, pharmaceuticals, agro-processing, cement & mineral-based industries, high precision engineering, textiles, leather, iron & steel, gems & jewelry, biotechnology, defense etc. The State is one among the major industrial states in the Country ranked 6th in terms of industries and ranked 8th in terms of Gross Value Added from industries. The Government is promoting industrial incentive policy to create quality infrastructure coupled with congenial industrial environment to make Telangana an attractive investment destination for both foreign and domestic investors, with special emphasis on creating an enabling eco-system for **women entrepreneurs** and for those from the Scheduled Castes (SC) and Scheduled Tribes (ST). Though the state Industrial policy has created various avenues for women entrepreneurs in the state, there are various challenges faced by the women entrepreneurs to be as promoters. The survey of World Bank depicts some astonishing facts about enterprises in India especially the status of women entrepreneurs in India.

Review of Literature on women related issues

Winn (2005) mentioned that to establish a definition on such characteristics “one who prospects for or exploits opportunities and who has a tenacity to face challenges”.

Dzisi, (2008) Personal factors like self-fulfillment and achievement are motivational factors for females across the globe. One significant factor contributing to this is the status of females in society, especially in the developing world. Their leadership-role is discouraged; they are considered subservient to males.

Analysis and interpretations

The following paragraphs confer the status of women Entrepreneurs in India and Telangana in particular. The following figure depicts the percentage of Women in senior management globally.

From the below **figure 01**, it can be observed that the percentage of Women in senior management globally is almost stagnant with 24 %. For the last 12 years the percentage increase in the participation of women in senior management is only 4 % globally. The Linear Trend Analysis also showing not much increase in the present year that is 2016.

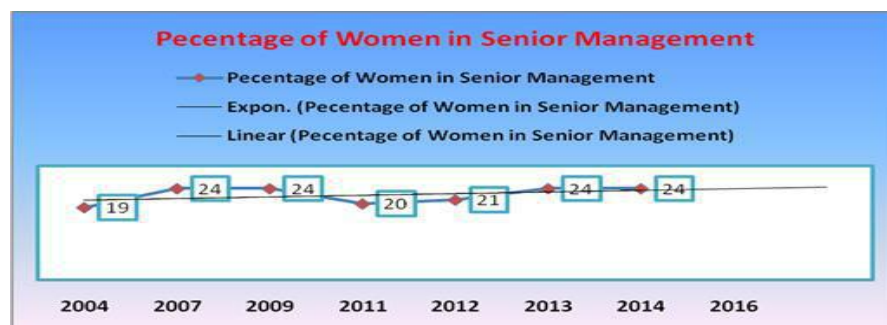


Figure 01: Percentage of Women in Senior Management Global

Source: Own Computation data from World Bank

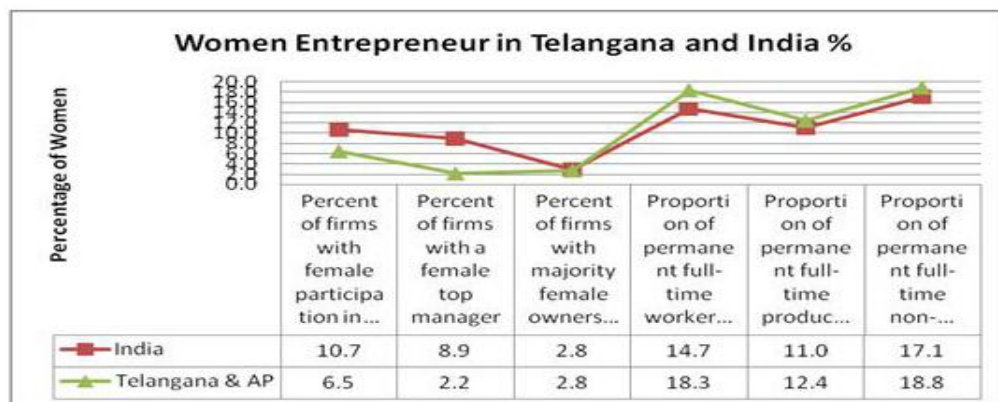


Figure 02: India and Telangana in Women Entrepreneurship

Source: Own Computation data from World Bank

From the above figure 02 the comparison of India and Telangana can be observed. The percentage of firms with female participation in India is 10.7%. Telangana it is only 6.5 %. The Telangana state has lesser average than the National Average. The Researcher feels that the new Industrial policy would give some impetus to this. Similarly, the percentage of firms with female as top manager is 8.9% in India and only 2.2 % in the state. In all other parameters the state is better than the National Average. Female participation in ownership, Female as top managers, and majority female ownership are the areas where the state has to concentrate to at least reach the National average.

Objectives

To analyze the Survey data of **Enterprise survey** conducted by World Bank in 2014 and delve into the challenges and problems faced by Indian Entrepreneurs especially women on various parameters.

To understand the Nationwide and Telangana State wide women entrepreneurs' status based on the survey data to search into the problems and prospects and provide appropriate strategies to play down the crisis scenario.

Methodology

The paper uses both primary and secondary data from various websites. Especially the main source for analysis is the survey carried out by Nielson, India named "**Enterprises Survey**" accomplished by World Bank in the year 2015. The survey consists of 9281 valid Enterprises in India. Out of 9281 Enterprises, 570 are from the State of Telangana & AP. For this paper simple Percentages are taken to compare and contrast on various necessary parameters. Analysis is done using Microsoft Excel with the help of Graphs and Charts.

Need for the Study

The Telangana Government has unveiled "Industrial Policy Framework 2014". The vision of the Government for Industrialization in Telangana is "Research to Innovation, Innovation to Industry, Industry to Prosperity, with a slogan of "Innovate, Incubate, Incorporate" The policy frame work attends to provide a business regulatory environment where doing business would be as easy as shaking hands (Telangana Socio Economic Survey 2015) Industrialization will be the key strategy followed for economic growth and development of Telangana. The people of new state have very high expectation from the state government in almost all areas. Industrialization holds the potential for fulfilling these aspirations of the people of Telangana.

In this context there is greater necessity to know where the newly formed state stands to benchmark itself and make necessary efforts to make itself the best in the country.

Evidence from a range of countries shows that increasing the share of household income controlled by women, either through their own earnings or cash transfers, changes spending in ways that benefit children (OECD, 2015)

Increasing women and girls' education contributes to higher economic growth. Increased educational attainment accounts for about 50 per cent of the economic growth in OECD countries over the past 50 years of which over half is due to girls having had



access to higher levels of education and achieving greater equality in the number of years spent in education between men and women But, for the majority of women, significant gains in education have not translated into better labour market outcomes

A study using data from 219 countries from 1970 to 2009 found that, for every one additional year of education for women of reproductive age, child mortality decreased by 9.5 per cent

Women tend to have less access to formal financial institutions and saving mechanisms. While 55 per cent of men report having an account at a formal financial institution, only 47 per cent of women do worldwide. This gap is largest among lower middle-income economies as well as in South Asia and the Middle East and North Africa. (UnWomen, 2015)

In the above context, there is a greater necessity to research on the Women participation as Entrepreneurs in India as a country and Telangana in Particular and hence this analytical study

Findings:From the above analysis the following are some major findings:

There is significant variance in the National Average and the Stage Average in the parameters of Women participation as entrepreneurs.

Female entrepreneurs feel Corruption as a major obstacle in the State

Women entrepreneurs' percentage in appointing an external auditor is more than men.

Women entrepreneurs are more in number in-Service sector rather than Manufacturing sector.

Telangana Women have greater and pivot role to play in the coming years as the state industrial policy has given a golden opportunity to develop them and prove as better entrepreneurs.

Suggestions

It is suggested that the government must improve women empowerment.

It is applauded for giving more importance to women entrepreneurs,

Only concern is that proposed incentives are not enough as the present status of women entrepreneurship is very meager in the state the same can be enhanced appropriately.

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