A STUDY ON CHALLENGES FACED BY WOMEN ENTREPRENEURS IN THE DISTRICTS OF HYDERABAD AND RANGA REDDY

[1] A. DANAM TRESSA

[1] Associate Professor & HoD, Department of Business Management,
St. Joseph's Degree & PG College, Gunfoundry, Hyderabad.

INTRODUCTION

Today, more women are breaking free from the traditional, gender-specific roles and venturing into the business world. Not only are they holding high corporate positions but they are also successful women entrepreneurs. The steady rise in female entrepreneurs can be due to many different reasons, most of which share the same rational as their male counterparts—passion for their ideas, the desire to become their own boss, and the need to address philanthropic causes. Women's entrepreneurship needs to be studied separately for three main reasons The first reason is that the topic of women in entrepreneurship has been largely neglected both in society in general and in the social sciences. A second reason concerns the sectoral issue: not only have women lower participation rates in entrepreneurship than men, but they also generally choose to start and manage firms in different industries than men tend to do. The third reason is that women's entrepreneurship has been recognized during the last decade as an important untapped source of economic growth. Women entrepreneurs create new jobs for themselves and others and by being different also provide society with different solutions to management, organization and business problems as well as to the exploitation of entrepreneurial opportunities. However, they still represent a minority of all entrepreneurs

REVIEW OF LITERATURE

The concept of women the entrepreneurship is of Recent in India. To become much aware and clear about their rights and ventured into various areas so they have started their own business. women entrepreneurs are also seen to contribute towards the growth of economy and improvement of their socio-economic conditions. The ration of women workforce in the country is increasing due to literary rates. Government of India has started encouragement to start businesses by introducing several schemes for their development.

Ms. Sulochana Mure and Dr.B.Kuberudu (2017)

The Researcher opined that for the supply of Economic Growth Women Entrepreneurship has been recognized very important. Yet the women are considered as minority of all entrepreneurs. The study trying into the rationale of the minority illustration, aims at decisive the factors affecting the expansion of women Entrepreneurs. The study is considered as Descriptive in nature and various statistical tools used are Co-Variance, Analysis of Variance and correlation analysis to determine numerous determinants influencing the success of women Entrepreneurs of Nalgonda District, Telangana State. The study is able to analyses various factors affecting the growth of women Entrepreneurs and the findings of the study provides the right direction to the Government and other institutional agencies to tailor make the various programmes for women entrepreneurs and to assist them to flourish in their future endeavors.

Athar Afzal Khan (2017) The main aim of this study on gender related challenges on the performance of the female entrepreneurs in Punjab and Pakistan is to present the issue in a micro level perspective and analysis. The structural and cultural factors affecting women entrepreneurs are examined and how the women, interviewed in selected cities, perceive and respond to these. Both human and social capital factors affecting the performance of the female entrepreneurs could be identified with the help of this research study. It also explores the main causes of performance variations among the businesses owned by female entrepreneurs. According to the analysis of the data collected, it has come into light that women entrepreneur's personal resources (Human and social capital) have an important role in their business progress.

C. Rathna, V. Badrinath and S. C. Siva Sundaram Anushan (2016) in their research on, "A Study on Entrepreneurial Motivation and Challenges faced by Women Entrepreneurs in Thanjavur District", the main objective is to make an empirical study on factors that play a vital role of motivator in improving the facet of entrepreneurship among women in respect with district of Thanjavur .The study also emphasizes on the challenges faced by women entrepreneurs .Descriptive

research design is applied to the study . The data collected was from 400 rural and urban women in Thanjavur District by administering a structured questionnaire with snow ball sampling method. descriptive statistics and factor analysis was used to analyze the data collected

Compared to factors like improving the social status, supplementing the family income etc. the result of the study indicated that the financial need motivates the most the women to start a business.

CHALLENGES FACED BY WOMEN ENTREPRENEURS

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OBJECTIVES OF THE STUDY

To study the challenges faced by women entrepreneurs in the districts of Hyderabad and Ranga Reddy

To give suggestions and make conclusion based on the study

Data sources

The primary data is collected using a questionnaire which is administered to 400 respondents out of which 388 responded. Sample size is considered as 388 women entrepreneurs of Hyderabad and Ranga Reddy for the study

Hypothesis

There exists no significant relationship between challenges of Women Entrepreneurs and to

start business.

There exists significant relationship between challenges of Women Entrepreneurs and to start

business.

ANOVA ON CHALLENGES RELATED FACTORS

H0: Gender discrimination is not influencing the women entrepreneurs to start their business

H1: Gender discrimination is influencing the women entrepreneurs to start their business
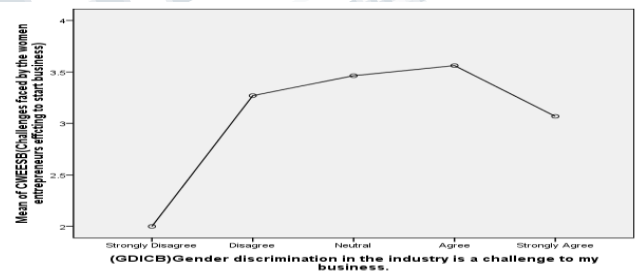
ANOVA
Table : 1.1 Challenges faced by the women entrepreneurs effecting to start business

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	49.981	4	12.495	13.236	.001
Within Groups	361.565	383	.944		
Total	411.546	387			

Interpretation: The above test result depicts the relation between gender discrimination and its impact on women entrepreneurs to start their business. It is identified from the experiment result the significant value i.e., p value is 0.001here $p < 0.05$ and from the significant value it is clear that there is a very strong evident to reject null hypothesis and result can be interpreted as the gender discrimination factor is affecting the women to start their business. F value is 13.236 i.e., the variation between two factors is 13.24%.

Means Plots

H0: There is no significant impact of lack of access to finance and women entrepreneur starting the business

H1: There is a significant impact of lack of access to finance and women entrepreneur starting the business
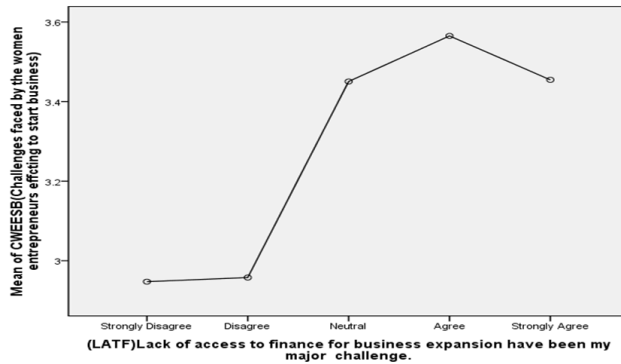
ANOVA
Table :1.2 Challenges faced by the women entrepreneurs effecting to start business

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	22.216	4	5.554	5.464	.001
Within Groups	389.331	383	1.017		
Total	411.546	387			

Interpretation: From the above table significant value at 0.001 here the p value is 0.001 and it is less than 0.05 i.e., p <

0.05. P value is very close to zero. There is a strong evidence to support alternative hypothesis and the experiment results interprets that the lack of access to finance is showing a strong impact on women entrepreneurs to start their business. The variance between two factors is identified as 5.464.

Means Plots:

(LATF)Lack of access to finance for business expansion have been my major challenge.

H0: Lack of opportunity training/upgrading skill is not influencing the women entrepreneur to start business

H1: Lack of opportunity training/upgrading skill is influencing the women entrepreneur to start business

ANOVA
Table :1.3 Challenges faced by the women entrepreneurs effecting to start business

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	31.460	4	7.865	7.925	.001
Within Groups	380.086	383	.992		
Total	411.546	387			

Interpretation: From the above ANOVA table the significant value is identified as 0.001 here the p value less than 0.05 i.e., $p < 0.05$. There is a strong evidence to accept alternative hypothesis and it states lack of training and upgrading skills affecting the individual women to start and operate the business. The variance between the factors is identified as 7.93%.

Means Plots

NOTS)No opportunity for training/upgrading skills is my problem.

H0: There is no significant relationship between lack of support/assistance and women entrepreneurs starting the business

H1: There is significant relationship between lack of support/assistance and women entrepreneurs starting the business
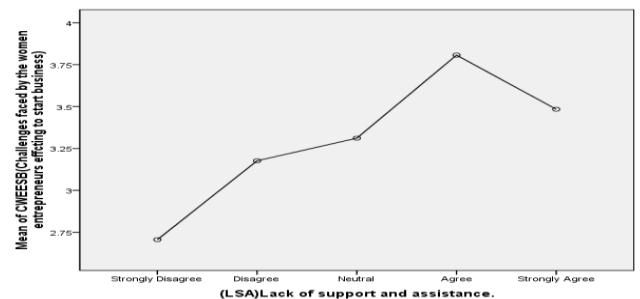
ANOVA
Table :1.4 Challenges faced by the women entrepreneurs effecting to start business

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	28.398	4	7.099	7.097	.001
Within Groups	383.149	383	1.000		
Total	411.546	387			

Interpretation: The test results states the significant value is 0.001 here the p value is 0.001 i.e., $p < 0.05$. The F value arrived at 7.097, the variance is identified between two factors is 7.10% approximately. There is a strong evidence to reject null hypothesis and the result can be interpreted as the lack of support/assistance is influencing the women entrepreneurs to start their business.

Means Plots

(LSA)Lack of support and assistance.

H0: There is no impact of IT (Information technology) on women entrepreneurs to start their business

H1: There is an impact of IT (Information Technology) own women entrepreneurs to start their business

ANOVA
Table: 1.5 Challenges faced by the women entrepreneurs effecting to start business

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	25.327	4	6.332	6.279	.001
Within Groups	386.219	383	1.008		
Total	411.546	387			

Interpretation: From the above table the significant value identified as 0.001 i.e., p value is 0.001 here the p value is less than 0.05 (p < 0.05). There is strong evidence to support alternative hypothesis. The experiment result states the lack of access to information technology is showing impact on women entrepreneurs to start their business. The variance i.e., F value is identified between two factors is 6.28%.

Means Plots
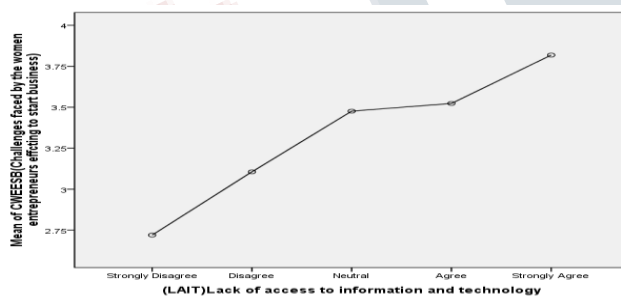
FACTOR ANLAYSIS ON CHALLENGES EFFECT TO START BUSINESS

Table : 1.6 KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.805
Bartlett's Test of Sphericity	Approx. Chi-Square	611.181
	df	15
	Sig.	.000

Factor analysis has been conducted between factors challenges faced by the women entrepreneurs and their influence on women entrepreneurs to start business. KMO sample adequacy measure considered for experiment, here KMO value is identified as 0.805 and the value is more than 0.5 and it support for further analysis. The test significance value is identified as 0.00 i.e., there is a strong evidence to support alternative hypothesis.

Table : 1.7 Communalities

	Initial	Extraction
Challenges faced by the women entrepreneurs effecting to start business	1.000	.997
Gender discrimination in the industry is a challenge to my business.	1.000	.786
Lack of access to finance for business expansion have been my major challenge.	1.000	.718
No opportunity for training/upgrading skills is my problem.	1.000	.726
Lack of support and assistance.	1.000	.708
Lack of access to information and technology	1.000	.689

Extraction Method: Principal Component Analysis.

Interpretation: The above communalities tables identified the loading effect of the factors after extractions. Two factors are extracted after experiment. There identified the high loading effect for the factor challenges faced by the women entrepreneurs effecting to start business and it is followed by gender discrimination. There is a low loading effect 0.689 is identified for the factor lack of access to information and technology.

Table : 1.8 Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.869	47.814	47.814	2.869	47.814	47.814	2.083	34.722	34.722
2	.926	15.438	63.251	.926	15.438	63.251	1.532	25.538	60.260

3	.830	13.830	77.082	.830	13.830	77.082	1.009	16.821	77.082
4	.566	9.432	86.514						
5	.425	7.088	93.602						
6	.384	6.398	100.000						

Extraction Method: Principal Component Analysis.

The above table identifies variance of the factors after extraction. There is a high variance 47.184 is observed for the factor one i.e., women entrepreneurs starting business, the total variance is observed for the extracted variables is 77.082%.

Scree Plot

Interpretation: The above component matrix table establishes the relationship between extracted factors and total factors considered for experiment. There is high loading 0.817 is observed between the factors lack of support and assistance and its impact on women entrepreneurs starting business. The negative loading is existed between extracted third component i.e., lack of access to finance and gender discrimination.

Table : 1.10 Component Score Coefficient Matrix

	Component		
	1	**2**	**3**
Challenges faced by the women entrepreneurs effecting to start business	-.081	-.084	1.030
Gender discrimination in the industry is a challenge to my business.	-.256	.735	-.061
Lack of access to finance for business expansion have been my major challenge.	.519	-.282	.030
No opportunity for training/upgrading skills is my problem.	.435	-.067	-.099
Lack of support and assistance.	.351	.043	-.052
Lack of access to information and technology	-.041	.516	-.044

Extraction Method: Principal Component Analysis.
Rotation Method: Varimax with Kaiser Normalization.

Table : 1.9 Component Matrix^a

	Component		
	1	**2**	**3**
Challenges faced by the women entrepreneurs effecting to start business	.402	.745	.529
Gender discrimination in the industry is a challenge to my business.	.614	.331	-.548
Lack of access to finance for business expansion have been my major challenge.	.706	-.325	.338
No opportunity for training/upgrading skills is my problem.	.787	-.303	.121
Lack of support and assistance.	.817	-.192	.053
Lack of access to information and technology	.737	.165	-.344
Extraction Method: Principal Component Analysis.			
a. 3 components extracted.			

The above components coefficient matrix identified the correlation between extracted factors and factors considered for experiment. There is a high positive correlation 1.03 is observed between support/assistance and women entrepreneurs starting business. High negative correlation -0.256 between factors gender discrimination and women entrepreneurs to start business.

Findings

The test result depicts the relation between gender discrimination and its impact on women entrepreneurs to

start their business. It is identified from the experiment result the significant value i.e., p value is 0.001here p < 0.05 and from the significant value it is clear that there is a very strong evident to reject null hypothesis and result can be interpreted as the gender discrimination factor is affecting the women to start their business. F value is 13.236 i.e., the variation between two factors is 13.24%.

The value at 0.001 here the p value is 0.001 and it is less than 0.05 i.e., p < 0.05. P value is very close to zero. There is a strong evidence to support alternative hypothesis and the experiment results interprets that the lack of access to finance is showing a strong impact on women entrepreneurs to start their business. The variance between two factors is identified as 5.464.

The ANOVA table the significant value is identified as 0.001 here the p value less than 0.05 i.e., p < 0.05. There is a strong evidence to accept alternative hypothesis and it states lack of training and upgrading skills affecting the individual women to start and operate the business. The variance between the factors is identified as 7.93%.

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Conclusion

Women empowerment is the key factor in the economy of scale, women empowerment is a strong indicator for achieving inclusive growth of the country. In this regard the research work is attempted to find out the factors influencing women to start business. The study had made some important findings. It is identified the fact that women are influenced by the demographic, environmental and psychological factors before starting the entrepreneurship. The study found a reasonable number of women entrepreneurs who are considered for study in the districts of Hyderabad and Ranga Reddy are lacking awareness about said factors, the lack of awareness about these factors are effecting the overall performance women entrepreneurs. The present study recommends women who wish to start business are need to be acquire complete awareness about these factors before starting the business.

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