

Role of MSMEs in Women Entrepreneurial Development in Telangana

PROF.KALAM NARREN

Asst. Professor
of Economics Govt. Degree
College,
Ibrahimpattanam
RangaReddy Dist., Telangana

Abstract

In Modern India, more and more women are taking up entrepreneurial activity especially in micro, small and medium scale enterprises. Women across India are displaying an attentiveness to be economically independent. The Indian women are no more treated as beautiful showpieces. They have imprinted a niche for themselves in the male dominated world. Indian women well manage both burden of work in household front and meeting the deadlines at the work place. Gender equality and economic development are the two sides of the same coin. However the entrepreneurial procedure is the same for men and women, there are however, in practice, many problems and challenges are faced by women, which are of unlike dimensions and magnitudes, which inhibit them from apprehending their full potential as entrepreneurs. Promotion of Women Entrepreneurship is a vital issue for several countries including India. Micro, Small and Medium Enterprises (MSMEs) play a vital role in the development of Women entrepreneurs. The present paper empirically investigates women entrepreneurs' problems and prospects of entrepreneurship among founders of new SMEs in Telangana state. The study findings revealed some financial, technological, social and marketing problems of the women entrepreneurs. The study concludes that women entrepreneurs are the vital role in the economic development of the nation. The women entrepreneurs play the role by converting developing country into a well established development nation. The women entrepreneurs are key players in reducing the poverty in the country. So they need to take up entrepreneurship for their livelihood with proper guidance, training as well finance. The government has to ensure the women entrepreneurship with full fledged sources of finance and proper training for their sustainability in the business.

Key words: Women Entrepreneurship, Micro, Small and Medium Enterprises, business.

Introduction

Entrepreneurship is considered as one of the most important factors contributing to the economic development of the society. Entrepreneurs such as men and women are considered as instrumental in initiating and sustaining socio-economic development of country. The emergence of women entrepreneurs' contribution is lesser than the men contribution to the national economy in India. To Increase the women contribution government to motivate number of women entrepreneurs in small and medium enterprises.

Women Entrepreneurs is defined by Government of India "An enterprise owned and controlled by a women having a minimum financial interest of 51 per cent of the capital and giving at least 51 per cent of the employment generated by the enterprise to women." Now women have taken up entrepreneurial role in order to create a meaning for themselves. The traditional roles of housewives are gradually changing into women entrepreneurs. Some of the factors responsible for these changes are better education, changing socio cultural values and need for supplementary income. The entrepreneurial role of women is now accepted as an indicator of a stage of development and therefore to support women entrepreneurs government frame policies and enhancing the rights, roles, opportunities and promotion of women entrepreneurs through various schemes, incentives and promotional measures.

REVIEW OF LITERATURE

Kumar and Gugloth (2012) evaluated the performance of MSMEs before and after liberalization. The study also analysed the impact of globalization on the performance of MSMEs and made a comparative analysis of the growth pattern of key parameters between pre and post globalization period. It took a period from 1999 to 2010 for the analysis. It also focused on the on-going changes in the business environment. The study found that the small scale sector has grown rapidly over the years. It also found that the period of liberalization and the development of MSMEs sector constituted an important segment of our economy.

Singh and Raina (2013) described the problems and challenges faced by women entrepreneurs in India and also analysed the policies of Indian government for women. The study mainly focused to find out the status of women entrepreneurs in India. The study found that in modern India, more and more women are taking up entrepreneurial activity especially in MSMEs. It also observed that Indian women have imprinted a position for themselves in the male dominated world. It further showed that Indian women can well manage their household work as well their workplace deadlines.

Ammani S. et.al. (2016) made a comprehensive study on women entrepreneurs who have founded and run small non-profits and businesses in one city in India. The study findings show that while nonprofit entrepreneurs receive a high payoff from promoting social causes, we do not find single unifying payoff for-profit entrepreneurs. Family background, however, plays an important role in both sets of entrepreneurs in an interesting way. Furthermore, we find experience in the sector, social class and caste, and education also plays important roles. Policy implications are explored.

Hind Bouzekraoui and Driss Ferhane (2017) in their article presents the results of an exploratory study conducted among 80 Moroccan Female Entrepreneurs. The objective is to provide a general view on women entrepreneurship in Morocco through various indicators: the profile, the characteristics of the company created and the main barriers behind the low rate of women business creation in Morocco.

Chitra Sharma Mishra and Sukhmani Waraich, (2018) declares that the women are playing a vital role in the family, in society and in economy as well. They know actually how to balance the environment and work properly in the adverse situation. According to authors only a push is required to justify the women identity and sky is the limit. In this paper we go through the local and family support and the social economic conditions of women. The authors have taken the data of some working women who worked from their homes and have started their venture with little capital and successfully operating with proficiency with the adverse philosophy of the family and society and also facing different kind barriers and try to tackle accordingly.

A close examination of the literature on women entrepreneurs makes it clear that few studies discussed various factors that inspired the women to opt for starting an enterprise. Some studies concentrated on the status and major problems confronting by women entrepreneurs in running an enterprise. The membership of Self Help Groups has been identified as an important tool to run an enterprise by women. Some authors identified education, region, training and risk taking nature of women as essential ingredients for success as entrepreneurs. One study assessed the empower mental impact of entrepreneurship on women. There is a dearth of comparative studies on women entrepreneurship. As such the proposed study makes an attempt to study the empower mental impact of entrepreneurship on women in Telangana.

Statement of the Problem

The greatest deterrent to women entrepreneurs is that they are women. A kind of patriarchal- male dominant social order is the building block to them in their way towards business success. Male members think it a big risk of financing the ventures run by women .Male chauvinism is still prevalent in many parts of the country yet. Women are looked upon as “abala” i.e. weak in all respects. In a male dominated society, women are not treated equal to men that act as a barrier to woman’s entry into business. Women entrepreneurs have to face a stiff competition with the men entrepreneurs who easily involve in the promotion and development area and carry out easy marketing of their products with both the organized sector and their male counterparts. Such a competition ultimately results in the liquidation of women entrepreneurs. Lack of self-confidence, will-power, strong mental outlook and optimistic attitude amongst women creates a fear from committing mistakes while doing their piece of work. The family members and the society are reluctant to stand beside their entrepreneurial growth. Women in India lead a protected life. Women's family obligations also bar them from becoming successful entrepreneurs in both developed and developing nations. The financial institutions discourage women entrepreneurs on the belief that they can at any time leave their business and become housewives again. Indian women give more emphasis to family ties and relationships. Married women have to make a fine balance between business and family. The business success also depends on the support the family members extended to women in the business process and management. The present paper focuses on the problems and challenges which are faced by women entrepreneurs in Telangana. It also focuses on initiatives taken by the government for

women entrepreneurs the paper throws light on the available schemes and subsidy of special benefits to women and also creates awareness of these schemes to women entrepreneurs.

Objectives of the study

1. To provide the overview about Micro, Small & Medium Enterprises in Telangana
2. To analyze the problems of Women Entrepreneurs of MSMEs in Telangana .
3. To study the challenges faced by women entrepreneurs in Telangana.
4. To explain the role of MSMEs in Women Entrepreneurial Development in Telangana

Methodology

The present study is descriptive and analytical in nature. The data used for the study is secondary in nature and has been collected from annual reports of Ministry of Micro, Small and Medium Enterprises, Government of India, Government of Telangana , website of Reserve Bank of India, various journals, newspapers and white papers on Micro, Small and Medium Enterprise.

The MSME sector in India is vast and heterogeneous in terms of the size, variety of products and services and level of technology. This sector largely contributes to the socioeconomic development of the country. The MSME sector is an important pillar of Indian economy as it contributes greatly to growth of Indian economy with a vast network of around 30 million units, creating employment of about 70 million, manufacturing more than 6000 products, contributing about 45% to manufacturing output and about 40% of exports, directly and indirectly. This sector even assumes greater importance now as the country is moving towards a faster and inclusive growth agenda. Moreover, it is the MSME sector which can help realize the target of proposed National Manufacturing Policy of raising the share of manufacturing sector in GDP from 16% at present to 25% by the end of 2022.

Ancillary units are a part of MSME's. Micro, Small & Medium Enterprises Development (MSMED) Act 2006 gave them a separate identity because of their nature of work of being providers of materials to large/parent enterprises. Promotion of ancillary units provides good scope for the development of MSME sector as it facilitates off-loading of the products from the large sector, thus providing assured market. An ancillary unit can be a micro, small or a medium sized enterprise. Though

the earlier SSI policy gave it a separate identity, now under MSMED Act 2006, it is considered as a part of MSME's. Efforts have been made to define ancillary type of enterprises also.

As per the Government Acts related to SSI Policy of 1970s and MSMED Act 2006, definition of Ancillary has gone through many reforms. In 1972, the Government appointed a committee for drafting legislation regarding small scale industries and classified it into three categories. i.e., 1. Tiny Unit Industry, 2 Small Scale Industry and 3 Ancillary Industry. The policy and Act inferred that all ancillary units were supposed to be engaged in the manufacture of parts, components, sub-assemblies, toolings or intermediate. Apart from these criteria, the SSI and MSME policies and Acts of the Government of India proposed reforms related to investment limits and conditions related to supply of production to large units.

In 2006, the Government of India has given a clear definition for MSMEs. According to the MSMED Act 2006, the investment levels of MSME are as follows:

Investment Levels of MSME

Classification	Manufacturing Sector (Investment in Plant and Machinery)	Service Sector (Investment in Equipments)
Micro	Less than Rs. 25 lakh	Less than Rs.10 lakh
Small	More than Rs. 25 lakh, but less than Rs. 5 crore	More than Rs. 10 lakh, but less than Rs. 2 crore
Medium	More than Rs. 5 crore, but less than Rs. 10 crore	More than Rs. 2 crore, but less than Rs. 5 crore

Source: <https://msme.gov.in/faq>.

Classifications of Women Entrepreneurs:

Women Entrepreneur is classified into three categories, i.e. women employer, women own account workers and bosses wives. These categories are based on, how the women started their business with the help of others

- Women employers refers to those women who provide work opportunities to paid employees.
- Women own account workers are those self- employed business owners who do not hire employees.
- Bosses wives are referring those women who normally hide behind their husbands but are the real managers of their husbands business.

Women Entrepreneurship in Telangana: Problems and Challenges

Though, in practice, the same entrepreneurial process is followed for both men and women but there are many problems and challenges which are being faced by women entrepreneurs in India. These problems and challenges are:-

1. **Male Dominated Society:** - The utmost constraint to women entrepreneurs is that they are women. A male dominant social order is the biggest hurdle to them in their way towards business success. Male members consider it to be a big risk funding the ventures run by women.
2. **Distrust in the Entrepreneurial abilities of Women:** - The financial institutions do not trust the entrepreneurial abilities of women. The bankers put impracticable and absurd securities to get loan to women entrepreneurs. According to the report by the United Nations Industrial Development Organization (UNIDO), “despite evidence that women’s loan repayment rates are higher than men’s, women still face more difficulties in obtaining credit,” often due to biased attitudes of banks and informal lending groups.
3. **Inadequate Financial Resources and Working Capital:** - Entrepreneurs generally need financial assistance of some kind to take-off their ventures- be it a formal bank loan or money from a savings account. The women entrepreneurs are suffering from inadequate financial resources and working capital. They do not have access to external funds due to their incapability to provide tangible security. Very few women have tangible property in hand.
4. **Family Obligations:** - Women’s family obligations also restrict them from becoming effective entrepreneurs in both developed and developing nations. “Having primary responsibility for children, home and older dependent family members, few women can devote all their time and energies to their business.” The financial institutions dishearten women entrepreneurs on the belief that they can at any time leave their business and become housewives again. The consequence is that they are compelled to depend on their own savings, and loan from relatives and family friends.
5. **More Importance to Family Ties and Relationship:** - Indian women give more importance to family ties and relationships. Married women have to make a reasonable equilibrium between business and home. Moreover, the success of a business depends on the support of the family members to married women who are engaged in the business process and management.
6. **Lack of Managerial Skills:** - Another dispute is that women entrepreneurs have low-level management skills. They have to rest on office staffs and intermediaries, to get things done, especially, the marketing and sales side of business.
7. **Hard Competition between male and female:** - The male-female competition is another reason which develops hurdles in the path of women entrepreneurs in the business management process. In spite of the fact that women entrepreneurs are good in keeping their services prompt and delivery in time, due to lack of organizational skills compared to male entrepreneurs women have to face constraints from competition.
8. **Low Mobility:** - The confidence to travel across day and night and even different regions and states are less found in women as compared to male entrepreneurs. This shows the low level of freedom of expression and freedom of mobility of women entrepreneurs

9. **Lack of Knowledge of Availability of Raw-materials:** - Information of different sources of raw-materials availability and high negotiation skills are the basic prerequisites to run a business. Receiving the raw materials from different sources with discount prices is the factor that defines the profit margin. Lack of knowledge of availability of the raw-materials and low-level negotiation and bargaining skills are the factors, which affect women entrepreneurs' business adventures.

10. **Lack of Education:** - Knowledge of modern technological changes, know how, and education level of the person are the major factors that affect business. The literacy rate of women in India is found at low level compared to male population. Many women in developing nations lack the education required to build up successful entrepreneurship. They are unaware of new technologies or inexperienced in their use, and often incapable to do research and gain necessary training.

11. **Inability to take risks:** - Low-level risk taking attitude is another factor affecting women entrepreneurs. Investing money, maintaining the operations and ploughing back money from surplus generation requires high risk taking attitude, courage and confidence.

12. **Managing Employees:** - Managing employees is another challenge that women entrepreneurs in India face. Finding and retaining good employees is vital for the success of a business, but can be problematic for women entrepreneurs in India. Since women owned businesses tend to be smaller, they are often less likely to provide job security and retain good talent.

13. **Inefficient arrangements for Marketing and Sales:** - For marketing their products, women entrepreneurs are frequently at the mercy of the middlemen who pocket the chunk of profit. Further, women entrepreneurs find it tough to capture the market and make their products popular. This problem is all the more serious in the case of food production and processing ventures.

MSME SECTOR IN TELANGANA

Telangana has been declared as a separate, 29th State of the country in June, 2014. This status has been achieved after the sacrifices of many great people who struggled and fought for a separate State. The ratio of rural population in Telangana is high as compared to its urban population. The people of Telangana are with great hope and high expectations from the newly born State Government for the job opportunities, education and infrastructural facilities, promotion of backward areas, balanced regional development and welfare of weaker sections of the society. They are also aiming for maximum growth with optimum utilization of resources available by the State. With the support of Government, the MSME sector is seen as the way to accelerate the achievement of wider socio-economic goals, including poverty alleviation in the State. The MSMEs generally operate close to a locality, thus offer employment opportunity to the local people who would acquire the required skills and knowledge. It also provides desirable sustainability and innovation in the economy as a whole. A large number of people transact with the MSMEs directly and indirectly. The MSME sector in Telangana State manufactures a variety of products. There is a high concentration of micro and small units in the food sector, mineral and building

materials sector, drugs and pharmaceuticals, fabricated materials, trading and service sector. Clusters of MSME sector are located in rural and urban Telangana engaged in traditional activities such as handicrafts, handlooms, fan cluster, drugs and Pharma cluster, Granite processing, food processing clusters etc.

Growth of MSMEs Sector

Having discussed about the structure of MSMEs in Telangana State, now let us try to understand the growth, problems and supporting measures taken by Government of Telangana for the promotion of MSMEs in the state. The labour intensity of the MSME sector is much higher than that of the large enterprises. The MSMEs constitute over 90% of total enterprises in most of the economies and are credited with generating the highest rates of employment growth and account for a major share of industrial production and exports. In recent years the MSME sector has consistently registered higher growth rate compared to the overall industrial sector with the help of Government policies. The growth trends of MSMEs in Telangana state are shown in the table-1

Table-1 : No of Units, Employment and Investment of MSMEs in Telangana during 2000-01 to 2014-15

	2001-05	2005-06	2006-07	2007-08	2008-09	2009-10	2010-11	2011-12	2012-13	2013-14	2014-15	2000-01 to 2014-15	2015-16 to July 2019	Total 2000-01 to July 2019
No of MSMEs	3,807	731	1,319	2,645	2,828	2,759	5,374	5,561	5,125	6,844	5,787	40,780	6,438	47,218
No. of Employees	49,920	7,522	18,964	48,131	53,846	47,435	63,514	77,277	71,170	83,217	44,500	5,65,396	1,20,558	6,85,954
Investment (Rs. Crore)	311.7	83.87	533.39	1,357.77	1,559.15	4,576.16	3,301.02	3,033.45	2,673.99	3,111.41	1,959.34	22,501.25	8,885	31,386.25

Source: Socio Economic Outlook - 2015, 2018 & 2019, Govt. of Telangana.

Table-.1 depicts that there is a consistent growth of MSMEs in Telangana during 2001-19. The year 2013-14 witnessed highest number (6,844) of MSMEs with capital worth Rs. 3,111.4 crore and generated huge employment to 83,217 persons. During the period 2001 to 2019, 47,218 MSMEs were established in the State with an investment of Rs. 31,386.25 crore and provided employment to 6, 85, 954 persons. It is to be noted that in terms of employment and investment, small enterprises occupies significant share in total MSMEs.

The Telangana Government Approach:

The Telangana government has identified 14 as key sectors for promoting industrialization in the state, which includes, life sciences, automobiles, plastics, food processing, leather, textiles and apparels, transportation & logistics, IT hardware, etc., and provided sector specific incentives. Many initiatives are being undertaken to spread industries to the interior districts.

Initiatives are on to set up nine leather parks, Auto Nagar and textile parks in different parts of the State. The IT and ITeS sectors have been the key engines of the state economy and employ skilled labor on a large scale. The government launched the overall IT Policy Framework providing incentives to set up IT related units in the state. Various measures are being taken up to establish IT units in tier-II cities and towns and to spread IT industry to rural areas. The new IT incubation hubs are being established in Warangal, Karimnagar, Nizamabad, and Khammam. The Rural Technology Policy incentivizes the large IT companies to set up their Technology and BPO centers in rural areas. This policy is expected to generate IT-related jobs in rural areas, thereby retaining the skilled workforce in rural areas. Various promotional incentives including exemption from Panchayat/ Municipal taxes, reimbursement of stamp duty, transfer duty, registration fee, and internet and telephone charges are being offered for such units'. With this backdrop of huge opportunities, we can see the Telangana government initiatives to achieve women empowerment through its innovative activities in the field of women entrepreneurship.

Government Initiatives:

The Government of Telangana has been taking various initiatives towards women entrepreneurs' development.

We Hub: The first-of-its-kind and solely State-run platform for Women Entrepreneurs. It helps women from various backgrounds by providing a soft-landing hub and mentoring them to achieve success in their entrepreneurial journey. The first objective of WE HUB is to alter women entrepreneurs to succeed in their start-ups or businesses by overcoming structural challenges. Through its primary activity, it plans to form an eco-system that drives social change across India and the world. WE HUB is visualized to make an ancillary community for aspiring women entrepreneurs wherever they will interact with Venture Capitalists (VCs) for funding, connect with the company for scaling up their business, get the recommendation from mentors to fine-tune concepts, avoid expensive mistakes, and march forward on the trail to success with revived confidence. WE HUB provides 360-degree support for any aspiring women businessperson. Being a state-led initiative; it offers their services at affordable prices and in some cases no price in the least. Since empowering women and building women entrepreneurs could be a prime priority, the state has offered exciting edges for firms who wish to be a vicinity

of this journey and partner with we HUB. At present we HUB providing the subsequent services for innovative startups they are:

- *Access to capital
- *Access to Mentors
- *Access to Infrastructure
- *Access to Support services
- *Access to venture capital pitch events
- *Guidance on Business branding, Partnerships, and promoting
- *Legal and auxiliary services support
- *Peer-peer/Founder's connections
- *Pre-accelerator programs
- *Strategic consulting

Industrial Incentives:

The Telangana government is committed to encouraging the process of industrial enterprise by creating numerous varieties of incentives out there to the entrepreneurs. There'll be increased incentive packages for scheduled Castes, scheduled Tribes, Physically disabled, and ladies entrepreneurs. Mega projects with an investment of over Rs. 200 crores in plant and machinery or employment on top of 1000 persons can receive tailored incentives additionally to straightforward massive class trade incentives. A number of those incentives for entrepreneurs conjointly helpful for women entrepreneurs are as follows...

*Women-owned Enterprises (Units established as sole owner or invariably having 100% shares in Partnership/Private restricted Companies) further 10 % investment grants on fixed capital investment subject to a most of Rs. 10.00 lakhs to MSE's.

*100% compensation of stamp duty and transfer duty paid by the business on a procurement of land meant for industrial use.

*100% compensation of stamp duty for Lease of Land/Shed/ Buildings and conjointly mortgages and hypothecations. 25th rebate in land price restricted to Rs.10.00 Lakhs in Industrial Estates/ Industrial Parks.

*25% Land conversion charges for industrial use restricted to Rs.10.0 lakhs.

Fixed power price compensation @ Rs. 1.00 per unit for five years from the date of commencement of economic production.

*15% investment grant on fixed capital investment subject to a most of Rs.20.00 lakhs.

* Reimbursement of 100% net VAT/CST or State goods and Services Tax (SGST) for an amount of five years from the date of commencement of economic production.

* Interest subsidy underneath Pavala Vaddi theme on the term loan taken on the fixed capital investment by new micro and small Enterprises in way over 3% per annum subject to a most reimbursement of 9% per annum for an amount of five years from the date of commencement of economic production.

* Seed capital help to 1st Generation Entrepreneurs to set-up small Enterprises @10% of the Machinery price, which can be subtracted from the eligible investment subsidy. → 50% reimbursement of the price concerned in ability up gradation and coaching the native work force restricted to Rs.2000 per person

Exclusive schemes for Telangana

The Telangana State Government is encourages the process of industrialization by implementing various kinds of incentives which benefits the entrepreneurs. The Telangana State Government also ensures an entrepreneur-friendly and graft-free regime of implementing the incentives. The State Government guarantees that the incentives are released on time, and directly to the bank account. There is a transparent on-line application system which is with minimum human interface. There is an improved incentive packages for Scheduled Castes, Scheduled tribes, Physically Handicapped, and women entrepreneurs. Mega Projects which have an investment of over Rs. 200 crores in plant and machinery or employment above 1000 persons are eligible to receive tailor-made incentives and large category industry incentives.

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

Stamp duty reimbursement

Land cost rebate

Land conversion cost

Power cost reimbursement

Investment subsidy

VAT reimbursement**Interest subsidy****Seed capital for 1st generation entrepreneur****Training and skill development cost reimbursement****Quality/patent support****Clean production measures****Reimbursement of infrastructure development costs**

Details of general and sector-specific incentives will be laid down under Government Orders from time to time and published on the website and through other means. The Government will also ensure that the existing industries are also benefited, while providing incentives to new industries.

Special Assistance to Women Entrepreneurs

The number of existing women-owned industrial enterprises is very meager. The Telangana State Government encourages women entrepreneurs in a various ways. All the 9 districts of the state (excluding Hyderabad) have one or more than one industrial parks exclusively for women entrepreneurs. Organizations which are working for women entrepreneurs like COWE, ALEAP and FICCI-FLO are invited to partner with the government in order to identify and train women entrepreneurs, get their project proposals developed, link them to financial institutions and handhold and monitor the progress of their projects. The government would facilitate more number of women entrepreneurs to emerge from socially deprived categories like SCs, STs, BCs and Minorities.

New Industrial Policy-2015

The New Industrial Policy framework of Telangana Government promised to offer minimum inspection with maximum facilitation. The policy prescribed norms for giving permission to mega projects, large projects as well as small and medium project proposals. The features of the TS-New Industrial Policy are: (i) TSIIC has made land bank of 1.5 Lakh acres for industries. (ii) 24 X 7 power supply to industries. (iii) Maximum facilitation with minimum inspection. (iv) A single window clearance system will be established. (v) 15 sectors were identified for investment including IT, Hardware, Life Sciences, Automobiles, Gems and Jeweler. (vi) 10% water reserved for industries from all irrigation

sources. (vii) A chasing cell will be set up in the Chief Minister's Office (viii) Entrepreneurs need to fill a single application form. The procedures are made simpler. ix. Industries categorized as Green (non-hazardous), Orange (less hazardous) and Red (more hazardous) will be accorded approval within 15 days, 21 days and 30 days. (x) Penal action against officials, if fail to give permission in time.

Telangana Women's Cooperative Development Corporation

It was established in the year 1975 with an objective of empowerment of rural women and is a registered co-operative under the Societies Act 1964. The major activities performed by this corporation are as follows:

- a) Structured training programme is imparted to unemployed women in vocational courses and trades which are organised by District Durgabai Mahila Sisu Vikasa Kendrams (DMSVKs)
- b) Training is imparted to field functionaries of Nutrition & Health sectors, i.e. Anganwadi workers, Asha workers, ANM etc
- c) Marketing facilities are provided to Women entrepreneurs through exhibitions, trade fairs, and buyer seller meets, design and display centers, etc
- d) Working Womens Hostels are managed by this corporation
- e) Bridge schools for school drop outs are organized.
- f) It serves as a Nodal Agency for processing the proposals of NGOs for setting up of Women Empowerment Programmes with the financial assistance of GOI.
- g) It provides shelter and short stay homes for destitute and deserted women
- h) Government is providing the financial assistance to the Corporation in meeting the establishment and contingent charges for the Head Office and Durgabai Mahila Sisu Vikasa Kendrams.

Problems of Women Entrepreneurs in Telangana:

*Entrepreneurs would like skilled steerage to assist them begin and grow their businesses. Within the us., they're fostering mentorship through programs like SCORE - a nationwide initiative wherever productive men and girls coach people who wish to become their own CEOs. And once it involves equitable laws, whereas many nations as well as Telangana have created tremendous strides, there's still abundant work to be done.

* Entire entrepreneurship epicenter centered in and around of Hyderabad, at a similar time policymakers neglected remaining a part of the State's resources to bring thought entrepreneurship path, particularly neglected rural ladies potential.

*Many of the ladies enterprises have imperfect set up. in an exceedingly high competitive market they need to fight arduous to survive not solely against organized sector however additionally against their male counterpart. They rely upon middleman for promoting and distribution of the merchandise because it is dominated by males and infrequently their security and safety considerations are available in the means.

* Availability of monetary capital is crucial to entrepreneurial method. In India parental stabile property goes to youngster by succession and so albeit girls desires to begin up her business she lacks adequate monetary resources and is additionally ineffectual to afford external finance thanks to absence of tangible security to function collaterals in monetary establishments.

*Perceived lack of time as a result of burden of assorted domestic chores and responsibility of raising kids. This dearth of time doesn't permit them to visit financial establishments for recommendation and credit info and to attend coaching programs for getting new skills.

Suggestions:

* Information and awareness regarding entrepreneurial opportunities and entrepreneurship as a career possibility got to be created in society at massive. In educational activity entrepreneurship ought to be created mandatory across all streams. Vocational education ought to begin from school level.

*Increasing awareness at the grass root level regarding the schemes and policies for ladies enterpriser and therefore the roadmap to avail them. Identification of self-made women entrepreneurs and creating them role models can facilitate in motivating and increasing the sureness of prospective girl's entrepreneurs. For this building, a mentor network is important through that steering and training might be provided. Leadership ability development; that encompasses skills like social, risk-taking, crisis management, time and stress management, change management; workshops ought to be conducted.

*Training in varied areas involving entrepreneurial activities.

*Banks ought to have a definite quota for collateral free loaning to girls with a daily observance system.

*Efforts ought to be created to supply a safe and secure atmosphere to travel and run the business.

* Strict legal and regulative framework to examine for sexual abuses.

Measures taken by the Government for the Promotion of MSMEs

The Government of Telangana has taken the following measures for the promotion of MSMEs:

TS-iPASS: Telangana State Industrial Project Approval and Self Certification System (TS-iPASS) Act, 2014: A system of approvals through self-certification is introduced through this policy and which is the first of its kind in the country. TS-iPASS Act 2014 was enacted to create investor friendly environment by repealing the AP Industrial Single Window Clearance Act, 2002. It provides speedy processing of applications for issue of various clearances at a single point. The mega projects will get approval within 15 days. A penal action will be taken on officials if there is any undue delay in processing applications. At present the penalty is @Rs.1,000 per day.

T-IDEA & T-PRIDE: The Government of Telangana announced the new industrial incentive scheme T-IDEA of 2014 (Telangana State Industrial Development and Entrepreneur Advancement for the General category entrepreneurs) and T-PRIDE (Telangana State Program for Rapid Incubation of Dalit Entrepreneurs) of 2014 for Scheduled Caste / Scheduled Tribe entrepreneurs, extending various incentives for MSME and Large Industries Sectors. During the year 2016-17, about 3,612 units of SC entrepreneurs and 1,303 units of ST entrepreneurs have been provided with financial incentives under the T-PRIDE scheme.

Telangana Industrial Health Clinic (TIHCL)

The Government of Telangana formed Telangana Industrial Health Clinic (TIHCL) for reviving and restructuring MSMEs. TIHCL is the first of its kind co-financing organisation and also first state sponsored non-bank financial institution (NBFC) for reviving MSMEs. The state has contributed Rs. 10 crore to the proposed Rs.100 crore corpus of the fund; the rest would be funded by banks and financial institutions (FIs). TIHCL will identify industrial sick units and provide financial products such as rediscounting facility and soft loans.

Incentives for the Promotion of MSMEs

In order to promote MSMEs, the Government of Telangana has provided number of incentives and these are listed below:

1. 100% reimbursement of Stamp duty and transfer duty paid by the industry on purchase of land meant for industrial use.

2. 100% reimbursement of Stamp duty for lease of land/shed/ buildings and also mortgages and hypothecations.
3. 25% rebate in land cost limited to Rs.10.00 Lakhs in industrial estates/ industrial parks.
4. 25% land conversion charges for industrial use.
5. Reimbursement of 100% net VAT/CST or State Goods and Services Tax (SGST) for a period of 5 years from the date of commencement of commercial production.
6. Seed capital assistance to first generation entrepreneurs to set-up micro enterprises @10% of the ma-chinery cost, which will be deducted from the eligible investment subsidy.
7. 50% reimbursement of cost involved in skill up gradation and training the local manpower limited to Rs. 2, 000/- per person.
8. 50% subsidy on the expenses incurred for quality certification / patent registration limited to Rs. 2.00 Lakhs.
9. For units established by women entrepreneurs the additional 10% investment subsidy on fixed capital investment, subject to a maximum of Rs. 10.00 lakhs to MSE's.
10. Reservation of 30-40% of the land for MSMEs in the upcoming industrial estates developed by Telangana Industrial Infrastructure Corporation (TSIIC).
11. Allocation of 15.44% of plots to Scheduled Caste Entrepreneurs and 9.34% of plots to Scheduled Tribe Entrepreneurs in new Industrial Estate and preferential allotment to SC/ST entrepreneurs in existing Industrial Estates.
12. Allocation of 10% of plots to women entrepreneurs in the new Industrial Estates.

Conclusion

Micro, Small and Medium Enterprises (MSME) sector has emerged as a highly vibrant and dynamic sector of the Indian economy over the last five decades. The MSME sector plays an important role in the development of the economy due to their efficient, flexible and innovative entrepreneurial spirit. The MSME sector contributes notably to the country's overall industrial sector output, employment and exports. It is recognized with generating the maximum employment growth as well as accounting for a major share of industrial production and exports. MSMEs have distinctive advantages due to their size and low amount of investment. They have relatively low capital-labor ratio and require a minimum gestation period. They try to capture and focus smaller markets; they make sure a more fair distribution of national income. They make possible an effective utilization of capital and skill resources and they motivate the growth of industrial entrepreneurship. It can be concluded that Micro, Small and Medium Enterprises are

contributing to the economic growth and development of Indian economy. Women Entrepreneurs who were traditionally kept behind the four walls of their houses, now in modern society are capable of managing both their family and business. Though they face many problems and challenges in their path of becoming a successful entrepreneur but the government has taken many initiatives for the growth of women entrepreneurs. Finally, it can be said that there is a long way to go for women entrepreneurs and MSMEs in India and their success is the success of Indian economy. The scheme benefits both the existing entrepreneurs and budding entrepreneurs whether they engaged in MSME sector. The existing women entrepreneurs are availing the following schemes such as MSE – CDP, Technology Up gradation and marketing development export promotion etc. The budding women entrepreneurs are availing the schemes such as TREAD, EDPs Programme etc. A women entrepreneur occupies nearly 45% in Indian population. Though there are several schemes contributing to the development of women entrepreneurs, and there are some organizations that are associated with MSMEs. Its support the sustained and coordinated effort from all dimensions would pave the way for the women moving into entrepreneurial activity thus contributing to the social and economic development of the members of the family and thereby gaining equality and equal importance for themselves.

The MSMEs, with their efficient, flexible and innovative entrepreneurial spirit, play an important role in the development of the economy. It manufactures a variety of products. The labour intensity of the MSME sector is much higher than that of the large enterprises. The MSMEs constitute over 90% of total enterprises in most of the economies and are credited with generating the highest rates of employment growth and account for a major share of industrial production and exports. In recent years the MSME sector has consistently registered higher growth rate compared to the overall industrial sector with the help of Govt. policies. In Telangana State, during the period 2001 to 2019, 47,218 MSMEs were established in the State with an investment of Rs. 31,386.25 crore and provided employment to 6, 85, 954 persons. In Telangana, more number of MSMEs is concentrated in the districts of Rangareddy, Karimnagar, Hyderabad, Nalgonda, Medchal-Malkajgiri. The newly born state through its New Industrial Policy offered minimum inspection with maximum facilitation for the expansion of industrial sector in the state economy. Some of these enterprises are reporting sickness which means undergoing losses, indebtedness and inability to repay the loans. The reasons are poor infrastructure, wrong production policies, lack of distribution of marketing channels and etc. In order to this problem, the Government of Telangana established Telangana Industrial Health Clinic (TIHCL) for reviving and restructuring

MSMEs. Further, the Government also provided number of incentives for the promotion of MSME entrepreneurship in the state.

REFERENCES

1. Ammani S., Pushpalatha.Kamineni and Aparanjani.Uppe, “Women Entrepreneurs in Andhra Pradesh: A Case Study Non-Profit Organization (NGOs) and Profit Organization”, International Journal of Current Engineering and Scientific Research, Vol.- 3, No.11, 2016, pp.62-75.
2. Agarwal S. P (2006 b): “*An Innovative Policy Framework for Technology Capacity Building of SMEs*”, UNESCAP SIS Workshop Beijing, China, October
3. Hind Bouzekraoui and Driss Ferhane, “An Exploratory Study of Women’s Entrepreneurship in Morocco”, *Journal of Entrepreneurship: Research & Practice*, Vol. 2017, 2017, pp.1-19.
4. Industries & Commerce Department – Incentives for setting up of New Industrial Enterprises in Telangana State– T-IDEA (Telangana State Industrial Development and Entrepreneur Advancement) Incentive Scheme 2014. G.O.MS.No. 28, Dated: 29.11.2014. http://tsiic.telangana.gov.in/pdf/2014INDS_MS28.pdf (accessed on 05/05/2018).
5. <http://tsiic.telangana.gov.in/incentives/>
6. Ministry of Micro, Small & Medium Enterprises, Government of India: *Annual Report -2018-19*.
7. Ramana Nanda & William R. Kerr-(2009): “*Financing Constraints & Entrepreneurship*”- *Working Paper – Harvard Business School–August 2009*, [http:// hbswk.hbs.edu/faculty/rnanda.html](http://hbswk.hbs.edu/faculty/rnanda.html).
8. D. Thirumala Rao (2018): “*Policy of Telangana Government for Business Development*”, Asian Journal of Managerial Science, Vol. 7, No. 1.
9. Socio Economic outlook - 2019,2020,Govermement of Telangana.