

Women Empowerment through the Entrepreneurship Development in Telangana

Dr. T. Lavanya

Asst. Professor of Commerce, Govt. Degree College for Women, Karimnagar, Telangana

ABSTRACT

Entrepreneurship in this sense may result in new organizations or maybe part of revitalizing mature organizations in response to a perceived opportunity. The most obvious form of Entrepreneurship is that of starting new business. The Government of India has defined women entrepreneurs as an enterprise owned and controlled by women having a minimum financial interest of 51 percent of the capital and giving at least 51 percent of the employment generated in the enterprise to women. A sense of independent decision-making is the motivational factor behind this urge. Saddled with household chores and domestic responsibilities women want to get independence. Under the influence of these factors, women entrepreneurs choose a profession as a challenge and as an urge to do something new. Such a situation is described as pull factors. Push factors pertain to women engaged in business activities due to family compulsions and family responsibilities. Today women entrepreneurs represent a group of women who have broken away from the beaten track and are exploring new avenues of economic participation. Among these reasons for women to run organized enterprises are their skill and knowledge, their talents and abilities in business and a compelling desire of wanting to do something positive. This paper examines the women empowerment through the entrepreneurship development in Telangana.

Keywords: Women entrepreneurs, Entrepreneurship, enterprise, business activities.

INTRODUCTION

Entrepreneurs play a key role in any economy. These are the people who have the skills and initiative necessary to take good new ideas to market and make the right decisions to make the idea profitable. The reward for the risks taken is the potential economic profits the entrepreneur could earn. The emergence of women on the economic scene as entrepreneurs is a significant development in the emancipation of women and securing them a place in the society, which they have all along deserved. The hidden entrepreneurial potentials of women have gradually been changing with the growing sensitivity to the role and economic status in the society. Women are increasingly becoming conscious of their existence, their rights and their work situations. In the traditional society, woman's role was naturally limited to the family. Since she was the beam of children, she was fully occupied with her duties as a mother and home maker. This was no small feat, since the traditional household may be described as both a production and a consumption unit. The man's responsibility was to provide the household with the raw materials which were then converted by the woman into consumable products or objects, under precarious housing conditions and by means of rudimentary methods and tools.

Women entrepreneurs in India represent a group of women who have broken away from the beaten track and are exploring new vistas of economic participation. They have long stories of struggle and hardships. Their task has been full of challenges. They have encountered public prejudices, family opposition and social constraints. Perform just like any other male entrepreneur. To be successful in the field of entrepreneurship, a woman needs to exhibit the traits, which are very much needed to compete and bear the pressure of business enterprises.

Several factors influence women to take up entrepreneurial ventures. The economic role is largely determined by the traditional division of labour by sex where women tend to undertake and specialize in work near the home such as food processing, Women entrepreneurs household maintenance, horticulture and handicrafts etc. The concept of women entrepreneurship is becoming a global phenomenon and in India it became prominent in the later half of the 1980s. There are various factors that motivate a woman to take on entrepreneurial activities. Prominently, it is not always easy for a woman to find a job that is compatible with her family responsibilities and household chores. This encourages women towards self-employment in enterprises adjoining their places of residence with flexible working hours, which allows them to take care of both home and business.

Mechanization and automation of many production processes have decreased the importance of man's physical ability over woman for performing a physical job. Further, it has not been scientifically proved that a woman is incomparable to a man either in skill or mental abilities. This has enabled women to take advantage of the industrialization process. This very same process of urbanization and industrialization has led to a consumer society, where many desirable products are readily available. Women perceive more and more clearly that if they really want to contribute to the welfare of their family and society the most effective way is to go out of home and earn money.

The recent emphasis and perception is that women can also contribute to the economy of the nation as workers and producers, social Scientists, policy makers and administrators to devise the ways of developing planned entrepreneurship and economic development. Government has also been implementing schemes and programmes to ensure development of women.

Women Entrepreneurship

Entrepreneurship refers to the act of setting up a new business or reviving an existing business so as to take advantages from new opportunities. Thus, entrepreneurs shape the economy by creating new wealth and new jobs and by inventing new products and services. However, an insight study reveals that it is not about making money, having the greatest ideas, knowing the best sales pitch, applying the best marketing strategy. It is in reality an attitude to create something new and an activity which creates value in the entire social eco-system. It is the psyche makeup of a person. It is a state of mind, which develops naturally, based on his/ her surrounding and experiences, which makes him/ her think about life and career in a given way.

The women have achieved immense development in their state of mind. With increase in dependency on service sector, many entrepreneurial opportunities especially for women have been created where they can excel their skills with maintaining balance in their life. Accordingly, during the last two decades, increasing numbers of Indian women have entered the field of entrepreneurship and also they are gradually changing the face of business of today, both literally and figuratively. But still they have not capitalized their potential in India the way it should be.

Women Entrepreneurship in Global Context

Worldwide, many women are entrepreneurs. Entrepreneurship emerges from an individual's creative spirit into long-term business ownership, job creation, and economic security. Women bring commitment and integrity because they care about economic empowerment, entrepreneurial development and innovation. Female entrepreneurs seek the professional and personal support that is found in business associations. Economic globalization has encouraged the expansion of female business ownership.

The growing economic power and influence of women-owned businesses are changing the shape of the global economy," remarked Sakiko Fukuda- Parr, director of the UN Development Program's Human Development Report. The global impact of women entrepreneurs is just beginning to gain intensity. Worldwide, the number of female business owners continues to Women Entrepreneurs in the Global Economy increase steadily. For example, women produce more than 80 percent of the food for Sub-Saharan Africa, 50-60 percent for Asia, 26 percent for the Caribbean, 34 percent for North Africa and the Middle East, and more than 30 percent for Latin America. Female entrepreneurs are active at all levels domestically, regionally, and globally

Women Entrepreneurs in India

Women owned businesses are highly increasing in the economies of almost all countries. The hidden entrepreneurial potentials of women have gradually been changing with the growing sensitivity to the role and economic status in the society.

Skill, knowledge and adaptability in business are the main reasons for women to emerge into business ventures. 'Women Entrepreneur' is a person who accepts challenging role to meet her personal needs and become economically independent. A strong desire to do something positive is an inbuilt quality of entrepreneurial women, who is capable of contributing values in both family and social life. With the advent of media, women are aware of their own traits, rights and also the work situations.

The glass ceilings are shattered and women are found indulged in every line of business from pap pad to power cables. The challenges and opportunities provided to the women of digital era are growing rapidly that the job seekers are turning into job creators. They are flourishing as designers, interior decorators, exporters, publishers, garment manufacturers and still exploring new avenues of economic participation. In India, although women constitute the majority of the total population, the entrepreneurial world is still a male dominated one.

Characteristics of Women Entrepreneurs

Woman entrepreneurs tend to be highly motivated and self-directed. They also exhibit a high internal locus of control and achievement. Researchers contend that women business owners possess certain specific characteristics that

promote their creativity and generate new ideas and ways of doing things. Women entrepreneurs share the following characteristics:

1. Sharp communication skills.
2. Intuitive skills.
3. Consensus building competencies.
4. Nurturing and integrating abilities.

Women need to use all these skills as they strive to make appropriate decisions for their families and for themselves. With the advent of media, women are aware of their own traits, rights and also the work situations. The challenges and opportunities provided to the women of digital era are growing rapidly-the job seekers are turning into job creators. Many women start a business due to some traumatic event, such as divorce, discrimination due to pregnancy or the corporate glass ceiling, the health of a family member, or economic reasons such as a layoff. However, a new talent pool of women entrepreneurs is forming today, as more women opt to leave the corporate world to chart their own destinies. They are flourishing as designers, interior decorators, exporters, publishers, garment manufacturers and still exploring new avenues of economic participation.

REVIEW OF LITERATURE

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.

Research Gaps

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. They are less educated, economically not stable nor self-dependent which reduce their ability to bear risks and uncertainties involved in a business unit. The old and outdated social outlook to stop women from entering in the field of entrepreneurship is one of the reasons for their failure. They are under a social pressure which restrains them to prosper and achieve success in the field of entrepreneurship. Unlike men, women mobility in India is highly limited due to many reasons. A single

women asking for room is still looked with suspicion. Cumbersome exercise involved in starting with an enterprise coupled with officials humiliating attitude towards women compels them to give up their spirit of surviving in enterprise altogether. 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.

Significance of the study

The study of women's entrepreneurship assumes significance due to following conditions. The first 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. The second reason is that the topic of women in entrepreneurship has been largely neglected both in society in general and in the social sciences. 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 industries (primarily retail, education and other service industries) chosen by women are often perceived as being less important to economic development and growth than high-technology and manufacturing. Furthermore, mainstream research, policies and programmes tend to be "men streamed" and too often do not take into account the specific needs of women entrepreneurs and would-be women entrepreneurs. As a consequence, equal opportunity between men and women from the perspective of entrepreneurship is still not a reality. In order for policy makers to address the situation the report makes a number of recommendations.

Objectives of the study

1. To analyze the need for Entrepreneurship skills of women entrepreneurs in telangana.
2. To identify the problems of Entrepreneurship Development on women empowerment in Telangana
3. To suggest some possible solutions for encouraging; developing, and improving the women empowerment in Telangana State.

METHODOLOGY

The research is based on secondary data. It's an exploratory and descriptive in nature Given the nature of the present study, it was required to collect information from the secondary sources.. Secondary information was collected from research studies, books, journals, newspapers, ongoing academic working papers and websites of governments of India and Telangana.

Constraints Faced by Women

Women in advanced nations are recognized and are more prominent in the business world. However, the women entrepreneurs are facing some major constraints which are detailed below:

- 1. Socio-cultural Barriers:** Family and personal obligations are sometimes a formidable barrier for success in business career for women. Only few women are able to manage both home and business efficiently.
- 2. Lack of Exposure to Training Programmes:** Various training programmes and workshops for every type of entrepreneur are being organized by the Central and State Governments. Such programs are useful to new, rural and young entrepreneurs who want to set up a small-scale units on their own. However, not all potential women entrepreneurs are aware of these facilities,
- 3. Lack of Confidence:** In general, women lack confidence in their strength and competence. The family members and entrepreneurial growth. Though this situation is changing yet women face a tremendous challenge to build their confidence.
- 4. Motivational Factors:** Self-motivation can be realized through a mind set for a successful business, attitude to take up risk and behavior towards the business society by shouldering the social responsibilities. Other factors are family support, government policies, financial assistance from public and private institutions and also the environment suitable for women to establish business units.
- 5. Knowledge in Business Administration:** Women must be educated and trained constantly to acquire the skills and knowledge in all the functional areas management. This can facilitate women to excel in decision making process and develop a good business network.
- 6. Lack of Awareness about Financial Assistance:** Various institutions in the financial sector extend their support in the form of loans and other business promotional schemes. Women entrepreneurs are generally not aware of all these

programmes/schemes. Benefits of such schemes do not reach women entrepreneurs, particularly in rural and backward areas.

7. Market-oriented Risks: Stiff competition in the market and lack of mobility of women make the dependence of women entrepreneurs on middleman indispensable. Many business women find it difficult to capture the market and make their products popular. They are not fully aware of the changing market conditions and hence cannot effectively utilize the services of media and the internet.

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. They're as follows.

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 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 for the State of Telangana, 2014

This policy has laid down various schemes for women who belong to backward classes. The benefits included under this policy are as follows:

Women owned enterprises are those enterprises which are established as sole Proprietors or invariably having 100% share in Partnership/Private Limited Companies. An additional 10% investment subsidy on fixed capital investment subject to a maximum of Rs. 10.00 lakhs to MSE's. (total investment subsidy limited to Rs.50.00 lakhs only)

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.

CONCLUSION

Entrepreneurship development is a very crucial factor for the acceleration of economic growth of any country and women entrepreneurship development is an essential part of human resource development, Women have started showing more interest in entrepreneurship because it provides them an opportunity to be their own boss.

Women's entrepreneurship holds sturdy potential for spurring economic chance and job creation in not solely India however conjointly in Telangana state. Additionally, growing proof suggests that economically empowering ladies might reap substantial advantages for the health and wellbeing of families and communities. Telangana has conjointly been parturition respectable emphasis on ladies entrepreneurship development. Since the formation of Telangana as a twenty ninth state, the standing of women in Telangana has been dynamical because of initiatives and pro-active ways adopted and enforced by the govt. With the unfold of entrepreneurial education and awareness, ladies have shifted from the extended kitchen, handicrafts and traditional cottage industries to non-traditional activities find it irresistible startups, drug company startups, and so on. As justly aforesaid by Neena Nigam, Director-General of income tax, the beginning for empowering ladies starts at home once parents provide equal rights and opportunities to their sons and daughters to pursue education and freedom to create choices. Women empowerment is that the empowerment of Telangana. We will conclude this paper in the words of K.T.Rama Rao Telangana State has the vision to empower rural and urban women and induce the required talent sets for them to become independent. I feel the state's mission of Bangaru Telangana can return true once every woman is empowered in the state.

The subject of empowerment of women has becoming a burning issue all over the world including India since last few decades. Inequalities between men and women and discrimination against women have also been age-old issues all over the world. Thus, women's quest for equality with man is a universal phenomenon. They have demanded equality with men in matters of education, employment, inheritance, marriage, and even in politics. Women want to have for themselves the same strategies of change which men folk have had over the centuries such as equal pay for equal work. Hence, they are taking more personal decisions, for instance, about their further education, marriage, and in career. More and more women want freedom of work and control their own reproduction, freedom of mobility and freedom to define one's own style of life. It is contended that freedom leads to greater openness, generosity and tolerance. Entrepreneurship is an important tool to empower the women in the country by increasing Family, Economic, Financial and Social Status. From the above study it has been safely concluded that Entrepreneurship brings gender equality and also improves the overall status of women in the family, society and in the nation.

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] 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.
- [3] KT Rama Rao (2017) at Global Entrepreneurship Summit' closing ceremony in Hyderabad held on 28/11/2017.
- [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] <http://www.tecci.org/pdf/G.O.No.29.pdf>
- [7] <http://wcdsc.tg.nic.in/apwcdc.php>
- [8] Socio Economic outlook 2020, Government of Telangana.