

An Analysis of Role of Women Entrepreneurship in Hyderabad IT Sector

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Abstract- Social and economic development of women is necessary for overall economic development of any society or a country. Entrepreneurship is the state of mind which every woman has in her but has not been capitalized in India in way in which it should be. Due to change in environment, now people are more comfortable to accept leading role of women in our society, though there are some exceptions. Women entrepreneurs represent a group of women who have broken away from the beaten track and are exploring new avenues of economic participation. The reasons for women to run organized enterprises are their skill and knowledge, their talents, abilities and creativity in business and a compelling desire of wanting to do something positive. It is high time that countries should rise to the challenge and create more support systems for encouraging more entrepreneurship amongst women. The development of women entrepreneurship is low in India, especially in rural areas.

Index Terms- Women entrepreneurs, digitalization, sustainability, skill and knowledge

I. INTRODUCTION

Women owned businesses are highly increasing in the economies of almost all the 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. With the advent of media, women are aware of their own traits, rights and also the work situations. They are flourishing as designers, interior decorators, exporters, publishers, garment manufacturers and still exploring new avenues of economic participation.

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. Women entrepreneurs need to be lauded for their increased utilization of modern technology, increased investments, finding a niche in the export market, creating a sizable employment for others and setting the trend for other women entrepreneurs in the organized sector. While women entrepreneurs have demonstrated their potential, the fact remains that they are capable of contributing much more than what they already are. Women's entrepreneurship has been recognised during the last decade as an important untapped source of economic growth. Women entrepreneurs create new jobs for themselves and others. They also provide the society with different solutions to management, organisation and business problems as well as to the exploitation of entrepreneurial opportunities.

Globally, women's empowerment is becoming increasingly important for both societal advancement and economic growth. Women's empowerment can be effectively achieved through entrepreneurship, which provides opportunities for financial independence, leadership growth, and social influence. This study explores the complex relationship between women's empowerment and entrepreneurship. This study aims to shed light on the ways in which female entrepreneurship can propel women's empowerment on an individual, group, and societal level by examining the obstacles, prospects, and results connected to it.

The significance of this study lies in its ability to provide useful insights to stakeholders, practitioners, and policymakers regarding interventions and methods that encourage and support women's entrepreneurship. We can create an

atmosphere that supports gender equality and inclusive economic growth by comprehending the obstacles faced by female entrepreneurs and figuring out the best ways to support their success. In today's world, women's empowerment is a vital goal, and entrepreneurship is becoming a powerful means of promoting female empowerment. Women entrepreneurship, which is defined as the founding and running of enterprises by women, is gaining popularity all over the world due to its ability to promote social change, advance gender equality, and accelerate economic growth.

This complex problem has an impact on many facets of women's lives, from financial inclusion and economic independence to social views on gender roles and leadership chances.

In recent years, there has been a growing focus on women's empowerment through entrepreneurship, driven by a heightened awareness of the unique hurdles women encounter in securing traditional job opportunities and advancing into leadership roles. Entrepreneurship provides women with a means to overcome systemic obstacles like biased hiring practices and limited access to funding, allowing them to carve out their own professional paths and pursue their career goals on their own terms.

II. STATEMENT OF THE PROBLEM

The empowerment of women through entrepreneurship stands as a pivotal yet complex endeavor in contemporary society. While entrepreneurship is often hailed as a vehicle for economic growth and societal transformation, its potential to empower women remains a subject of intense scrutiny and debate. The intersection of gender dynamics, cultural norms, institutional barriers, and economic realities presents a multifaceted landscape that shapes the experiences of women entrepreneurs worldwide.

The study focused on the following questions:

- Which of the policies used by the women entrepreneurs in their business?
- What are the challenges faced by women entrepreneurs?
- Is there any relationship between perception of women entrepreneurship and women empowerment?

OBJECTIVES OF THE STUDY

- To study the policies, programs, institutional networks promoting women entrepreneurs.
- To identify the challenges faced by women entrepreneurs.
- To investigate the relation between perception of women entrepreneurship and women empowerment.

Hypothesis of the study:

H₀: There is no significant relation between perception of women entrepreneurship and women empowerment among sample population.

III. RESEARCH METHODOLOGY

Research design

The research design of the study is both descriptive and analytical in nature.

Population

The population of the study includes the women entrepreneurs in Hyderabad city.

Sample size

The size of the sample taken for the study is 60.

Primary data

Primary data were collected from the women entrepreneurs in Hyderabad.

Secondary data

Secondary data has also been collected from various journals, books, and websites.

Sampling Technique

The sampling technique adopted for the study was non-probability sampling method and convenience method.

Tools used for analysis

For analysis and interpretation of collected data, percentage analysis is used to testing of data is conducted with respect of specific objectives, encompassing methodologies like correlation analysis.

IV. REVIEW OF LITERATURE

Natarajan Sundaram (2023) Empowered women, with control over their lives and finances, and benefit from entrepreneurship training. The study explores the positive correlation between female entrepreneurship and women's empowerment in Chittoor. Analyzing 300 entrepreneurs, from rural and urban areas, it highlights financial struggles and job pressures. Government programs support women with training, funding, and marketing assistance. Entrepreneurship

enhances women's conditions, fostering their involvement in national growth. This study pioneer’s detailed research on women's entrepreneurship in Chittoor, India

Alice Civera, Michele Meoli (2023) Using feminist theories and entrepreneurial ecosystems, this study investigates the performance of female entrepreneurs' businesses. Studies reveal that women-owned companies—regardless of whether they are university spinoffs—perform better than men-owned companies in terms of survival rates but worse in terms of growth. The study focuses on disparities among women-led firms by comparing academic and nonacademic organisations in Italy. Female-led academic spinoffs thrive and survive at rates comparable to those of male-run businesses. Using data from 1,055 Academic Spin-Offs (ASOs) in the Spinoff Italia database, the study sheds light on intricate trends in female entrepreneurship in the Italian setting.

Mr. Ch.Subbarayudu, Prof.Ch.Srinivasa Rao (2021) Micro, Small, and Medium-Sized Enterprises (MSMEs) are critical to India's economic development and the backbone of global trade. The contemporary state of entrepreneurship in India is examined in this study, with a focus on women entrepreneurs operating in rural areas. Despite accounting for a substantial portion of the labour force, women nevertheless face discrimination. The report recognises women's entrepreneurship as a significant economic engine and emphasises its role in generating jobs and finding

solutions to issues. Still, there aren't enough female entrepreneurs. To be globally competitive, men and women must participate equally. The government should put in place supportive measures to promote women's growth in entrepreneurship.

Dr. Shambunath (2021) this study uses secondary data from multiple sources to examine the state of women entrepreneurs in rural India. The study highlights the important role that rural women entrepreneurs play in sustainable economic growth and highlights the difficulties that they currently face, including low awareness, low literacy, and low confidence. It emphasises how important it is to increase capacity and provide training in areas like finance, marketing, literacy, production, and management. The paper envisions bright futures for rural women's entrepreneurship and India's general growth, and it promotes favourable policies and government programmes to support them.

Shaista Noor, Filzah Md Isa, Leilane Mohd Nor (2020) The study explores women's empowerment in Pakistan, emphasizing entrepreneurship's impact on decision-making. Using a survey with 120 women, it reveals entrepreneurship enhances women's decision-making compared to housewives. Challenges include limited government support, complex bank procedures, and a lack of entrepreneurial education. Overcoming these hurdles, especially through accessible bank loans, can boost women's confidence and resource control.

V. DATA ANALYSIS AND INTERPRETATION

Table 4.1 AGE OF RESPONDENTS

Age(in years)	No. of Response	Percentage
18-25	26	43%
26-35	11	18%
36-45	15	25%
46-55	6	10%
55 Above	2	4%
Total	60	100

Source: Primary Data

Interpretation

Table 4.1 Shows respondent distribution by age: 18-25 (43%), 36-45 (25%), 26-35 (18%), 46-55 (10%), 55+ (4%). The largest group is 18-25, the smallest is 55 above.

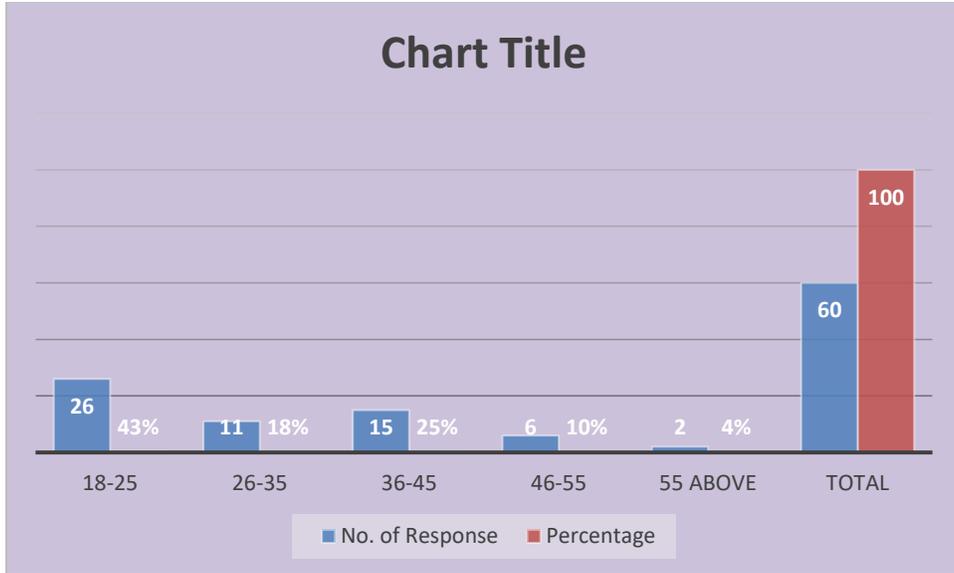


Figure 4.1 Age of the respondents

Table 4.2 Educational Background

Educational Background	No of Response	Percentage
Up to Higher secondary	12	20%
Diploma/IT	7	12%
UG	17	28%
PG	23	38%
Above PG	1	2%
Total	60	100

Interpretation

Table 4.2 shows respondent distribution by education: PG (38%), UG (28%), Higher Secondary (20%), Diploma/IT (12%), Above PG (2%). Most respondents have postgraduate education.

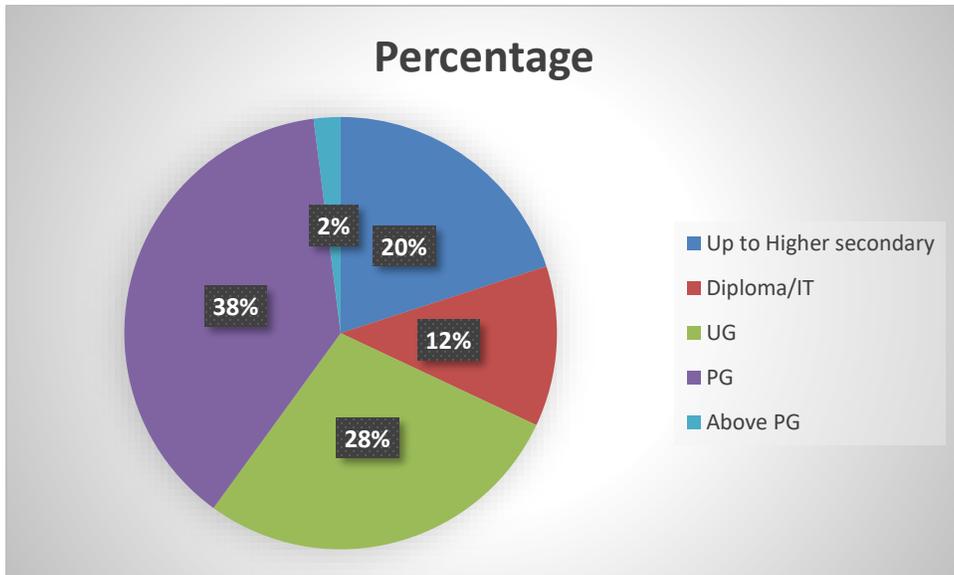


Figure 4.2 Educational Background

Table 4.3 family background

Family Background	No. of Response	Percentage
Business	24	40
Non Business	36	60
Total	60	100

Source: Primary Data

Interpretation:

Table 4.3 shows family backgrounds: 40% from business families and 60% from non- business families, indicating diverse familial influences affecting respondents' perspectives and career trajectories.

Table 4.4 Type of business

TYPE OF BUSINESS	No. of respondents	Percentage
Fashion and Clothing	21	35%
Beauty & Personal care	10	17%
Food Related	17	28%
Arts & Crafts	4	7%
Education & Services	5	8%
Others	3	5%
Total	60	100

Source: Primary Data

Interpretation:

The table 4.4 shows business types among respondents: Fashion (35%), Food & Beverage (28%), Beauty & Personal Care (17%), Education & Services (8%), Arts & Crafts (7%), and Others (5%). Fashion leads.

Table 4.5 year of experience

Year of experience	No. of Response	Percentage
Less than 1 year	16	27%
1-3 year	16	27%
3-5 year	17	28%
Above 5 year	11	18%
Total	60	100

Source: Primary Data

Table 4.6 Monthly income

Monthly Income	No of Response	Percentage
Below 10000	15	25%
10000-25000	14	23%
25000-50000	24	40%
50000-100000	5	8%
100000 Above	2	4%
Total	60	100

Source: Primary Data

Interpretation:

Table 4.6 shows monthly income distribution: 25000-50000 (40%), 10000-25000 (23%), below 10000 (25%), 50000-100000 (8%), and above 100000 (4%). Most earn moderate to upper-middle incomes, with diverse income levels.

Table 4.7 Participation in women entrepreneurial educational programs

Participation	No. of Response	Percentage
YES	38	63%
NO	22	37%
TOTAL	60	100

Source: Primary Data

Interpretation:

Table 4.7 shows 63% of respondents participated in women entrepreneurial programs, indicating high engagement and interest. Conversely, 37% did not participate, highlighting barriers to access. These programs foster skill development and empowerment.

Table 4.8 Aware of state and central governmental policies for women empowerment

Aware of Policies	No. of Response	Percentage
Yes	32	53%
No	28	47%
Total	60	100

Source: Primary Data

Interpretation:

The table 4. 8 shows that 53% of respondents are aware of state and central policies for women empowerment, while 47% are not. This highlights a need for better information dissemination.

Table 4.9 specific areas for women entrepreneurs need more support

Areas for women need more support	No. of response	Percentage
Technology	38	63%
Health care	25	42%
Finance	41	68%
Marketing	37	62%
Legal Assistance	19	32%
Other	8	13%

Source: Primary Data

Interpretation:

Table4.9shows areas needing support for women entrepreneurs: Finance(68%),Technology (63%),Marketing (62%),Healthcare (42%),Legal Assistance (32%),and other unspecified areas (13%).

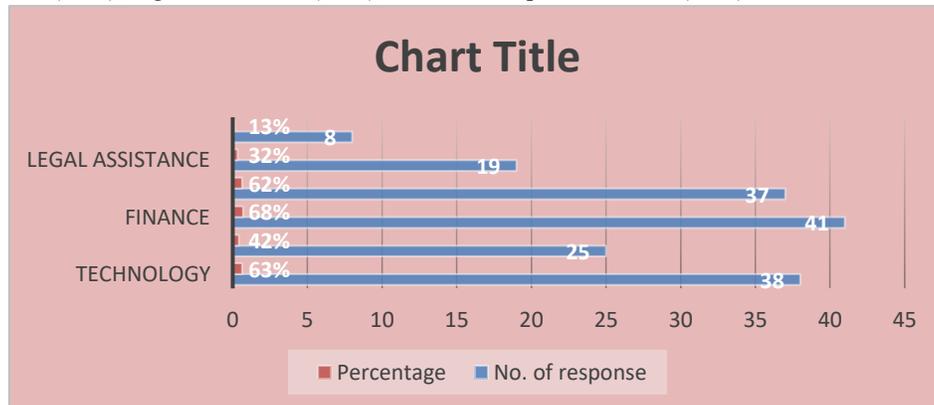


Figure 4.4 Women entrepreneurs need more support

Table 4.10 Challenges among women entrepreneurs

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Financial constraints	60	1	5	3.53	1.171
Marketing Problem	60	1	5	3.37	.882
Male dominant society	60	1	5	2.92	1.197
Lack of education	60	1	5	2.45	1.141
Lack of family support	60	1	4	2.47	1.081
Low mobility	60	1	5	2.67	1.036
Intense competition	60	1	5	2.88	1.166
Overload of work	60	1	5	2.97	1.041
Infrastructure	60	1	5	2.85	1.022
Limited managerial ability	60	1	5	2.82	1.081
Exploitation by middle man	60	1	5	2.82	1.066
Unequal treatment in public sphere	60	1	5	3.02	1.033
Valid N (list wise)	60				

Source: Primary data

Financial constraints have a mean score of 3.53, indicating that, on average, respondents perceive this challenge to be moderately high. Similarly, marketing problems are also perceived as significant, with a mean score of 3.37. Male dominance in society, lack of education, lack of family support, low mobility, intense competition, overload of work, infrastructure issues, limited managerial ability, exploitation by middlemen, and unequal treatment in the public sphere all have mean scores ranging from 2.45 to 3.02, suggesting that these challenges are moderately prevalent among respondents.

Standard deviations ranging from .882 to 1.197 indicate variability in responses across these

challenges, suggesting that while some challenges are consistently perceived, others vary more widely in how respondents perceive them. The range of scores for each variable, from a minimum of 1 to a maximum of 5, reflects the breadth of experiences reported by respondents.

Overall, these descriptive statistics provide a nuanced understanding of the array of challenges faced, highlighting both common concerns and areas of variability among respondents.

Hypothesis

H₀: There is no significant relation between perception of women entrepreneurship and women empowerment among sample population.

Table 4.11 Perception of women entrepreneurship and women empowerment

Correlation				
		Perception of women entrepreneurship		Empowerment
Spearman's rho	Perception of women entrepreneurship	Correlation Coefficient	1.000	.705**
		Sig. (2-tailed)	.	.000
		N	60	60
	Empowerment	Correlation Coefficient	.705**	1.000
		Sig. (2-tailed)	.000	.
		N	60	60

** . Correlation is significant at the 0.01 level (2-tailed).

The correlation analysis between empowerment and entrepreneurship demonstrates a strong and statistically significant positive relationship between these two variables. Spearman's rho coefficient between empowerment and entrepreneurship is calculated to be 0.705, indicating a robust positive correlation. Importantly, this correlation is highly significant ($p = 0.000$), suggesting that the observed relationship is unlikely to be due to random chance.

VI. FINDINGS

- A majority of respondents (63.33%) reported participation in women entrepreneurial educational programs, indicating a significant interest and engagement in educational initiatives aimed at empowering women entrepreneurs.
- Nearly half of the respondents (53.33%) reported awareness of state and central governmental policies for women empowerment, indicating a substantial but not universal level of awareness among the surveyed population.
- The Women Entrepreneurship Platform (WEP) emerged as the most utilized central government policy among respondents for women empowerment, with 16 responses, while a significant portion (32 responses) indicated that they did not utilize any of the mentioned policies.
- The area of finance garnered the highest demand for support among women entrepreneurs, with 41 responses, followed by technology (38 responses) and marketing (37 responses), highlighting key areas where additional support is desired.
- Business development workshops were the most sought-after training program among women, with 38 responses, closely followed by leadership training (37 responses) and financial literacy programs (36 responses), indicating a strong interest in skill-building initiatives for empowerment.

The descriptive statistics reveal a range of challenges faced by respondents, from financial constraints to unequal treatment in the public sphere, with mean scores indicating moderate prevalence, ranging from 2.45 to 3.53, and standard deviations suggesting variability in perceptions, offering a nuanced understanding of the breadth and variability of experiences reported.

VII. SUGGESTIONS

- Seek out mentorship programs and networking opportunities to gain valuable guidance and support from experienced entrepreneurs.
- Take advantage of financial assistance schemes and subsidies offered by the government to alleviate initial startup costs.
- Adopt technological training and education to maximize the use of digital tools for company expansion and productivity.
- Prioritize financial planning and management to ensure sustainable and profitable operations.
- Actively participate in workshops and seminars to enhance business skills and stay updated on industry trends.
- Build a strong support network, including family and peers, to navigate challenges and celebrate successes together.
- To increase visibility and attract new clients, make use of online marketing techniques and social media platforms.
- Make ongoing investments in your own growth and skill improvement to stay flexible in the face of shifting market conditions and new opportunities.
- Stay resilient and persistent in pursuing goals, overcoming obstacles with determination and confidence.

VIII. CONCLUSION

To sum up, the research results offer a thorough understanding of the state of women's empowerment through entrepreneurship in India. According to the respondents' demographic profile, young women in this group are diverse, educated, and have varied degrees of entrepreneurial experience. Their involvement in a diverse range of business endeavors illustrates the depth and breadth of female entrepreneurs' pursuits of entrepreneurship in a variety of industries.

Notwithstanding obstacles including limited resources and unfair treatment, the participants exhibit a keen interest in educational initiatives and governmental regulations targeted at enabling female entrepreneurs.

Additionally, the correlation study reveals a strong positive association between entrepreneurship

and empowerment, indicating that empowering women stimulates more entrepreneurship. All things considered, these results highlight the significance of ongoing initiatives to support women's entrepreneurship, create an atmosphere that facilitates their success, and recognise their value in contributing to social and economic advancement

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