

**A Study On Characteristics Of Women Entrepreneurs In Ranga Reddy District,  
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[aravi13371@gmail.com](mailto:aravi13371@gmail.com)**Introduction:**

Enterprise assumes a basic job in the development of any general public. Advancement of enterprise culture and subjective business improvement administrations are the significant necessities for mechanical development. Enterprise rises up out of a person's imaginative soul into long haul business possession, work creation, capital development and monetary security. Enterprising aptitudes are fundamental for industrialization and for mitigation of mass joblessness and destitution. As innovation accelerates lives, ladies are a developing financial power, which can't be dismissed by the strategy creators. The world's cutting edge just economy relies upon the support of both genders. Irene Natividad has seen that "Worldwide markets and ladies are not frequently utilized in a similar sentence, however progressively, insights demonstrate that ladies have financial clout most noticeably as business visionaries and most capably as customers". Today, ladies in cutting edge showcase economies claim more than 25 percent everything being equal and ladies possessed organizations in Africa, Asia, Eastern Europe, and Latin America are developing quickly. In a few locales of the world, change to advertise economy, ladies business people is a developing pattern. Be that as it may, in India, the real investment of ladies in pay creating exercises is very inadmissible, just eight percent of the little scale-producing units are possessed and worked by ladies

**Importance of Entrepreneurship**

Many created economies of the world like USA, UK, Japan carve have seen the way of monetary development and improvement through business enterprise exercises. The business person who is an individual of tremendous potential fit for changing over the components of creation into profitable one and producing yield, salary and work. The business visionary can make open doors for oneself and furthermore to others by giving work, consequently add to financial development. Rani and Lalitha D saw that, In the period of Globalization and Liberalization, numerous midway arranged economies are exchanging monetary and social exercises to private hands and demonstrating amazing advancement. The market powers are indispensable aggressive and fit for dealing with business exercises. The Governments along these lines assumes a job of Enabler and facilitator. Late Prime Minister Indira Gandhi stated, "No Society could advance except if ladies, who contribute half of its populace, were given equivalent chances", amid Third International Conference of ladies Entrepreneurs at Vigyan Bhavan at New Delhi amid 1984 wherein 450 business people took part from 18 nations. The significance of business enterprise can be clarified by the positive pretended by the person by adding to the development and improvement of a country. The Spirit of Entrepreneurship can prompt Business Idea age and Independent reasoning which the establishment of enterprise. The age of business openings prompts pay age and raise in the way of life, which thus adds to national pay and in this way prompts development and advancement of the country. Mali, saw that the deficiency of ambitious and profoundly energetic HR can be a lacuna for underdevelopment of any nation. Along these lines, enterprise assumes an essential job in advancing social and financial change in the general public. It is plainly seen from the nation like India, that the created states have more business visionaries who are simply the makers of openings for work and compensation work. Further, business visionaries helps in development of little scale units and augment the enterprising base of the country.

As India is a creating economy, and while in transit to get up to speed with the created nations of the world, there has been a developing interest and valuation for the administration, academicians, specialists and open about business enterprise for quickening the mechanical improvement of the nation and furthermore to determine the issue of taught joblessness.

## 2. Review of literature:

With respect to business experience, Birley et al., [1987] found that their example of pre-business visionaries did not vary in related knowledge. Kalleberg and Leicht [1991] in any case, found that ladies in three enterprises [restaurants, PC deals and programming, and wellbeing - related business would in general have less industry-explicit experience and to have begun less organizations, yet that equivalent number of people had been independently employed before beginning their very own business. Curiously, these creators found no distinction in the probability that people's organizations would endure or succeed. Accessibility of adequate start-up capital is accounted for to be a standout amongst the most vital ecological components affecting achievement and gainfulness of new pursuits [Brophy: 1989]. An investigation of 346 business visionaries, who used a Washington SBDC, found no noteworthy contrasts among male and female view of access to fire up capital [Miskin and Rose: 1990]. Relatedly, investigations of ladies' entrance to bank advances demonstrate that in spite of the fact that ladies can acquire outside financing, they confronted perceptual obstructions that they were less proficient than their male partners [Fay and Williams: 1993]. Smith et al., [1992] evidenced that female business visionary utilized a greater number of females than male business visionaries in male – overwhelmed enterprises and select females with whom they had comparable dispositions. Fagenson [1993] uncovers that female business visionaries esteem value and world harmony more than guys. A longitudinal report led by Gatewood et al., [1994] observes that female business people have higher inner attributions for beginning their endeavors than guys. The investigation by Parasuraman, et al., [1996] on business people and family – profession strife find that females decrease family-vocation struggle by investing less energy at work, while guys increment their time at work. A couple of different investigates uncover that male heads are bound to utilize an order direction and-control style [Rosener: 1990; Eagly et al.: 1992; and Offermann and Beil: 1992]. Ladies utilize verbal correspondence so as to make an association and to look for and to give support, while guys use it to underscore status [Tannen, 1991].

## 3. Objectives of the study

The accompanying objectives are distinguished for the examination

1. To contemplate the characteristics of women Entrepreneurs
2. To contemplate the current idea of responsibility for Entrepreneurs
3. To ponder the inspiring variables which impact development and backing of ladies entrepreneur's.

## 4. Methodology of the study

Area of study: Ranga Reddy District is chosen for the study.

Data collection: The present study is based on both Primary data and Secondary data. Primary data was collected from questionnaires administered to various respondents such as women entrepreneur's characteristics.

Secondary data was gathered from various published reports, Journals; Research Articles, and various annual reports.

Sample size: The study gathered the data from 125 women entrepreneur's randomly. Out of which 112 respondent found to be appropriate and which is considered for analysis.

Limitations:

Information gathered just from women business people of Ranga Reddy region, discoveries and recommendations can't be summed up for the entire country. Information examined dependent on the input of women business people. Impression of respondents may change from women to men, circumstance to circumstance and so on.

**5. Result and Discussion**

This paper deals with the characteristics of sample units which were chosen for the study. The study of the profile mainly focuses on several variables which derive the results. These variables are considered as very important factors for the success and performance of enterprises. Though the study is confined to Ranga Reddy district, it can reveal many hidden aspects specially with reference to women enterprises in Telangana.

**5.1. Age of the respondents**

<b>Table 5.1 Age of the respondents</b>					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-25	3	2.7	2.7	2.7
	25-40	61	54.5	54.5	57.1
	40-60	48	42.9	42.9	100.0
	Total	112	100.0	100.0	

**Inferences:**

It can be inferred from the above table 5.1 that majority 54.5 % of the respondents are between the age group of 25-40 years and followed by 42.9 % age group of 40-60 years and very few respondents 2.7 % are between the age group of 18-25 years.

**5.2 Age of the time of starting enterprise**

<b>Table no. 5.2 Age at the Time of Starting Enterprise</b>					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	<= 30 years	11	9.8	9.8	9.8
	30-40 years	53	47.3	47.3	57.1
	40-50 years	48	42.9	42.9	100.0
	Total	112	100.0	100.0	

**Inferences:**

From the above table 5.2 it is hereby inferred that majority 47.3 % of the respondents started the Enterprise during 30-40 years of age followed by 42.9% respondents at 40-50 years of age and whereas very few 9.8% of women entrepreneurs started before 30 years of age.

**5.3 Qualification of the Respondent**

<b>Table no. 5.3 Qualification of the Respondent</b>					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	SSC	11	9.8	9.8	9.8
	Intermediate	33	29.5	29.5	39.3
	UG	54	48.2	48.2	87.5
	P.G	14	12.5	12.5	100.0
	Total	112	100.0	100.0	

**Inferences:**

From the above table no. 5.3 it is inferred that 48% of the respondents have Undergraduate Qualifications followed by 29.5% of the respondents have Intermediate Qualification and 12.5% of the respondents have Postgraduate Qualifications and only 9.8% are qualified with SSC.

## 5.4 Technical qualification of the respondent

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Diploma	5	4.5	4.5	4.5
	Training Certificate	53	47.3	47.3	51.8
	No Technical Qualification	54	48.2	48.2	100.0
	Total	112	100.0	100.0	

### Inferences:

The table 5.4 reveals that majority 48.2% of the respondents have no technical Qualification, where as 47.3% have Training Certificate and 5% of the respondents have Diploma Qualifications.

## 5.5 Marital status of the respondents:

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Married	86	76.8	76.8	76.8
	Unmarried	16	14.3	14.3	91.1
	Widow	6	5.4	5.4	96.4
	Divorce	4	3.6	3.6	100.0
	Total	112	100.0	100.0	

### Inferences:

From the above table no. 5.5, it is hereby inferred that majority 76.8% of the respondents are Married Women followed by 14.3% of the respondents are Unmarried and whereas 6% of the Respondents are widow women and 3.6% of the respondents are divorcees.

## 5.6. Occupation of the Father / Husband

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Employee	35	31.3	31.3	31.3
	Entrepreneur	77	68.8	68.8	100.0
	Total	112	100.0	100.0	

### Inferences:

The above table 5.6 reveals that 68.8% of the respondent's Father / Husband are Entrepreneurs and only 31.3% of the respondents Father / Husband are Employees of any organization.

## 5.7 Community of the respondents:

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	OC	35	31.3	31.3	31.3
	BC	48	42.9	42.9	74.1
	SC	9	8.0	8.0	82.1
	ST	8	7.1	7.1	89.3
	Minority	12	10.7	10.7	100.0
	Total	112	100.0	100.0	

**Inferences:**

The above table 5.7 shows that out of 112 respondents 48 i.e., 42.9% of the sample study belongs to BC Community and 31.3% belongs to OC community however 10% belongs to Minority Community following by 7% with SC and 8% with ST Communities.

**5.8 Occupation before starting an enterprise**

<b>Table no. 5.8.</b>					
<b>Occupation before starting an enterprise</b>					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Unemployed	49	43.8	43.8	43.8
	Employed	63	56.3	56.3	100.0
	Total	112	100.0	100.0	

**Inferences:**

The above table 5.8 shows that out 112 respondents 63 i.e., 56% of the respondents are employed before starting an Enterprise and 44% of the respondents are unemployed before the commencement of an organization.

**5.9 Experience prior to commencement of business:**

<b>Table no. 5.9.</b>					
<b>Experience prior to commencement of Business</b>					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0-2	49	43.8	43.8	43.8
	2 -5	49	43.8	43.8	87.5
	5 -10	11	9.8	9.8	97.3
	Above 10	3	2.7	2.7	100.0
	Total	112	100.0	100.0	

**Inferences:**

The table 5.9 reveals that 44% of the respondents have 0-2 years of experience and another 44% respondents have 2-5 years of experience in an organization before starting an organization. Only 10% of the respondents have 5-10 years of experience and 2.7% of the respondents have above 10 years of experience before the commencement of the organization.

**5.10 Type of organization:**

<b>Table no. 5.10.</b>					
<b>Type of Organization</b>					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sole Trading	95	84.8	84.8	84.8
	Partnership	17	15.2	15.2	100.0
	Total	112	100.0	100.0	

**Inferences:**

Majority of the sample study shows from the table no. 5.10 that out of 112 respondents 95 i.e., 85% of the respondents have sole trading organizations and only 15% have partnership form of business organizations.

### 5.11 Area where organization is located:

Table no. 5.11. Area where organization is located					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Rural	70	62.5	62.5	62.5
	Urban	42	37.5	37.5	100.0
	Total	112	100.0	100.0	

#### Inferences:

From the above table no. 5.11 it is revealed that 62.5% of the respondent's organizations are located in Rural Areas and 37.5% respondent's organizations are located in Urban Areas.

### 5.12 Present No. of employees

Table no. 5.12. Present No. of Employees					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1-5	39	34.8	34.8	34.8
	6-10	39	34.8	34.8	69.6
	10-15	12	10.7	10.7	80.4
	16-20	11	9.8	9.8	90.2
	Above 20	11	9.8	9.8	100.0
	Total	112	100.0	100.0	

#### Interpretation:

The above table 5.12 shows that 35% of the Respondents have 1-5 number of employees and another 35% of the respondents have 6-10 number of employees; 10.7% employees have 10-15 employees working the organization and 9.8% of respondents have 16-20 employees and 9.8% of the employees have total staff more than 20 members.

### 5.13. Entrepreneurship period of women entrepreneur

Table no. 5.13. Entrepreneurship period of Women Entrepreneur					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	< 1 year	12	10.7	10.7	10.7
	1-2 years	43	38.4	38.4	49.1
	2-5 years	45	40.2	40.2	89.3
	> 5 years	12	10.7	10.7	100.0
	Total	112	100.0	100.0	

#### Inferences:

From the table 5.13 shows that among the respondents majority have led 2-5 years and 1-2 years of entrepreneurship period whereas only 10.7% have more than 5 years of entrepreneurship period and only 10.7% have less than 1 year of entrepreneurship.

## 5.14. Motivations behind starting the Enterprise:

Table no. 5.14 showing motivations behind starting the enterprise.

	Strongly Disagree		Disagree		Neutral		Agree		Strongly Agree		Total	
	F	%	F	%	F	%	F	%	F	%	F	%
To achieve something in life	3	2.7%	10	8.9%	13	11.6%	51	45.5%	35	31.3%	112	100.0%
To be economically independent	0	0.0%	0	0.0%	0	0.0%	50	44.6%	62	55.4%	112	100.0%
Necessity to contribute to family	3	2.7%	8	7.1%	8	7.1%	44	39.3%	49	43.8%	112	100.0%
Flexibility in balancing work life	11	9.8%	16	14.3%	19	17.0%	34	30.4%	32	28.6%	112	100.0%
Unemployment	23	20.5%	29	25.9%	22	19.6%	24	21.4%	14	12.5%	112	100.0%
Low family income	2	1.8%	5	4.5%	10	8.9%	59	52.7%	36	32.1%	112	100.0%
To create more profit and wealth	15	13.4%	16	14.3%	24	21.4%	26	23.2%	31	27.7%	112	100.0%
Self-achievement	0	0.0%	4	3.6%	6	5.4%	55	49.1%	47	42.0%	112	100.0%
To explore opportunities	2	1.8%	0	0.0%	11	9.8%	58	51.8%	41	36.6%	112	100.0%
Access to finance and respect	11	9.8%	15	13.4%	18	16.1%	33	29.5%	35	31.3%	112	100.0%
To make use of education and training	28	25.0%	31	27.7%	25	22.3%	17	15.2%	11	9.8%	112	100.0%
Favourable Market conditions	16	14.3%	17	15.2%	39	34.8%	17	15.2%	23	20.5%	112	100.0%
Motivating business environment	11	9.8%	14	12.5%	18	16.1%	35	31.3%	34	30.4%	112	100.0%
Motivation from family members	6	5.4%	14	12.5%	15	13.4%	44	39.3%	33	29.5%	112	100.0%
Accessibility of information	7	6.3%	13	11.6%	28	25.0%	30	26.8%	34	30.4%	112	100.0%
Favourable tax policies	5	4.5%	4	3.6%	23	20.5%	42	37.5%	38	33.9%	112	100.0%
Support from the Government	4	3.6%	6	5.4%	12	10.7%	50	44.6%	40	35.7%	112	100.0%
Exploitation of Knowledge and Skills	11	9.8%	9	8.0%	21	18.8%	39	34.8%	32	28.6%	112	100.0%

### Inferences:

From above table no. 5.14 shows that majority of the respondents felt the following are the motivating factors behind starting an enterprise:

- To make use of education and training
- Unemployment
- Favourable market conditions
- To create more profit and wealth
- Motivating business environment
- Access to finance and respect
- 

### 5.15 No. Of family members

Table no. 5.15. No of family members					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	2	1.8	1.8	1.8
	3	14	12.5	12.5	14.3
	4	51	45.5	45.5	59.8
	5	37	33.0	33.0	92.9
	6	7	6.3	6.3	99.1
	7	1	.9	.9	100.0
	Total	112	100.0	100.0	

#### Inferences:

The table no. 5.15 shows that 45.5% of the respondents have 4 members in the family following by 5 members in a family for 33% of the respondents; 12.5% of the respondents have 3 members in a family and 6.3% of the respondents have 6 members in a family.

### 5.16 Composition of the family:

Table no. 5.16. Composition of the family					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Nuclear	48	42.9	42.9	42.9
	Joint	64	57.1	57.1	100.0
	Total	112	100.0	100.0	

#### Inferences:

The above table 5.16 reveals that out of 112 respondents 64 i.e., 57.1% of the respondents are living with Joint Family and only 48 (42.9%) of the respondents have Nuclear families.

### 5.17 Are you a First generation entrepreneur:

Table no. 5.17. Are you a First Generation Entrepreneur					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	90	80.4	80.4	80.4
	No	22	19.6	19.6	100.0
	Total	112	100.0	100.0	

#### Inferences:

Among 112 respondents 90 members i.e., 80% of the respondents are first generation Entrepreneurs and only 20% of the respondents are not first generation Entrepreneurs.

### 5.18 Did you get support from the family members:



**Table no. 5.18. Did you get support from the family members**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	62	55.4	55.4	55.4
	No	50	44.6	44.6	100.0
	Total	112	100.0	100.0	

**Inferences:**

Out of 112 respondents it is shown in the above table 5.18 that 62 i.e., 55.4% of the respondents agree that they get support from the family members and only 44.6% responded that they are not getting adequate support from the family members.

**5.19 Power to take major decisions in the business**

**Table no. 5.19. Power to take major decisions in the business**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Nil	12	10.7	10.7	10.7
	Low	10	8.9	8.9	19.6
	Moderate	18	16.1	16.1	35.7
	High	37	33.0	33.0	68.8
	Very High	35	31.3	31.3	100.0
	Total	112	100.0	100.0	

**Inferences:**

From the above table 5.19 it is inferred that 33% of the respondents are satisfied that the power to take major decisions in the business is satisfactory; 31% respondents expressed it as very high and 10.7% respondents felt that the power to take the decisions is Nil. 8.9% of the respondents expressed it as low and 16.1% respondents felt that the power to take major decisions in the business is moderate.

**5.20 Ability to solve business problems**

**Table no. 5. 20. Ability to solve business problems**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Nil	9	8.0	8.0	8.0
	Low	15	13.4	13.4	21.4
	Moderate	24	21.4	21.4	42.9
	High	33	29.5	29.5	72.3
	Very High	31	27.7	27.7	100.0
	Total	112	100.0	100.0	

**Inferences:**

The table 5.20 shown above reveals that 29.5% respondents felt that the ability to solve business problems are high and 27.7% of the respondents expressed the ability to solve the business problems are Very high.

Whereas 21.4% of the respondents expressed that the ability to solve the business problems is moderate and 13.4% of the respondents stated that the ability to solve the business problems is low. Only 8% of the respondents stated that the ability to solve the business problems as nil.

**Conclusion:**

The present paper “Characteristics of women entrepreneur in Ranga Reddy District, Telangana.” provides an overview of current demographic attributes of the respondents to the survey. Over 57% of the respondents were less than 40 years old, and about 57.1% of the respondents entered into business less than 40 years of age. About 87 % of the sample are undergraduates qualification. 43 % of the respondents belong to BC community and about 56 % of the women’s are employed before starting the enterprise. It is evident that maximum 85 % of the respondents belong to have sole trading type of organization. In the survey its shows that the women entrepreneurs felt that factors behind starting an enterprise are use of education and training, favourable conditions, motivating business environment, unemployment are some of the major factors influencing. More than 55% of the sample respondents got support from their family members to start up the enterprise. To sum up support from the family support, education, technical training, favourable conditions play an important role in transforming a successful women entrepreneur.

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