



WOMEN-LED MICRO ENTREPRENEURSHIP

An analysis of
value chains and
opportunities



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**HER
& NOW** empowering
women
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Study Objectives

Entrepreneurs create employment opportunities and drive a considerable part of the economic growth of a nation. In India, women only own 14 per cent of the total registered business establishments. From these, most are small scale; only 16 per cent have hired workers and 65 per cent are in rural areas. In order to identify opportunities for expanding women entrepreneurship, Dhriiti undertook a study in the states of the Northeastern Region of India (NER), Rajasthan, and Telangana. The study identifies the

sectors that hold the most potential for women entrepreneurship in the above-mentioned geographic areas and maps out relevant value chains.

The study methodology includes both primary and secondary sources. Primary data was collected through a field app-based survey, an online survey, in-depth interviews, focus group discussions (FGDs) with stakeholders and entrepreneurs as well as a snowball inquiry to map sector-wise value chains.

etc. It not only enabled the study team to identify prospective sectors that were favorable for women entrepreneurs but also build partnerships across the regions to conduct the study effectively. A total of 135 stakeholders (individuals and organizations) were part of these consultations. Each consultation brought in various perspectives and issues with respect to women entrepreneurs in various value chains in the regions.

04 | Sectors identification

Dhriiti study team thereafter undertook sector identification research in different parts of each region with the help and assistance of various partners identified through the stakeholder roundtables in the state. This not only enabled the research to be spread across the geographical spread in the region but also the sectoral and value chain spread across the region.

05 | Value chains identification

Based on the findings of the sector identification research, Dhriiti study team identified various value chains/value chain elements in the sector in consultation with experts from the sectors (from the region and otherwise). The team also evaluated on the basis of different criteria to figure out value chains/value chain elements in each of the top 3 identified sectors, which are or would be best suited for women entrepreneurs.

06 | Value chain study

Dhriiti study team thereafter conducted in depth value chain study/assessment of top 3 value chains/value chain elements from the identified sectors in each region. Each value chain/value chain element in each of the 3 states would enlist the following details:

- + Value chain mapping
 - Understanding the value chain activities elements.
 - Forward and backward linkages.
 - Stakeholder identification and profiling.
 - Identification of spaces in the value chain where women are concentrated.

- + Identification of key constraints.
- + Recommendations for enhancing the scope and purview of the value chain specifically for promoting and supporting women entrepreneurs.

07 | Report and dissemination

Dhriiti study team consolidated the findings and the detailed analysis as a report for each state separately. The research findings and the recommendations are shared with GIZ and its partners. Once finalized the report shall be given to GIZ for further dissemination and discussion.

Methodology

01 | Development of criterions for sector selection

Dhriiti study team in consultation with the GIZ team and the MSDE, Government of India developed a standard set of criteria for identification of key sectors and specific value chains (in the identified key sectors) for women entrepreneurs in the selected states of NER, Rajasthan and Telangana.

02 | Identification and interviews with various stakeholders

Dhriiti study team undertook intensive secondary research to identify various possible stakeholders in the eco-system. It thereafter undertook primary research through telephonic interviews etc. to select key stakeholders across various sectors in each of the 3 regions. These stakeholders were then invited to the Stakeholder Roundtables in the respective regional anchor locations (Guwahati, Hyderabad and Jaipur).

03 | Stakeholders roundtable

Stakeholder roundtables were conducted in each state with various stakeholders including women entrepreneurs, organizations working with women entrepreneurs, academia, industry,

Background

There are three main geographic areas of concern for the purposes of this report: the eight states of the North Eastern Region (NER) of India, Rajasthan and Telangana. The percentage of registered women-owned enterprises in these states is around 1-4 per cent. Over 75-80 per cent of women-owned establishments in these areas do not have hired labour. 86-90 per cent are perennial establishments. This report highlights the challenges and opportunities unique to each geography.

In all three geographic areas, the entrepreneurship ecosystem for women is nascent. In the NER, there are very few women who own businesses. In most cases, processing and maintenance of products are done by women while the market interface is handled by men. There are few enabling agencies

in the region to support aspiring entrepreneurs with matters of finance, guidance and resources. In Rajasthan, there is significant room for designing policies to support women-led microenterprise development. In Telangana, progressive government measures, especially in the technology sector, have encouraged women to turn entrepreneurs.

This report will be divided into three major sections: the NER, Rajasthan and Telangana. Each section will identify the sectors with the most potential for women-led entrepreneurship, describe these sectors in their current value-chain and present potential avenues for development.

The North East Region: An Overview



The NER is a highly diverse region, ethnically and ecologically. It is characterized by heavy rainfall, rich flora and fauna, fertile stretches of land, hills, rivers and it has an international border to five countries. Of the eight states in this region, Assam has the highest population density as well as the largest overall population. The Brahmaputra river runs through the NER and its tributaries provide water throughout the region.

There are five sub-agro-climatic zones and one major one. The jhoom method of agriculture (also known as shifting cultivation) is most prevalent in the hills of the NER, while the more conventional method of two

cropping cycles is practiced in the plains. States in the NER rank lowest nationally in terms of gross state domestic product (GSDP), with the exception of Assam which is ranked 17 out of the 29 Indian states. The most important sectors in this region are agriculture (in particular, tea cultivation, food processing, crude oil and natural gas, petrochemicals, forest and mineral based industries, engineering, chemicals, handicrafts and textiles, tourism and horticulture. Major exports from this region include passionfruit from Mizoram and Nagaland, safed musli from Assam, ginger from Manipur and Nagaland and handlooms and handicrafts from Nagaland. Agro-export zones

(AEZs) have also been set up in the NER for exporting pineapples from Tripura, flowers, ginger and cherries from Sikkim and both fresh and processed ginger from Assam.

Three major sectors in the NER that have potential for women-led entrepreneurship are the tourism industry, handloom and handicraft industry, agri-allied sectors and the food processing industry. Each of these industries already has some involvement of women. Beyond these sectors, other identified areas for women-entrepreneurship are apiculture, floriculture, fisheries, beauty and wellness, sports and fitness and herbal cosmetics.

In the NER, there are several challenges to establishing new and successful businesses, particularly for women. On the one hand, the

Northeastern states are known to have higher labor participation rates for women, higher female literacy and higher school enrolment rates for girls than other parts of India, indicating an overall more favourable positioning towards women's economic and social mobility. In Meghalaya, there are even societies which are matrilineal and pass down land ownership to the female head of household. Women are actively involved in entrepreneurship in Meghalaya, Manipur, and Assam.

There are, however, significant challenges to ease of doing business in the region. Poor market linkages to rural areas, lack of infrastructure, an unorganised agriculture sector and inadequate storage facilities and warehouses are some of the generic challenges.



Tourism

The NER accounts for less than one percent of India's local tourism but a large percent of foreign tourism, especially in Tripura, Meghalaya, Mizoram, and Nagaland (India Tourism Statistics, 2016-17). Assam has seen an increase in domestic tourism as well. Each state has its own unique attractions, from national parks to tea estates to music and cultural festivals. Manipur is developing as a destination for health tourism, as there has been an influx in health facilities from Myanmar. The tourism industry also ties into other women-dominated industries such as handlooms and handicrafts, as souvenirs for travelers.

However, the tourism potential is tempered by infrastructural challenges in several parts of the region. Remote villages lack adequate facilities, energy access, and essential infrastructure. While state governments have supported annual cultural festivals that showcase local crafts, art, music, and

traditions, there is untapped potential for private players to move in and design experiences. Our study identifies three opportunity areas for women in the tourism industry: eco-tourism, adventure tourism and cultural tourism. The ecological diversity and natural beauty of the NER lend themselves to eco-tourism. Opportunities lie in launching curated tourism experiences, such as nature walks, pottery classes, weaving classes or agro-tourism.

The high literacy rates among women in the NER present an advantage in the tourism industry, particularly in engaging with foreign tourists. Challenges in the NER for entrepreneurship in eco-tourism include political instability (in certain regions) and the lack of an entrepreneurship ecosystem that would help aspiring entrepreneurs build capacities.

Key Recommendations

Adventure tourism and cultural tourism are two other areas that have the potential for women-led entrepreneurship. In the former, women can become trekking guides, owners of trekkers huts, managers of traveler hostels, engaged in booking and arrangement agencies and guides to adventure sports. There is untapped potential for women-led enterprises to design experiences involving nature walks and understanding of local medicinal flora. Adventure tourism is a particular attraction given

the proximity to the Himalayan range. The NER is also considered safe for female travelers and this can be further enhanced by the involvement of women in the tourism industry. Women are actively involved in cultural tourism in the NER. They produce handloom and handicraft, which make for popular souvenirs at cultural festivals. Their involvement can be extended to allied spaces, such as managing homestays, photography and videography, promotion, and publicity.



Agri-allied and Food Processing

The NER is known to have a variety of high-value agriculture products including spices, fruits, and nuts. Produce like the king chilli/naga chilli (popularly known as bhut jolokia) are exclusive to the region. Women are involved in the agri-allied sectors primarily as laborers and processors. Women cultivate, grade, sort and grind spices. Transportation and marketing in the NER for agri-allied products is usually done by men.

The processing of ginger, fruits and vegetables, sugarcane, spices, oils, meat and tea is commonplace in the NER. This space sees participation from private players, nonprofits

and other enablers, such as the NER Agricultural Marketing Corporation and the Spices Board of India. In the realm of spices, the government has a scheme called Spices Processing in the NER which offers subsidies to spice farmers and non-governmental organizations working with spice farmers. The National Livestock Mission (NLM) supports those engaged in raising pigs for meat production.

There are three major areas for potential women-led entrepreneurship within the agri-allied sectors: piggery development, pineapple and citrus fruit processing and spices processing.

Key Recommendations

Piggery

Pigs are typically raised at the household level by women. Assam, Meghalaya, Nagaland and Tripura have 73 percent of the total India's pig population and out of seven breeds of pigs in India, four are

indigenous to the NER. There is latent potential in the processed pork products space, given the demand from urban India. While the pork industry has the local markets to cater to – considering

the high pork consumption in the NER – expansion into processed pork products will open up urban markets beyond the region.

To scale up the production and processing of pig meat in the NER, it is most important to have uniform quality standards in place for existing

slaughterhouses. The volume of processing can also be ramped up by setting up more slaughterhouses.

Women can be engaged in this space as local market aggregators and with adequate government support, they could establish small processing units.

Processing of Pineapple and Other Citrus Fruits

Women are actively involved in the cultivation of fruits. Given their knowledge and intuitive understanding of the space, they could expand into processing of fruits, with minimal effort. With the ease of access to finance, more women could set up their fruit

processing units. There is significant demand for pineapple, for instance, in international markets.

In addition to access to finance, the storage infrastructure in the region also needs ramping up.

Spices- Turmeric, Pepper, Chilli and Large Cardamom

Spices in the NER are abundant and unique and also have the potential to grow into bigger businesses. Chilli, turmeric, ginger, black pepper, black sesame, large cardamom, coriander, bay leaf and long pepper are some of the spices that are abundant in the region.

entrepreneurship opportunities for women already involved in this value chain.

With the right kind of capacity-building and access to finance, they could produce value-added products from spices and open up new markets.

Locally grown chilli vary in their spiciness on the Scoville scale. The quality of these spices presents



Handloom and Handicrafts

The NER is well known for handloom and handicrafts which are mostly made by women. Every state has its own culture and history which is woven into the products made.

who provides capital, raw material and designs to the weavers who then return it and the designer-entrepreneur markets the product.

Handicrafts are made from bamboo, wood, silk and reed, among other local raw materials. Weavers are generally connected to a designer-entrepreneur

Women are involved in growing, producing, weaving, marketing, as well as designing.

Key Recommendations

Bamboo and Cane Handicrafts and Furniture

There is a lot of home-based work being done in the production of traditional designs and products which can be scaled to a wider market. For the purposes of this study, bamboo and reed handicrafts will be discussed. Bamboo and cane handicrafts and furniture are a major part of the handicraft industry in the region. There is a variety

of products made from furniture to walking sticks, wall hangings, utensils and cloth. The harvesting and primary production are done by women and there is potential for expanding their involvement in design and marketing. Bamboo furniture is a male-dominated sector but it has opportunities for women entrepreneurs in niche products.

Grass and Reed Handicrafts

Grass and reed handicrafts are also common in the NER and have great potential for a wider market. Women are involved across the sector - from production to drying, weaving and petty shops. There are two varieties of grass, kauna grass from Manipur and water hyacinth, which are used to make blinds,

mats, baskets, bags, purses and lampshades, among many other products. At present, the production is limited to small pockets in the region. There is an opportunity for women-led enterprises to foray into retail sales, which promises higher margins.

Rajasthan: An Overview



Rajasthan has the ninth largest state economy in India, but ranks only 22nd, in the human development index (HDI). The economy is primarily agricultural and pastoral, with cropping patterns that include wheat, barley, pulses, sugarcane and oilseeds. Cotton and tobacco are the cash crops in Rajasthan and it is among the largest in the production of oil as well as oilseeds. It is also a major wool-producing state. In non-agriculture related sectors, the state dominates in the production of polyester fiber. Guar gum from the region is exported for the production of a variety of important industrial products.

Micro-, small and medium enterprises (MSME) in Rajasthan are abundant and specialize in the production of handicrafts in Dausa, Jaipur and Bagru, pottery in Udaipur, terracotta in Dungarpur, Rajsamand and Sirohi and textiles in Sikar, Jodhpur,

Kota and Bikaner. These MSMEs collectively employ 0.72 million people and drive investment worth INR 273 billion. Alwar and Jodhpur employ 45 percent of the MSME workforce and Alwar, Jaipur and Udaipur account for over 50 percent of investment in the MSME sector.

Geographically dispersed production centers, a paternalistic society and lack of availability of storage facilities for perishable items present challenges to the growth of women-led entrepreneurship. While women participate in labor activities, they have limited control over the household income. There are around 250 thousand establishments in Rajasthan under women ownership. Textile, food processing and handicrafts are the primary areas where women are already present and have the potential to further engage in entrepreneurship.



Textile and Stitched Apparels

The textile and stitched apparel industry in Rajasthan is highly diversified with a wide range of products. The Rajasthani garment industry has been flourishing for 35 years. Manufacturers specialize in printing, dyeing and tie-dye. Rajasthan is a major producer of tie-dye fabric that has received international recognition. Rajasthani embroidery is popular across the country and beyond. There is a variety of fabrics available or used in Rajasthan, from cotton to viscose, voiles, crepes, georgette, chiffon, velvet, jacquard, dobby, linen, cotton jersey, viscose jersey and melange. In recent years, the industry has expanded to include

minimum order quantities (MOQs), which can meet specialized demands. Several popular brands with pan-India popularity have emerged from the state. The government is actively involved in promoting these industries. The Ministry of Textiles has rolled out the Technology Upgradation Fund Scheme (TUFS), the Scheme for Integrated Textile Parks (SITP) and the Integrated Skill Development Scheme (ISDS). While there is major growth in the textile industry, it is also important to note that improper usage of the industry's waste is still a major concern, with consequences on the quality of soil and water.

and stitched apparel. This industry is poised for growth, especially with the rise of e-commerce. At a minimum, an investment of five lakhs is required to

start such a business. Good quality products can yield returns on investment up to 20-30 percent, within the first year.

Key Recommendations

Block Printing

The three major areas in this industry that can be harnessed for women-led entrepreneurship are block printing, applique and stitched apparel. Hand block printing is time-consuming and labor-intensive, but a very well-respected form of art. There is a potential of 10-15 percent profit per meter in block print material. It is a high-end product that enjoys popularity among

tourists, foreign and domestic alike. FabIndia, Anokhi and Cottons Jaipur are three of the biggest buyers of hand block printing. Women are involved in the production of these clothes. With the right kind of impetus, they could move into the front-end of the value chain, as designers and retail entrepreneurs.

Applique

Applique is ornamental needlework that is very popular in Rajasthan. Applique artisans are mostly women. This technique is used on other garments and is not a standalone product but a service offered to the garment industry. Applique is considered a higher value product and thus has high-profit margins.

Designers are expensive, which is a hindrance to the expansion of this specialized artwork. Women entrepreneurs have an opportunity to lead marketing and aggregation in this space. Applique work has immense potential in the export markets as well.

Stitched Apparels

Stitched apparels, the third area recommended for expansion and involvement of women entrepreneurs, is particularly booming in the production of ready

to wear (RTW) and ready to stitch (RTS) clothes. Rajasthani women are involved in marketing, sales, financials and even operations of clothing



Food Processing

Food processing is a growing industry in Rajasthan. While Rajasthan is home to agriculture products that are relevant for food processing, the industry itself is still nascent. The three major areas for potential

expansion in this space are spices (coriander), dairy products and fruits (kinnow). At present, most of the agriculture products from the state are exported in raw form.

Key Recommendations

Spices (Coriander)

Coriander is a spice that is abundant in the region. Its cultivation is primarily led by women. The coriander processing industry involves grading, drying, sorting and oil production. Rajasthan has great potential to tie up farmer producer organizations (FPOs) with established brands. Coriander processing units can be set up in the state as well as retail outlets.

Existing product lines can be expanded to include roasted coriander, coriander powder, and blends with coriander. Opportunities for women-led enterprises can be created by incentivizing the participation of women in processing and packaging, in addition to cultivation.

Dairy Products

Women play a significant role in the dairy industry and there is potential to expand their involvement to ancillary functions, such as secondary processing

and packaging. Milk consumption is expected to increase in the coming years, creating demand nationally as well as in the domestic market.

Fruits (Kinnow)

Rajasthan is home to kinnow, a hybrid citrus fruit, known for its high nutritional value. It is used to make jelly, jams, and juices. In its value chain, women are concentrated mostly at the farm production level. In the local value chain, the farmers make the

least money. Through training and financial support, these women can move up the value chain, into secondary processing and packaging. This will open up newer streams of revenue for them and create entrepreneurship opportunities.



Handicrafts

Rajasthani handicrafts are known across the country and the world. There are three major handicrafts that come from Rajasthan, jewelry, meenakari, and the art/lac work. Two special economic zones (SEZs) have been developed for gems and jewelry in Sitapura, Jaipur for exports. The Government of India is also planning to set up a gems bourse in Jaipur with an investment of US \$8.29 million to facilitate

organized trading of gemstones. There is at present a lack of organization in the sale of all three handicraft types, jewelry, meenakari and lac work. The artisans in Rajasthan are primarily trained by family members and the business is also a traditional family business. In order to expand and also enter into more export markets, compliance to international quality standards and working conditions is a must.

Key Recommendations

Jewellery (Semi-precious Stones)

Typically, women have a role in the jewelry business as designers and retailers. As the demand for Rajasthani gemstones increases, more women can

set up their enterprises, provided there are proactive measures to provide credit linkages and seed capital.

Meenakari

Meenakari is a type of Rajasthani handicraft that involves using colored enamels to fuse grooves or engravings on ornaments. Women are involved in processing and wholesale of meenakari jewelry and have yet to enter as aggregators or retail sellers.

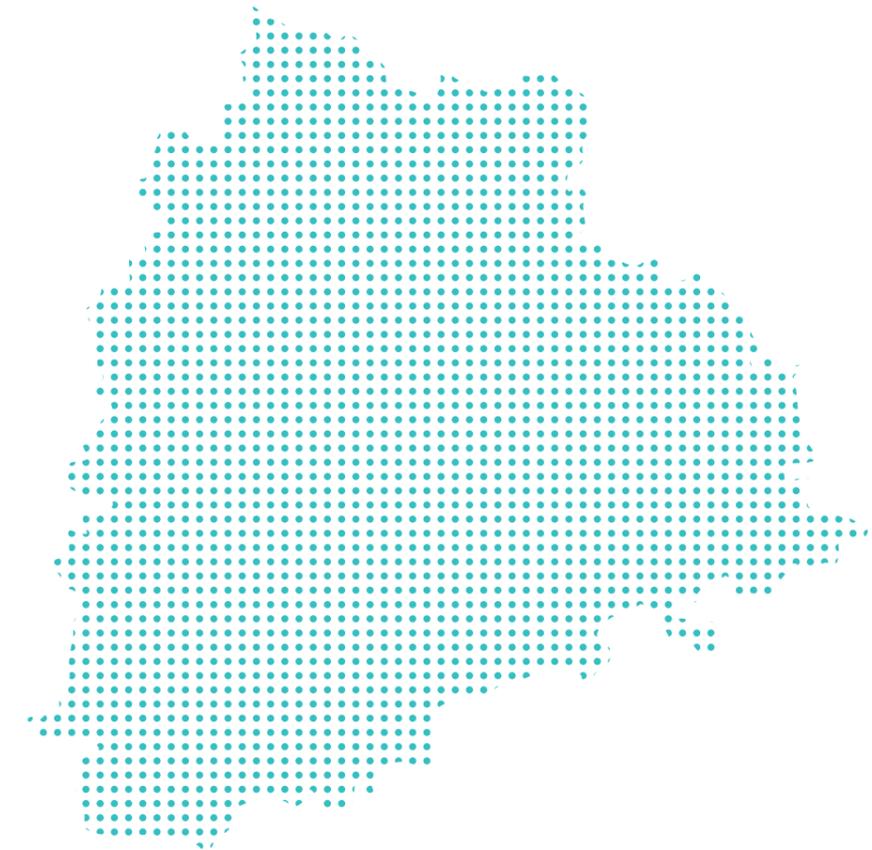
Retailers command a high-profit margin, which is an incentive for women to set up their retail units. Women-led enterprises could also move into specialized marketing services for meenakari, which currently is a missing link in the value chain.

Thewa Art/ Lac Work

Thewa art or lac work is a form of jewelry from Rajasthan that is gaining popularity in India. It costs less than gemstone jewellery and has a wider market. The technique is not known to everyone--

therefore innovation in design is minimal. Much like meenakari, women entrepreneurs can be trained to set up retail units and niche marketing agencies.

Telangana: An Overview



Telangana is the eighth largest state economy in India and ranks sixteenth on the HDI. Access to education for women in Telangana is better than that in most states, resulting in a more technically skilled women workforce. Microenterprises, however,

find themselves competing against big corporations in urban centers. Our research identified three sectors that are conducive to an increase in women entrepreneurship – textiles and stitched apparel, food processing, and education.



Handloom Stitched Apparel

The participation of women in the textile industry is concentrated in two areas, i.e. handloom and mass-produced stitched apparel. In Telangana, there are approximately 17 thousand working handlooms and 40 thousand workers dependent on this industry. The textiles and garments industry is famous for styles particular to this region and has a wide range from

wool to silk. Due to the strong skill base in Telangana for handlooms and stitching, there is great growth potential in this sector. The market is also readily increasing and high cotton production has provided the necessary base required to help this industry thrive. Telangana is the third-largest producer of long-staple cotton, as of 2014-15.

Key Recommendations

Handloom

Due to a renewed interest in urban markets, demand for handlooms is increasing and there is a great opportunity in this industry. Women are weavers and have not yet captured a huge part of the design, retail, marketing, and selling of handlooms. The

government is involved in promoting handlooms and women have the potential to capture this support. A few challenges exist in this market, however, such as high labor costs and long production cycles.

Stitched Apparel (Designer/ Boutiques)

The last area of textiles in which women can get involved as entrepreneurs is as stitched apparel designers. Usually, in this arena, men are the tailors while women play a role as designer-entrepreneurs. This has great potential in urban areas of Telangana. There are many markets it can appeal to, particularly the wedding market or even that of non-resident

Indians (NRIs). There are both traditional and non-traditional designers and artisans that can get employment in this business. Ready-made clothes are a major demand and women have a clear advantage as they envision what kinds of clothes are best for women living in all kinds of environments.

Stitched Apparel (Mass Production)

The stitched apparel industry in Telangana is on a growth trajectory and major companies are looking to outsource apparel production. Women are currently involved in the production and merchandising, while

entrepreneurship for women could be encouraged in inventory management and business solution software. These are areas where women already have the expertise and the potential to grow businesses.



Food Processing

Food processing is a major industry in Telangana and one of the 14 thrust sectors identified by the Industrial Framework Policy of 2014. Telangana is an agrarian state and 54 percent of its workforce is employed in agriculture and allied activities. This sector has contributed to 13 percent of its overall gross state domestic product (GSDP). Telangana leads in the production of turmeric, sweet orange, dried chillies, corn and eggs. Processed food is a growing area for profits and the westernization of diets in India has led to an uptake in the consumption of processed food.

The Government of Telangana has a stated commitment to developing food processing as a major industry in the coming years. With various schemes led by the government, such as "Ksheera Viplavam," which doubled milk production with a subsidy on milch animals, the overall production from the agriculture sector has increased. Telangana has many policies that focus on farmer upliftment and augmenting incomes and production, which is the backbone of the food processing industry.

Key Recommendations

Mangoes

India is a leading exporter of mangoes and Telangana is one of the largest mango producers in the country. Women are currently involved at the farm level and in pulp processing. Mango processing is primarily for pulp, however, there is a demand for other products

as well, such as dried mango. Challenges include improper storage and post-harvest care, the weak linkage between farmers and processors, and weak linkage between farmers and the high-value markets.

Chillies

Three high-potential products in this sector are dried chillies, poultry and mangoes. Chillies have the potential to expand in the food processing industry in the form of dried powder. Women are presently involved in processing and production.

With the right set of skills and incentives, they can set up enterprises in secondary processing and marketing. The demand for dried chilli and oleoresin (a chilli extract) is increasing, both in domestic and international markets.

Poultry

The demand for poultry is steadily increasing in urban areas. Women are presently involved in rearing and making feed for chickens but there is great scope for their involvement in small-scale processing units and local market aggregation. The commercial poultry sector is flourishing in certain pockets, along

with backward and forward linkages. However, the industry needs improvements in the infrastructure facilities such as processing, warehousing, cold storage and refrigerated transportation. One major challenge in this industry is the fluctuating price of corn and soy, which impacts the cost of feed.



Education

Growth in the education sector is primarily driven by private players. With more private schools coming up across India, women have found more opportunities to teach and become administrators. There are three major areas for growth in women entrepreneurship

in the education sector: playschools, schools and tuition/coaching. These three areas are set for growth in the next decades and are conducive to the participation of women.

Key Recommendations

Play School and Daycare

As more couples work full time, there is an increasing demand for quality playschools. While the availability of seed capital remains a constraint, playschools typically require low investment in the beginning.

Women entrepreneurs have an opportunity to build and run playschools, as well as cater to them with specialized services, such as interior design, tiffin services, security, and transport.

School and Related Services

Schools are also a growing business, which women entrepreneurs can capture. Starting a school requires heavy investment but one can establish services to provide to existing schools, such as the provision of meals, security, transportation, and many other things. There are science labs that are outsourced by government schools. Schools even have integrated coaching classes. There are

other businesses that schools are beginning to outsource, such as school management software, inventory management software, nutrition providing agencies, science labs and counseling. No financial assistance is available for such businesses and high investment is required, however, other forms of assistance can be received with the help of nonprofit education organizations.

Tuitions/ Coaching

The last part of the education system that can harness women entrepreneurs is private tuitions and coaching centers. This is a well-known growing area of the education industry and tuition services can be started out at home or in other people's homes. There are strong existing players in the sector, which

presents a challenge, but women can certainly start new businesses not only as tuition centers but also related business services such as technology development, human resources and procurement of materials for coaching centers.

Abbreviations

AEP	Act East Policy
AEZ	Agri-Export Zones
APEDA	Agricultural and Processed Food Products Development Authority
APMC	Agricultural Produce Market Community
B2B	Business to Business
B2C	Business to Consumer
BIS	Bureau of Indian Standards
BNB	Bread and Breakfast
CAGR	Compound Annual Growth Rate
CFC	Common Facility Centres
CHCDS	Comprehensive Handloom Cluster Development Scheme
DADF	Department of Animal Husbandry and Dairying
DMIC	Delhi Mumbai Industrial Corridor
EPCH	Export Promotion Council for Handicrafts
EPIP	Export Promotion Industrial Parks
EPIP	Export Promotion Industrial parks
FDI	Foreign Direct Investment
FMCG	Fast Moving Consumer Goods
FPO	Farmers' Producer Organisation
GDP	Gross Domestic Product
GOI	Government of India
GSDP	Gross State Domestic Products
GVA	Gross Value Addition
H&H	Handloom and Handicrafts'
HDI	Human Development Index
HWCWS	Handloom Weavers' Comprehensive Welfare Scheme
IB	International Baccalaureate
INR	Indian Rupee
IQF	Individually Quick Frozen
ISDS	Integrated Skill Development Scheme
ISO	International Standards Organisation

IT/ITeS	Information Technology/ Information Technology enabled Sector
LAC	Latin American Countries
MFPs	Mega Food Parks
MoFPI	Ministry of Food Processing Industries
MOQs	Minimum Order Quantities
MSME	Micro, Small , Medium Enterprises
NBM	National Bamboo Mission
NE	
NEDFI	North Eastern Development Finance Corporation Ltd
NER	North Eastern Region
NERAMAC	North Eastern Region Agricultural Marketing
NGO	Non- Governmental Organisation
NHDP	National Handloom Development Program
NLM	National Livestock Mission
NRI	Non-Resident Indian
NSDP	Net State Domestic Product
R&D	Research &Development
RIICO	Rajasthan State Industrial Development and Investment Corporation
ROI	Return On Investment
RTS	Ready to Stitch
RTW	Ready to Wear
SHG	Self Help Groups
SITP	Scheme for Integrated Textile Parks
SNEHH	Scheme for North east handloom and handicrafts
T-TAP	Telangana Textiles and Apparels Policy
TSS	Total Soluble Solid
TUFS	Technology Upgradation Fund Scheme
UAE	United Arab Emirates
UK	United Kingdom
US	United States of America
USP	Unique Selling Point
YSS	Yarn Supply Scheme

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