

WOMEN ENTREPRENEURS' MOTIVATION AND ENTREPRENEURIAL PROBLEMS IN THE HANDICRAFT INDUSTRY (WITH SPECIAL REFERENCE TO JODHPUR)

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ABSTRACT

Economic progress is centred on entrepreneurship. It is a multifaceted task that primarily involves creativity. An emerging reality of women's entrepreneurship, more specifically in the realm of handcraft industry coming from Jodhpur comes with its own set of arduous challenges. The handcraft industry in Rajasthan provides ample opportunities for women entrepreneurs to display their creativity and play a role in the economic development of the region. This study aims to explore a unique form of entrepreneurship practiced by women operating handcraft businesses. This research paper aims to explore the challenges, and motivational factor faced by women entrepreneurs in the handcraft industry in Rajasthan. It is a case study of the Jodhpur which are culturally rich city in Rajasthan, India. A sample of 50 women entrepreneurs engaged in handcraft units was surveyed using a structured questionnaire. The results of this investigatory, based on descriptive statistics, revealed a number of opportunities for these female entrepreneurs such as increase international demand and government providing a number of schemes and programmes to promote handicrafts, besides some of the problems faced by these female entrepreneurs like lack of technological knowledge, lack of knowledge of marketing trends, and financial assistance. Furthermore, the research revealed a rank order of factors affecting them based on the opinions of respondents. Family, self and societal, financial and economic, political and environmental, marketing and mobility. This study is going to explore these challenges so as to provide more support and make it easy for women entrepreneurs in handcraft sector.

KEYWORDS: Handicraft, Women Entrepreneurs, Opportunities, Challenges, Government Initiatives.

Introduction

Women entrepreneurs play significant role in increasing Business growth and has a huge Impact on the development of economy. Women-led companies hold enormous potential to drive job creation and inspire the next wave of women entrepreneurs that their efforts will pay off. Rajasthan is the Top Investing State in India. The women entrepreneurs in the handcraft sector are the preserver of traditional art and culture, keep sub cultures alive and hence are a catalyst in economic growth. The handcraft industry provides unique outlet in representing women in artistic manner and recognize their capacity to create, produce and do handcraft business.

Rajasthan is a state of colour, and its rural women especially adorn themselves with gorgeous "bandinichurnis" and heavy metal decorations. Handmade bags, jewelry, pots, sculptures, thewa art,

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meenakari, etc. are famous. However, the industry has been steadily losing ground due to many factors. Despite the rich texture and distinctiveness of their products, they are struggling in the state's economy. Many traditional crafts are in danger of going extinct as a result of the departure of craftspeople, particularly the younger generation, to cities in pursuit of better prospects. Some cities are still struggling to keep alive our culture of handmade products. Jodhpur is one of them, known for its vibrant textile, metalwork, and wooden furniture.

Women entrepreneurs manage workshops and businesses that produce intricate handicrafts, artistic wooden furniture, life-style accessories, exquisite Indian crafts, Decoratives, gift wares, metalware, and woodwares. Jodhpur is also significant role in cottage industry. The exports from Jodhpur are more or less cottage-oriented, not requiring much power, infrastructure, or machinery, but providing employment to a large population.

The handicraft sector of Jodhpur helps sustain the economy of the western part of Rajasthan, which is a drought-prone area reeling under year-to-year famine conditions. They leverage the city's rich cultural heritage to create products that appeal to a global audience, often collaborating with designers and artisans to innovate and diversify their offerings. Despite these entrepreneurial successes, women in the handicraft sector face challenges such as limited access to finance, fluctuating market demand, outdated technology, and competition from mass-produced alternatives. The motto of the city's rich cultural heritage is to create products that stimulate a global audience, often collaborating with designers and artisans to promote export and enhance global involvement in handicraft products.

However, to promote the handicraft sector, such as skill enhancement programmes, market linkages, and advocacy for fair trade practices, continue to bolster their resilience and sustainability. Overall, women entrepreneurs in Jodhpur exemplify resilience, creativity, and commitment to preserving their cultural heritage through handicraft. Their contributions not only enrich the local economy but also ensure the continuation of these timeless traditions for future generations.

Review of Literature

Grisna Anggadwita, Nurul Indarti, and Vanessa Ratten (2023) say in their research that a creative industry craft known as batik represents the national identity of Indonesia. Trusmi is one of Indonesia's primary destinations for batik tourists, and women business owners there play a critical role in the growth of the local batik craft sector. Throughout Coronavirus Disease 2019 (COVID-19), the batik business saw a number of difficulties along with challenges. This paper also discussed an improved and suggestive way to overcome these difficulties.

Dr. Nidhi and Garima (2022) discussed the fact that entrepreneurship plays a significant role in the economic development of a country. This study was conducted to review the literature regarding entrepreneurship and factors affecting entrepreneurial attitudes. Several factors, like demographic personality traits, entrepreneurial skills, etc., affect entrepreneurial attitudes. Demographic factors like age and gender, occupation, nationality, and marital status are also consequential in impacting attitudes towards entrepreneurship. The coronavirus outbreak has thrown the graduate employment market into a state of frenzy. So, the study suggested that students should be encouraged and motivated to make active participation in training in enterprises according to their preference during vacation so that they can practice it in industries that they learned in their classrooms so they can build a positive attitude towards entrepreneurship and, at the stage of unemployment, become job providers instead of job seekers.

Remya Lathabhavan and Ritwik Saraswat (2020) The research made a sincere attempt to investigate the difficulties faced by female entrepreneurs, their contributions to the expansion and development of the economy, and various government initiatives to advance women and encourage women's entrepreneurship. The study demonstrated that women from different groups should alter their attitudes from being confined to walls to adopting more active lifestyles and participating in entrepreneurial activities. This report found, despite certain limitations, Existing firm owners were motivated by these strategies to develop their entrepreneurial skills further. This study will undoubtedly encourage more women to pursue careers because they are equally capable of carrying out duties as men. Women's personal stories may provide inspiration.

Pradeep Pagaria and Sonali Sharma (2020) studied the value chain of handicrafts in Barmer District. Value chain studies are used to comprehend the socio-economic factors and power dynamics that exist along the entire manufacturing chain, from the raw material to the finished (typically high-value) product. The primary objective of the study is to identify the possible opportunities for livelihood in Barmer

and map the value chain for livelihood options. Secondary objectives are to identify socio-economic factors and develop strategies for the value chain. The study depicts a changing patron-client network, a lack of awareness of new designs, variable quality, a lack of suitable infrastructure and communication facilities, a late delivery schedule, a lack of international standards, and a change in the profession as all gaps in the handicraft value chain. The paper reported that, due to low wages, artisans in Barmer are shifting their occupations.

Swati Shastri, Shruti Shastri, and Abhishek Pareek (2019) explored the major challenges and motivations women entrepreneurs faced in setting up and running micro and macro businesses in the Jaipur city of Rajasthan. A sample of 13 female business owners was chosen on purpose from various companies. Female entrepreneurs are interviewed using a qualitative methodology that is based on semi-structured, in-depth, exploratory interviews to provide the respondents with a platform to express their unique perspectives. The study revealed key pull factors that drive female entrepreneurs to launch their businesses: the desire for creativity, innovation, self-identity, and independence, as well as the desire to benefit society. According to the standpoint of institutional theory, informal institutions are a key reason for the difficulties faced by female entrepreneurs. The fact that society does not value and recognise their competence as professional entrepreneurs presents a big obstacle.

Zeba Sarmad and Saba Khan (2018) conclude that the status of women has changed over the course of several decades to reflect the current situation. Female labourers in particular and rural craftsmen in general are in critical condition and have just observed the process of growth. Despite the fact that the items they produce are well-established on the world market, their efforts go unappreciated. This research is on the informal sector; the focus is on the craft sector, and this sector generates substantial profit, which is thriving in the trade and the properties of business. There have been no substantial studies done to reveal the status of women employees engaged in handicraft art, and no published data is currently available on the contribution of women engaged in this sector.

ANSHU SHARMA (2016) described the existing status of bandhani units in Rajasthan and recommended a systematic approach for their development. The current study was conducted to examine the current condition, organisational structure, and operation of the traditional dyeing units in Mevar (Rajasthan), identify the issues these units confront, and offer potential solutions. The study also highlighted that the traditional textile skills still has unexploited potentials in Rajasthan. There is absolutely no organised effort to spread awareness of this form of tie-dyeing. This is a serious problem and the government should do something to help these artisans. The results of this study showed that there is still a great deal of untapped potential in Rajasthan's traditional textile skills. There is absolutely no organised effort to spread awareness of this form of tie-dyeing. The study recommends that it is a serious issue, and the government should encourage traditional handicraft businesses to develop higher-quality goods, collaborate with the modern machine printing sector, loan out water sources, reduce middlemen, and create cooperatives to improve marketing conditions and inspire young people.

MEENU SRIVASTAVA AND NEHA SHARMA (2014) have illustrated changing trends in traditional Mojari craft. The juti, mojari are leather shoes and slippers worn by both males and females. The best variations of Rajasthan's traditional Mojari, hand-stitched shoes made from leather that has been vegetable-tanned, may be found in Jaipur, Jodhpur, Barmer, Bikaner, Jaisalmer, and Dausa. This paper explores evolving Mojari craft trends. Changes in raw materials used earlier only let the raw material be used in making mojari, but with technology improvement and market demand, now leather is also used for its production.

Objectives of the Study

- To examine the challenges faced by women handicraft entrepreneurs in Jodhpur district
- To analyse factors responsible to run handicraft entrepreneurial journey.

Research Methodology

- **Research Design:** The research study is descriptive in nature.
- **Sample Size:** A study of fifty participants was selected from a diverse range of firm sizes, encompassing small, medium, and large-scale sectors, as well as varying demographic characteristics.
- **Sampling Technique:** For research purposes Convenience sampling is chosen. Because of its feasibility and accessibility, it allows for rapid and cost-effective data collection.

- **Data Collection Method:** In this research, data is collected through the primary method with a self-structured questionnaire and scheduled interview for entrepreneurial journey.
- **Data Analysis Tool:** A self-structured questioners and planned interview schedule which includes subjects such the enabling and motivating elements of entrepreneurship, the particular activities chosen by female entrepreneurs, constraints confronted, ambitions for success, and more was the main instrument used to collect data. The content and frequency analysis consider was implemented for the qualitative analysis for demonstrating the responses provided.

Data Analysis Tables

Table 1: Demographic Profile of Respondents

Demographic Variable	Frequency (%)
Age	
- 18-25	01
- 26-35	09
- 36-45	18
- 46-55	12
- 56 and above	10
Education Level	
- High school diploma	05
- Bachelor's degree	30
- Master's degree	12
- Doctorate	03
Location	
- Urban	25
- Semi-urban	21
- Rural	04
Years of Experience in Handicrafts Industry	
- Less than 1 year	02
- 1-3 years	12
- 4-6 years	22
- 7-10 years	06
- More than 10 years	10
Business Size	
- Sole proprietorship	15
- Small business (2-10 employees)	12
- Medium business (11-50 employees)	13
- Large business (51+ employees)	10

Interpretation

As per Table 1, the majority of respondents are in the 36-45 age group (18%), followed by those aged 46-55 (12%) and 56 and above (10%). Younger age groups (18-25 and 26-35) are less represented, with the 18-25 age groups being the smallest at 1%. Most respondents have a bachelor's degree (30%), while those with high school diplomas (5%) and doctorates (3%) are the least represented. A significant portion of the respondents have a master's degree (12%).

The majority of respondents are from urban areas (25%), followed by semi-urban areas (21%). A small percentage (4%) comes from rural areas, indicating that most women entrepreneurs in the handicraft industry are based in more developed regions. Most respondents have 4-6 years of experience in the handicraft industry (22%), followed by those with more than 10 years of experience (10%). New entrants (less than 1 year) are the least represented (2%).

Sole proprietorships (15%) and medium-sized businesses (13%) are the most common business sizes among respondents. Small businesses (12%) and large businesses (10%) are also present, indicating a diverse range of business scales within the industry.

Table 2: Empirical Analysis

Particulars	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Challenges Faced					
I face significant challenges in accessing financial resources for my handicraft business.	12	12	08	08	10
There is a lack of adequate market access for selling my handicrafts.	10	05	05	12	18
I encounter difficulties in balancing work and family responsibilities.	18	11	06	10	05
I face underrepresentation in decision-making and my efforts and achievements are often unrecognized.	10	18	12	08	02
Societal pressures are a significant challenge in my entrepreneurial journey.	24	14	03	05	04
Lack of technological exposure creates barriers to my success.	22	18	01	06	03
Limited access to finance and opportunities hinders the growth of my business.	16	22	07	01	04
My contribution to the STEM sector is very minimal.	36	10	02	01	01
Factors for Entrepreneurial Journey					
Support from family and a friend is crucial for my entrepreneurial journey.	15	25	05	02	03
Government schemes and policies have been beneficial to my handicraft business.	28	12	06	02	02
Training and skill development programs have significantly helped my business growth.	20	22	04	04	00

Interpretation

As per Table 2, the survey data from 50 respondents reveals several key insights into the challenges and factors influencing women entrepreneurs in the handicraft industry in Jodhpur. A notable 48% of respondents face significant challenges in accessing financial resources, highlighting a critical issue. Opinions on market access are divided, with 30% agreeing there is a lack, while 60% disagree, indicating varied experiences.

Balancing work and family responsibilities is a challenge for 58% of respondents, emphasizing the need for better support systems. Underrepresentation in decision-making is felt by 56%, reflecting gender inequality issues. Societal pressures are a major challenge for 76%, indicating significant external constraints.

Technological exposure is another barrier, with 80% agreeing that a lack of technological know-how hampers their success. Limited access to finance and opportunities is a hindrance for 76%, and 92% acknowledge minimal contribution to the STEM sector.

Support from family and friends is crucial for 80% of respondents, and government schemes and policies are seen as beneficial by 80%, pointing to effective public interventions. Training and skill development programs are viewed positively by 84%, indicating their significant role in business growth. These insights collectively highlight the complex landscape of challenges and support systems for women entrepreneurs in Jodhpur's handicraft industry.

Findings

Many obstacles are faced by the majority of respondents in the Jodhpur district's handicraft business. According to our survey, the majority of respondents claimed that their minimal contribution was in the science, technology, engineering, and math sectors. Technology is also a major barrier, and

eighty percent concur that not having enough technological know-how makes it difficult for them to succeed in the handicraft sector. Three-fourths of respondents say there are few opportunities and little money to work with under the bond issue. When asked what is the most critical thing to have when you are a (woman) entrepreneur, across all initiatives over 90% said support of family and friends; without it they felt difficulties in their entrepreneurial pursuit. Eighty per cent said government programmes and policies were good, indicating successful public interventions. Eighty-four percent of respondents think favourably of training and skill development initiatives, demonstrating their important contribution to company expansion. The majority of respondents firmly believe that government initiatives, such as programs and schemes, as well as the new handicraft policy, are advantageous to their handicraft company and aid in their entrepreneurial path.

Conclusion

The handicraft industry is important for safeguarding traditional arts and crafts in many regions around the world; in Rajasthan, it provides livelihoods to hundreds. Craft industry and women entrepreneurship are the most important part in this handicraft sector, especially for Rajasthan Government making handicraft Policy First time. I studied in Jodhpur district which also well known for its lathe work, textile and pottery. Women artisans in Jodhpur have spent decades honing their craft, creating unique, high-quality handicrafts that sell well at home and internationally. There are hundreds of skilled artisans in the region who depend on this industry to make a living and help safeguard ancient art forms.

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