

FACTORS AND OBSTACLES ENCOUNTERED BY FEMALE ENTREPRENEURS IN MICRO, SMALL, AND MEDIUM ENTERPRISES (MSMES) IN HARYANA

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ABSTRACT

The present study investigates the involvement of women entrepreneurs in MSMEs in the state of Haryana. The primary focus is on the challenges encountered by these women, including restricted financial accessibility, difficult market circumstances, and inconsistent government assistance. The research assesses the impact of these characteristics on the challenges faced by female entrepreneurs through the utilization of an exploratory and quantitative methodology, which incorporates ANOVA analysis among other statistical techniques. The results demonstrate notable disparities in the challenges contingent upon the influencing elements, with statistical data substantiating the idea that financial resources, market conditions, and government backing exert a crucial influence on the entrepreneurial experience. The present study refutes the null hypothesis and provides evidence that the various factors under investigation significantly influence the obstacles encountered by female entrepreneurs in the state of Haryana.

Keywords: Female Entrepreneurship, Micro and Small Enterprises (MSMEs), Haryana, Financial Access, Market Conditions, Government Support.

Introduction

It is well acknowledged that female entrepreneurship plays a crucial role in stimulating economic growth and fostering innovation, particularly in emerging economies such as Haryana, India. Female entrepreneurs in the state of Haryana are playing a substantial role in bolstering the local economy by actively participating in "Micro, Small, and Medium Enterprises (MSMEs)". Enterprises of this nature play a crucial role in fostering job creation and facilitating socio-economic growth, so contributing to the diversification of the regional economy and the improvement of community welfare (Madan & Jain, 2015). However, notwithstanding their crucial significance, female entrepreneurs in Haryana encounter a variety of distinct hurdles that can impede their advancement and restrict their potential. A significant challenge faced by female entrepreneurs is the restricted availability of financial resources. Women frequently encounter more difficulties in obtaining money as a result of a range of problems, such as institutional prejudices, absence of collateral, and inadequate financial awareness ((Rani & Sinha, 2016). Financial constraints can impose limitations on individuals' capacity to initiate or enhance their enterprises, allocate resources towards novel technologies, or efficiently handle operating expenditures. Furthermore, the prevailing market conditions pose an additional substantial obstacle. Female entrepreneurs may encounter challenges when it comes to accessing foreign markets, creating effective distribution channels, and competing with larger, well-established corporations. The aforementioned market issues have the potential to exert an influence on the profitability and sustainability of businesses, thereby impeding their ability to attain enduring success (Gora & Dahiya, 2022).

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Government policy support has a pivotal role in shaping the landscape of female entrepreneurship. Although there are multiple schemes and programs aimed at providing support to “micro, small, and medium enterprises (MSMEs)”, the efficacy of these policies may exhibit variability. Accessing these benefits may pose challenges for women entrepreneurs, primarily stemming from bureaucratic barriers, limited awareness, or insufficient implementation of assistance initiatives. Moreover, societal and cultural elements might exert influence on the entrepreneurial environment. The adherence to conventional gender norms and stereotypes might potentially impose constraints on women, so impeding their capacity to engage in networking activities, acquire mentorship, and be accorded due credibility within business environments (Chhabra, 2018).

The main aim of this study is to examine the many dimensions and obstacles encountered by female entrepreneurs engaged in “Micro, Small, and Medium Enterprises (MSMEs)” within the administrative region of Haryana. The present study aims to assess the impact of financial availability, market conditions, and government assistance on the entrepreneurial experiences of women being examined. Through the process of identifying and analyzing these challenges, the research endeavors to provide valuable insights that can help to the formulation of policy recommendations and the implementation of practical measures. The primary objective is to establish a conducive atmosphere for female entrepreneurs, facilitating their ability to surmount obstacles and flourish in their entrepreneurial pursuits. This comprehensive research makes a valuable contribution to the greater understanding of female entrepreneurship in the state of Haryana, hence facilitating the advancement of more inclusive economic growth.

Objective

To analyze the differences in the obstacles encountered by female entrepreneurs in Micro, Small, and Medium Enterprises (MSMEs) in Haryana based on varying factors influencing female entrepreneurship

Hypothesis

- H₀:** There are no significant differences in the obstacles encountered by female entrepreneurs in MSMEs in Haryana based on the different factors influencing female entrepreneurship.
- H₁:** There are significant differences in the obstacles encountered by female entrepreneurs in MSMEs in Haryana based on the different factors influencing female entrepreneurship.

Review of Literature

It is essential to comprehend the landscape of female entrepreneurship in “Micro and Small Enterprises (MSMEs)” in order to resolve the distinctive challenges and opportunities that women encounter in this sector. Recent research offers valuable insights into a variety of female entrepreneurship-related topics, including the concentration of women in MSMEs and the influence of motivational and support factors.

The study conducted by **Trivedi and Gaur (2015)** emphasizes the significant preponderance of female entrepreneurs in Micro and Small Enterprises (MSMEs), which is ascribed to the diminishing employment opportunities in traditional sectors. This investigation explores the dynamics of female entrepreneurship in this sector by examining the performance factors, characteristics of enterprises, and the support received from governmental and other institutions.

Aulakh (2019) concentrates on the assessment of the challenges and potential future opportunities that female entrepreneurs in Haryana, India face. The study's objective is to suggest effective strategies for overcoming these challenges and advancing women's entrepreneurship, thereby offering valuable recommendations for policy and practice.

Kumar and Garg (2022) investigate the influence of unorganized women entrepreneurs on the quality of life of women, with the objective of demonstrating the ways in which their entrepreneurial endeavors enhance their socio-economic status and overall well-being.

Kuhar and Shunmugasundaram (2024) investigate the impact of emotive, balanced, push, and pull factors on the motivational levels of female entrepreneurs in Haryana. Their research indicates that emotional and push factors have a substantial impact on motivational levels, with challenges serving as a mediator between push and draw factors. This illuminates the intricate motivational dynamics that are present in women's entrepreneurship.

Collectively, these studies provide a comprehensive understanding of the diverse factors that influence female entrepreneurship in MSMEs, such as the concentration of women in these enterprises,

the challenges they encounter, and the influence of motivational and support mechanisms. It is imperative to comprehend these dimensions in order to create targeted strategies that facilitate and improve the success of female entrepreneurs in Haryana and beyond.

Methodology

- The present study utilized an exploratory and quantitative research methodology to examine the determinants of female entrepreneurship and the challenges encountered by female entrepreneurs operating within the Micro, Small, and Medium Enterprises (MSMEs) sector in Rohtak.
- The target population for this study comprised roughly 1156 female entrepreneurs who were registered. A sample size of 369 was selected using stratified random sampling in order to guarantee that the sample was representative of various enterprise sizes.
- Primary data was obtained by conducting interviews and administering structured questionnaires, whilst secondary data was acquired from a variety of sources including literature reviews, books, websites, reports, journals, and other published materials.
- An analysis of variance (ANOVA) was employed to undertake data analysis in order to ascertain substantial disparities in the challenges faced by female entrepreneurs, taking into account the diverse elements that influence this phenomenon.

Results and Discussion

The study examined the questionnaires of 369 female entrepreneurs who are registered under Micro, Small, and Medium Enterprises (MSMEs) in Rohtak. The study specifically investigated the challenges they encountered and the factors that influenced their entrepreneurial activities. The analysis of variance findings indicated statistically significant variations in the challenges faced by entrepreneurs, which were influenced by several factors including access to financial resources, market conditions, and government policy support. The analysis of variance findings indicated statistically significant variations in the challenges faced by entrepreneurs, which were influenced by several factors including access to financial resources, market conditions, and government policy support.

Table 1: Results of ANOVA

Source of Variation	Sum of Squares (SS)	Degrees of Freedom (df)	Mean Square (MS)	F-Value	p-Value
Between Groups	245.67	3	81.89	7.35	0.0001
Within Groups	4098.56	365	11.23		
Total	4344.23	368	Total		

The analysis of variance demonstrates statistically significant differences among various groups, including levels of financial access, market conditions, and government support. The achieved Sum of Squares (SS) value of 245.67 indicates a high level of significance, with 3 degrees of freedom. Based on the obtained Mean Square (MS) value of 81.89, the statistical analysis yields an F-value of 7.35 and a p-value of 0.0001, suggesting that the observed differences between the groups are indeed statistically significant. On the other hand, the variance observed within each group, which accounts for individual differences, exhibits a Sum of Squares (SS) of 4098.56 with 365 degrees of freedom, and a Mean Squared Error (MS) of 11.23. The combined variance, encompassing both intergroup and intragroup differences, exhibits a standard deviation (SS) of 4344.23, accompanied by 368 degrees of freedom. The statistical significance of the F-value and p-value highlights the substantial influence of the examined factors, namely financial access and market circumstances, on the challenges encountered by female entrepreneurs in micro, small, and medium enterprises (MSMEs).

Table 2: Results of Hypothesis Testing

Objective	Hypothesis	Results (Hypothesis Accepted or Rejected)
To analyze the differences in the obstacles encountered by female entrepreneurs in Micro, Small, and Medium Enterprises (MSMEs) in Haryana based on varying factors influencing female entrepreneurship.	Null Hypothesis (H₀): There are no significant differences in the obstacles encountered by female entrepreneurs in MSMEs in Haryana based on the different factors influencing female entrepreneurship.	Rejected Significant differences found in obstacles based on the factors influencing female entrepreneurship.

	Alternate Hypothesis (H₁): There are significant differences in the obstacles encountered by female entrepreneurs in MSMEs in Haryana based on the different factors influencing female entrepreneurship.	Accepted
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The findings of this study suggest that the null hypothesis (H₀) is rejected, indicating that the investigation revealed statistically significant variations in the challenges encountered by female entrepreneurs. The results of this study provide evidence in favour of accepting the alternative hypothesis (H₁), indicating that the diverse elements that impact female entrepreneurship do indeed play a role in the variations observed in the challenges faced.

Conclusion

This research highlights the significant importance of financial accessibility, market dynamics, and governmental assistance in influencing the entrepreneurial environment for women entrepreneurs in Micro, Small, and Medium Enterprises (MSMEs) in Haryana. The analysis of variance (ANOVA) reveals notable disparities that underscore the important impact of these factors on the difficulties encountered by women in this particular industry. Financial limitations, challenges in the market, and variability in legislative assistance are identified as significant barriers that affect their entrepreneurial pursuits. Through the rejection of the null hypothesis, this study provides evidence that effectively resolving these difficulties necessitates the implementation of specific methods aimed at improving financial access, enhancing market conditions, and streamlining governmental support. These findings from this extensive investigation enhance our comprehension of the factors influencing female entrepreneurship in Haryana and offer practical recommendations for formulating policies and implementing strategies that foster the advancement and achievement of women entrepreneurs in the area.

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