

A STUDY ON CHALLENGES FACED BY WOMEN ENTREPRENEURS IN SOUTH-EAST RAJASTHAN

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ABSTRACT

Rajasthan had 29,500 women-owned MSME units in 2021-22, Women-led businesses account for about 20.37% of the MSME industry in India, and they employ about 23.3% of the workforce in the sector. The various problems are being faced by the women entrepreneurs in India which includes various socio-economic issues. Though the rising women education levels and empowerment campaigns was made a great impact on such socio-economic barriers in South-East Rajasthan. There is a continues increase in organization run by women's because of the support of the government schemes, more awareness and socio-economic changes in India. The main purpose of this paper is to study the challenges faced by the women entrepreneurs and their business prospects in South-East Rajasthan.

Keywords: *Women Entrepreneurs, MSME, South-East Rajasthan, Problems Socio-Economic.*

Introduction

Entrepreneurship is considered as one of the most important determinants of industrial growth in both developed and developing countries .Women entrepreneurs are those women who think of a business enterprise, initiate it, organize and combine factors of production, operate the enterprise and undertake risks and handle economic uncertainty involved in running it .As an entrepreneur, a woman entrepreneur is required to perform all the functions involved in establishing an enterprise .These functions include idea generation and screening, determination of objectives, project preparation, product analysis, determination of forms of business organization, completion of promotional formalities, raising of funds, procuring men, machine and materials and operation of business.

In India's economy, women entrepreneurs are growing more substantial, and their contributions shouldn't be undervalued. These women entrepreneurs are very important to the Indian economy and have a big impact on it by creating jobs, speeding up growth, and spreading wealth. Recent numbers show that 8 million of India's entrepreneurs are women, which is 14% of all businesses. Also, women own 10 percent of all legal businesses. Women businesses are becoming more common in India, which has had a big impact on the country's social and economic life.

About 20.37 percent of India's MSME industry is made up of businesses that are run by women. These businesses also hire about 23.3% of the working population. Women own between 13.5 and 15.7 million businesses, which employ between 22 and 27 million people. People think of them as the economic base of India. Women can have more job options, and working two shifts a week doesn't have to be as hard on them as it is now. The 3Rs method must be used in all areas of law. This means that women's unpaid care work must be Recognised, Reduced, and Redistributed.

It appears that more and more women are creating jobs rather than just looking for them. According to data from the MSME ministry, Rajasthan has 29,500 women-owned MSME units in 2021–2022 Though there are still certain long-standing obstacles they must overcome, women believe that the socioeconomic landscape, investors' priorities, and public view of female company founders are shifting.

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Research Methodology

Research Objective

- To analyze the present scenario of women owned MSME in Rajasthan .
- To study the challenges faced by women entrepreneurs in South-East Rajasthan.

Data Collection

Data was collected through a close-ended questionnaire filled by 500 women entrepreneurs of South-East Rajasthan. The South-East Rajasthan consist of five major districts Kota, Bundi, Barah and Jhalawar.

Challenges and Prospects for Women Entrepreneurs

Women entrepreneurs in Rajasthan face several challenges, including access to finance due to stringent collateral requirements and systemic biases, balancing family responsibilities with business demands, limited networking opportunities in male-dominated business networks, and societal and cultural barriers that push them towards traditional roles. They also struggle with a lack of mentorship and support, and difficulties in market access and scaling due to gender biases. Despite these challenges, women-owned businesses are making significant economic contributions in sectors like handicrafts, textiles, education, healthcare, and technology, with 13.76% of entrepreneurs in Rajasthan being women according to the Sixth Economic Census. Government initiatives such as iStart Rajasthan, Mahila E-haat, and Mudra Yojana provide crucial mentorship, funding, and marketing assistance, reflecting a growing trend of women entrepreneurship in the state. Continued efforts are essential to fully realize the potential of women entrepreneurs, driving economic growth and promoting gender equality in Rajasthan.

Education and skill development are crucial for empowering women entrepreneurs. Various NGOs and governmental bodies in Rajasthan conduct training programs to equip women with the necessary business skills. These programs cover areas like financial management, digital literacy, and marketing strategies.

Data Analysis

Table 1: Major Problem Faced

Major Problems Faced	Respondents	Percentage
Labour problems	82	16.4
Money problems	57	11.4
Lack of family support	98	19.6
Society problems (gender discrimination)	101	20.2
All of the above	75	15
Any Other, Kindly mention	87	17.4
Total	500	100

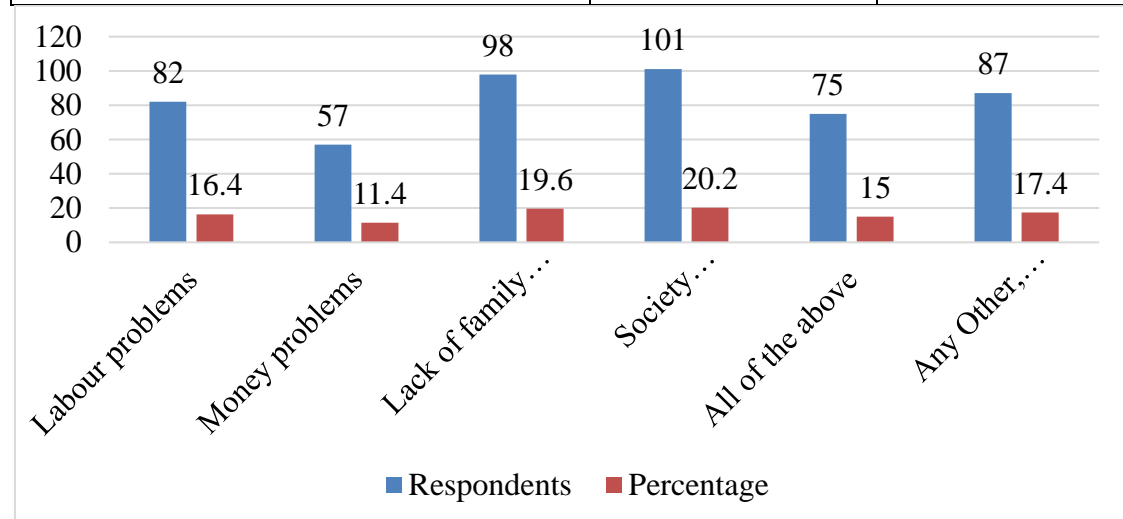


Figure 1: Major Problems Faced

Interpretation

As shown in figure above, out of the women entrepreneurs, 16.4% said labour problems, 11.4% said money problems, 19.6% said lack of family support, 20.2% said society problems (gender discrimination), 15% said almost all given problems and 17.4% said any other problems faced by them in the business. This shows that most of the women entrepreneurs face society related issues.

Table 2: Lack of Funds Available

Lack of Funds Available	Respondents	Percentage
Always	95	19
Mostly	149	29.8
Sometimes	113	22.6
Rarely	66	13.2
Never	77	15.4
Total	500	100

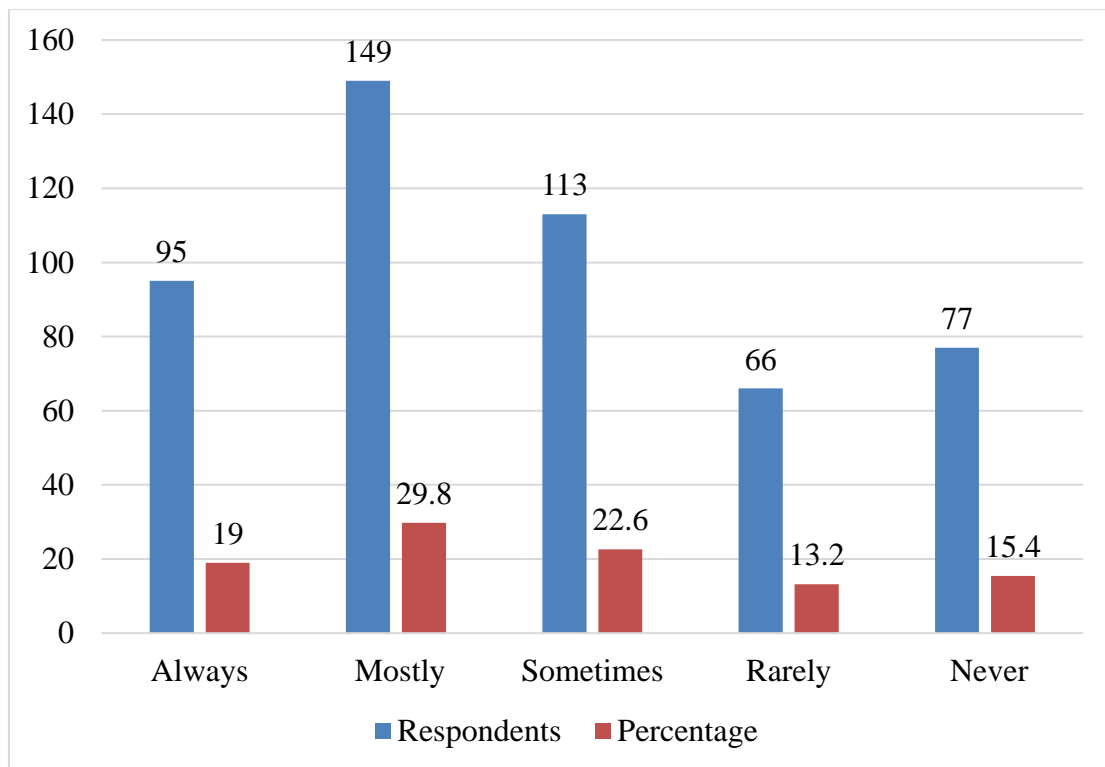


Figure 2: Lack of Funds Available

Interpretation

As shown in figure above, out of the total respondents, 19% said they always face lack of fund issues, 29.8% face mostly, 22.6% face sometimes, 13.2% face the same rarely and 15.4% never face such issues. This shows that most of the women entrepreneurs face the funding issues.

Table 3: High Interest Rates

High Interest Rates	Respondents	Percentage
Always	77	15.4
Mostly	113	22.6
Sometimes	149	29.8
Rarely	95	19
Never	66	13.2
Total	500	100

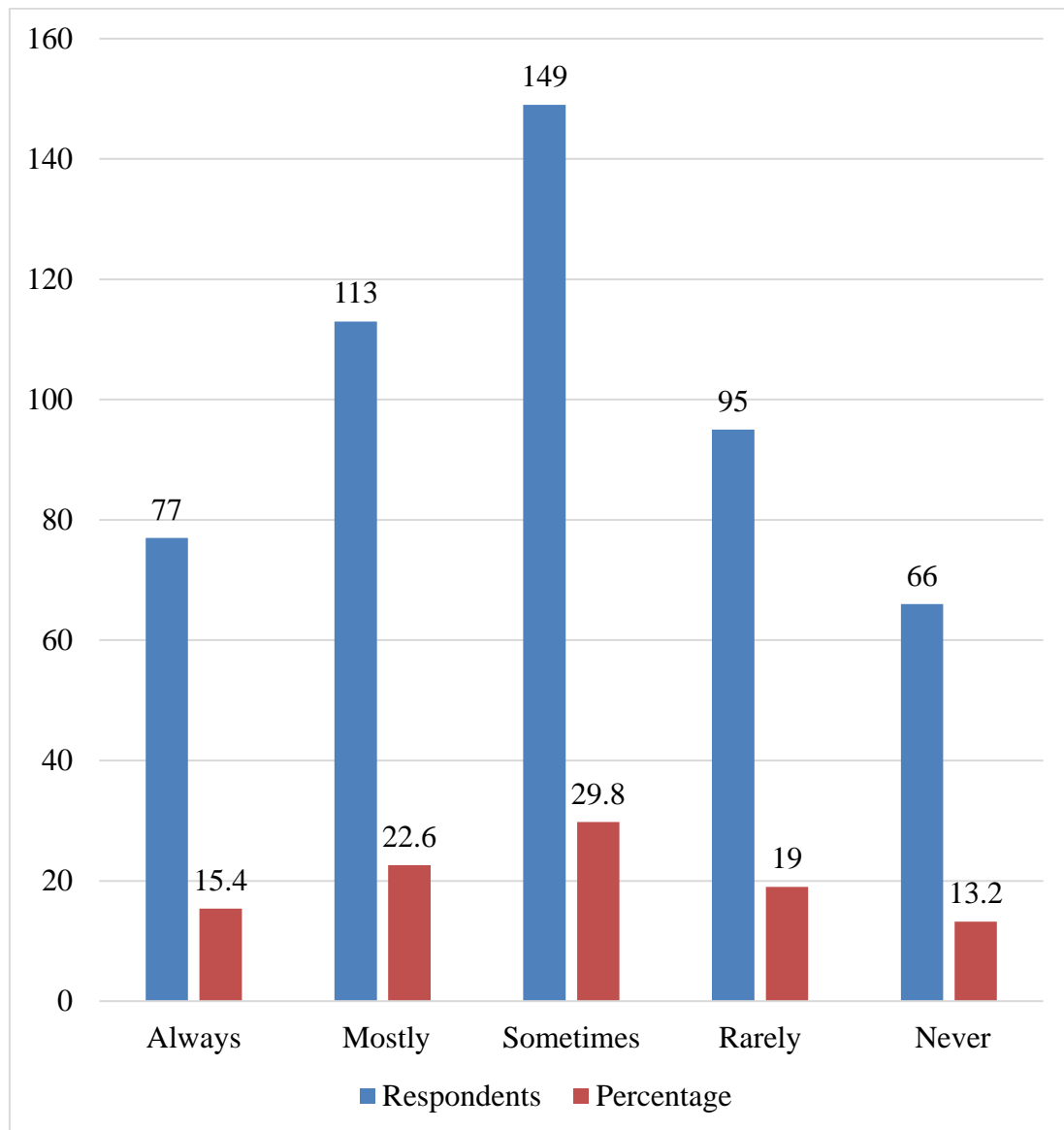


Figure 3: High Interest Rates

Interpretation

As shown in figure above, another issues women entrepreneur face is high interest rates out of the total respondents, 15.4% said they faced the high interest rate issue always, 22.6% faced mostly, 29.8% faced sometimes, 19% faced rarely and 13.2% are never faced high interest rates. This shows that most of the women entrepreneurs experienced high interest rates issues in taking loans.

Table 4: Delay in Funding

Delay in Funding	Respondents	Percentage
Always	113	22.6
Mostly	66	13.2
Sometimes	77	15.4
Rarely	95	19
Never	149	29.8
Total	500	100

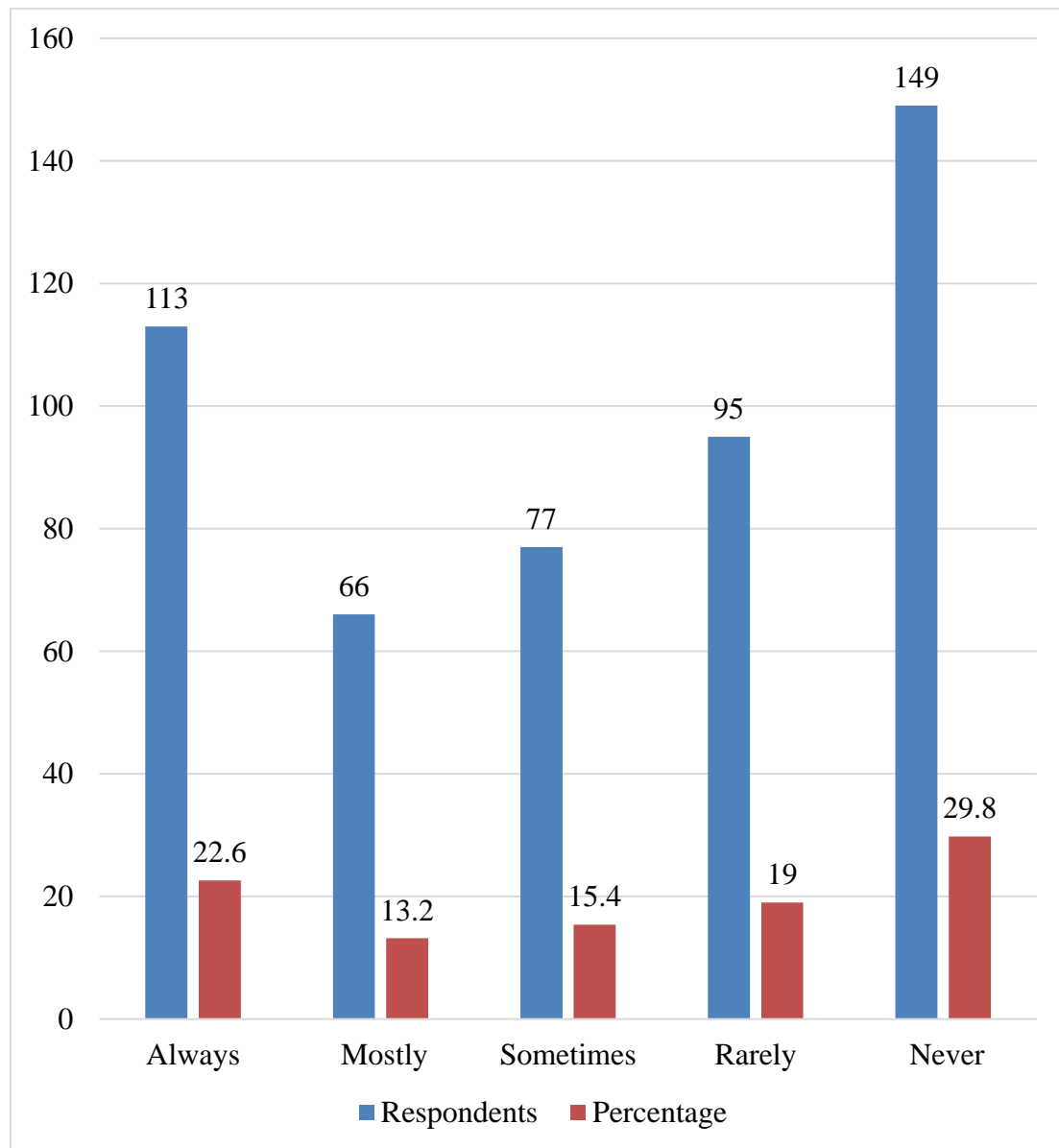


Figure 4: Delay in Funding

Interpretation

As shown in figure above, out of the total respondents, 22.6% are always faced delay in funding, 13.2% faced mostly, 15.4% faced sometimes, 19% faced rarely and 29.8% never faced delay in funding. This shows that most of the women entrepreneurs faced delay in funding.

Table 5: Funding Formalities

Funding Formalities	Respondents	Percentage
Always	66	13.2
Mostly	95	19
Sometimes	77	15.4
Rarely	149	29.8
Never	113	22.6
Total	500	100

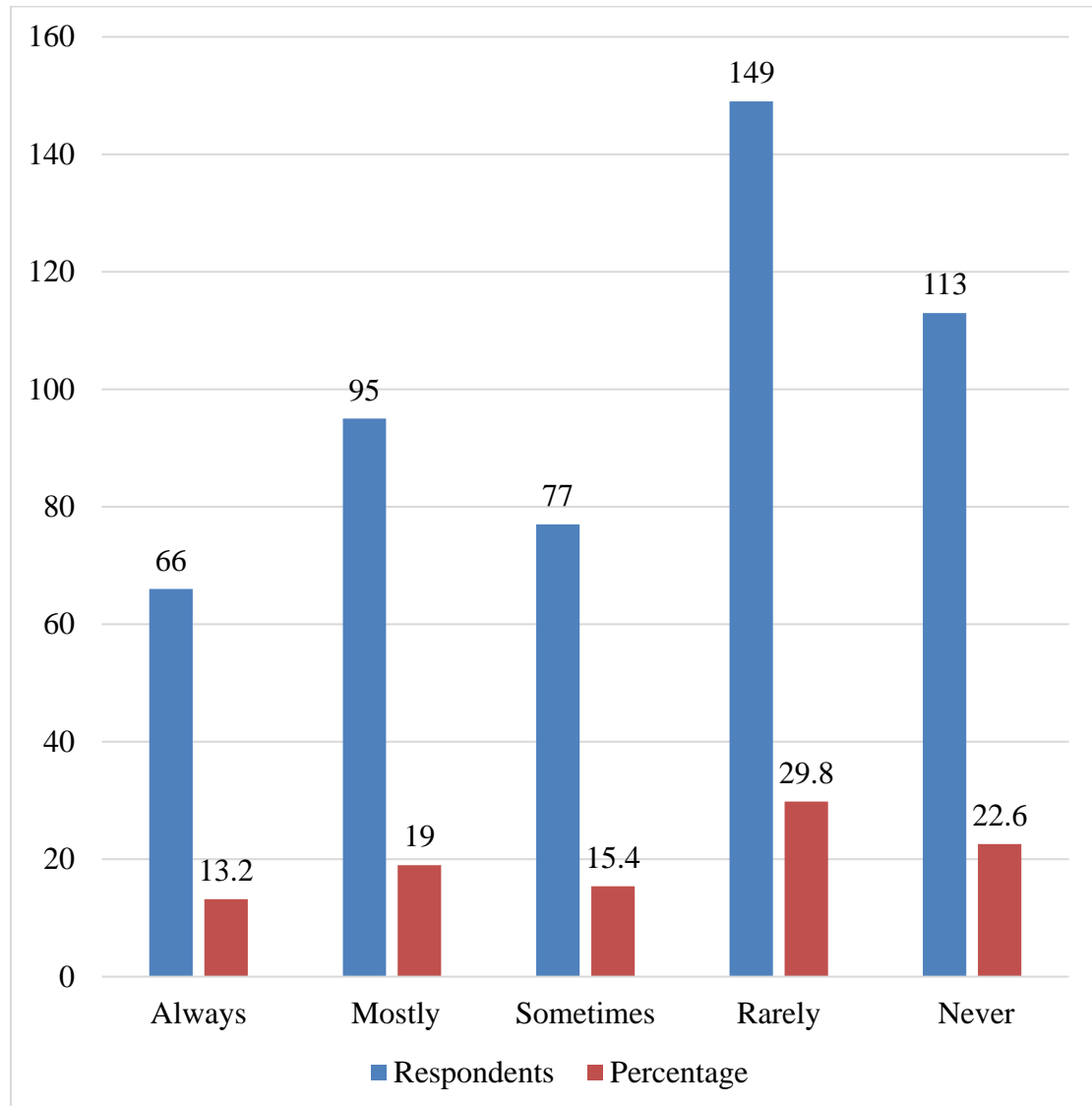


Figure 5: Funding Formalities

Interpretation

As shown in figure above, out of the total respondents, 13.2% always faced the problem of paper work and lot of formalities, 19% faced mostly, 15.4% faced sometimes, 29.8% faced rarely and 22.6% never faced such problem.. This shows that most of the women entrepreneurs they face funding formalities.

Table 6: Lack of Family Support

Lack of Family Support	Respondents	Percentage
Always	66	13.2
Mostly	95	19
Sometimes	77	15.4
Rarely	149	29.8
Never	113	22.6
Total	500	100

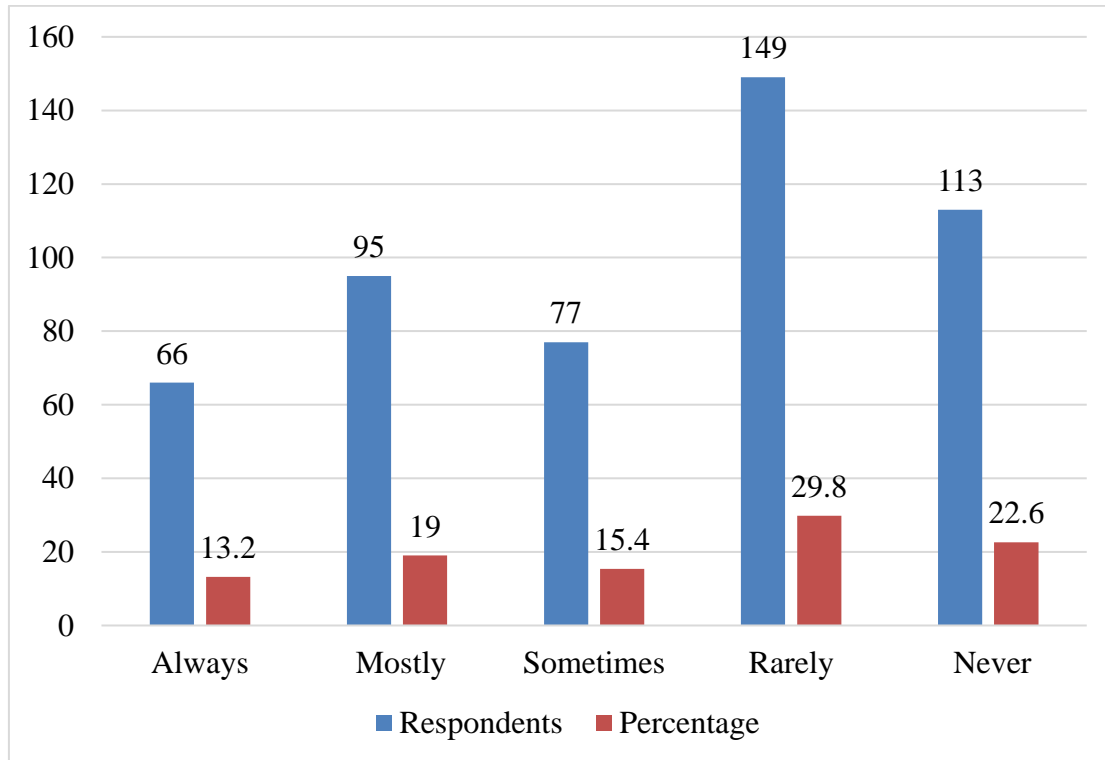


Figure 6: Lack of Family Support

Interpretation

As shown in figure above, out of the total respondents, 13.2% said Always, 19% said Mostly, 15.4% said Sometimes, 29.8% said Rarely and 22.6% said Never that Lack of family support. This shows that most of the women entrepreneurs faced lack of family support.

Conclusion

The data analysis reveals that women entrepreneurs in Rajasthan face significant challenges in their entrepreneurial journey. A major issue identified is societal problems, including gender discrimination, as highlighted by 20.2% of respondents. Financial issues also pose a significant challenge, with 19% always facing a lack of funds and 22.6% mostly facing high-interest rates. Delays in funding are another common problem, with 22.6% always experiencing delays. Furthermore, funding formalities and paperwork create hurdles, with 19% facing this mostly. Lack of family support is another notable issue, affecting 19% mostly. Additionally, high GST rates impact 29.8% of women entrepreneurs. Overall, societal barriers, financial constraints, and bureaucratic hurdles significantly affect the growth and sustainability of women-led businesses in Rajasthan.

In India women's are encouraged and supported for setting up and running their business through various schemes and programs launched by Government of India and Government of Rajasthan. The increase in Socio-economic changes also support the women entrepreneurship in south-east Rajasthan.

Women entrepreneurship in Rajasthan is a burgeoning field with immense potential. While women entrepreneurs face numerous challenges, including access to finance, societal barriers, and limited networking opportunities, the situation is gradually improving with the support of government initiatives, NGOs, and growing awareness.

The state's women entrepreneurs are making significant strides in various sectors, driving economic growth and social change. Their success stories serve as an inspiration to many, highlighting the transformative power of entrepreneurship. To fully realize this potential, continuous efforts are needed to address the challenges faced by women entrepreneurs, particularly in areas such as financial access, cultural barriers, and support networks.

By fostering an inclusive and supportive entrepreneurial ecosystem, Rajasthan can harness the full potential of its women entrepreneurs, contributing to the state's economic development and promoting gender equality. As more women step into entrepreneurial roles, they pave the way for a more equitable and dynamic future, driving innovation and creating lasting social impact.

Though there are still certain long-standing obstacles they must overcome, women believe that the socioeconomic landscape, investors' priorities, and public view of female company founders are shifting. The rising education level and social thoughts towards women are changing but yet a long way to go to change the women position in the society and to increase the rise in women entrepreneurship in all areas of business rather than in some selected areas.

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Though there are still certain long-standing obstacles they must overcome, women believe that the socioeconomic landscape, investors' priorities, and public view of female company founders are shifting. The rising education level and evolving social attitudes towards women are encouraging more women to pursue entrepreneurship. However, there is still a long way to go to achieve gender parity in entrepreneurship across all sectors.

In conclusion, the landscape for women entrepreneurship in Rajasthan is promising and evolving. With the right support and continued efforts to remove barriers, women entrepreneurs in Rajasthan can achieve great heights, contributing significantly to the state's economy and leading the way towards a more inclusive and equitable society.

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