



## Rural Women Entrepreneurs: Challenges and Future Prospective

Mona Nimesh Dedhia<sup>1</sup>, Daksha Dave<sup>2</sup>

<sup>1</sup>A.E.Kalsekar College of Commerce and Management

<sup>2</sup>Smt.M.M.P.Shah Women's college of Arts And Commerce

Corresponding Author: - Mona Nimesh Dedhia

DOI- 10.5281/zenodo.12703588

### Abstract:

In any human community, women are the foundation for growth. Her economic contribution has the potential to foster values of expansion and improvement. The advancement of women and their standing in society are indicators of a nation's prosperity. This article's goal is to analyse the problems and obstacles. Which female entrepreneurs are they up against in the industry? The government's programs and endeavours to support female entrepreneurs are also highlighted in the article. Studying the potential for female entrepreneurs in the business world and creating a framework for their growth strategically are further goals.

**Key words:** women entrepreneurs in rural areas, obstacles they face, and their prospects for the future.

### Introduction:

Overview The process of developing positive confidence to bring about new and creative improvements in society is known as women entrepreneurship. Because they understand the market and deliver ethical products to connect with clients in an empowered way, women in business leadership are reshaping society in unprecedented ways. Women entrepreneurs require finance, technology, and resources. They actively participate in economic progress by creating job possibilities. The Indian government defines a women-owned enterprise as one that has at least 51% of its capital invested in it and is controlled by women. The demographics of business have shifted due to the rise in the number of women working in the industry. According to a recent research conducted in India, women make up roughly 48.5% of the population overall.

Since it fosters equality and balanced growth in the nation, there is a need for women entrepreneurs to grow sustainably. Entrepreneurs encourage sincerity, self-acceptance, finding one's purpose in life, personal development, and task mastery. While running their own businesses, women acquire autonomy. Women who start their own businesses develop a goal-oriented outlook on life, a feeling of purpose, and self-direction. The present state of women in India According to a recent MSME report, the stand-up India plan was initiated to support aspiring entrepreneurs. Nearly 19.04 million women entrepreneurs received financial help under the PMMY plan, costing rupees 6.36 lakh crore, or 68% of the scheme. The majority of women entrepreneurs in India are mostly engaged in the following industries, according to the census: i) agriculture (34.3%), ii) manufacturing (29.8%),

iii) trade (18.23%), iv) other services (5.38%), v) accommodation & food services

Analysis of Relevant Literature According to Gupta (2020), an entrepreneur is someone who can alter the market by introducing new goods, services, and organizational structures. They are also the ones who support the nation's economic growth. This article examines the expansion prospects for business owners in India's energy, environment, health, and education sectors. By providing funding for their start-ups, the government is launching programs for business owners. The essay goes so far as to discuss the necessity of research in this field because there are many untapped, untouchable markets.

2020's Chinmayee Sahoo Here, the author discusses the issue and future possibilities for female business. The economy is developing on both a social and political level, with women making up half of the population. Therefore, women have made significant contributions to society's advancement in all spheres. Regulations for female entrepreneurs are enforced by the government and financial institutions. In the sense that they wish to improve their characteristics and abilities for conducting business, as well as to become capable enough to meet market challenges and pursue excellence.

### Literature of Review:

1) Radha and Krishna, 2020 saw a significant shift in the Indian market regarding the participation of women in start-up businesses due to globalization. The author of this piece focuses on the problems and obstacles that rural women entrepreneurs confront and how they might resolve them. Female entrepreneurs encounter challenges related to product marketing, familial support, and limited prospects. The government

is currently empowering women by fostering a strong network for them, providing loans, and encouraging them to launch their own businesses. With this support, rural women will develop and strengthen their relationships with their families.

- 2) Korreck, S. (2019) discusses how the number of start-ups in India is rising, although most of them are run by men. The goal of owning a business is shared by many Indian women, yet it is more challenging for them. The author investigates the reason for the low percentage of female entrepreneurship. Previously, it was unconscious prejudices, a lack of commercial acumen, and low self-esteem. The author offers recommendations for enhancing women's status.
  1. Women need to be aware of the policies and techniques that are in place to support them.
  2. They must be taught how to be leaders.
  3. Posting their achievements on social media to encourage other women
  4. Educating women about resources like the Entrepreneurship Platform and NITI Aayog that provide improved access to financing.
  5. Educating women in leadership and marketing techniques so they can launch their own businesses.
- 3) 2019's Ramija B. Women-owned businesses are viewed as a significant economic driver. They give society new items and problem-solving solutions, as well as new employment opportunities. They do deal with a lot of prejudice based on gender and limited access to networks and information. Despite facing numerous challenges such as inadequate education, malnourishment, medical issues, and involvement in agriculture, women's numbers in rural India have continued to rise. According to data from the Indian government, 40% more women are able to affect social change and have contributed to their families.
- 4) Singh & Gupta, 2018 - The author of this piece discusses women's involvement in economic growth-promoting activities. Since men predominate in Indian society, it might be challenging for rural women to launch their own businesses. The author even addresses how women will fare in this field in the future and what the government can do to help women become strong, independent members of society. Sinha, Rani, and Kumar (2016) The author of this piece discusses the difficulties faced by Indian state of Haryana's female entrepreneurs. A descriptive and exploratory study revealed that families do not provide assistance for women. They cannot launch their own start-ups due to a lack of experience, a lack of awareness of harassment, and stringent laws and restrictions.

The study's objectives Rural women's entrepreneurship has the potential to boost the economy by creating jobs and raising national output. It also fosters the development and empowerment of women. The main goal is to research the following:

- Literature about rural women entrepreneurs and the difficulties they face.
- Prospects for rural women entrepreneurs in the future and government initiatives.
- Strategies for enhancing the stature of female entrepreneurs.

#### **Schemes for women entrepreneurs in India :**

**Annapurna Scheme :** Under this plan, loans up to Rs. 500,000 are granted for established small businesses and food catering; interest rates vary based on market rates.

- You have a grace period of one month to begin repaying the loan after it is granted.
- The loan should be fixed in three years.

#### **Bharatiya Mahila Bank Business Loan:**

The State Bank of India and this plan have merged. They offer loans to Indian women who wish to launch their own businesses. The maximum amount of loans they grant is 20 cores, and up to 1 core may be obtained without collateral. The loans must be repaid within 7 years, with an international interest rate of 12.5%.

#### **Mudra Yojana Scheme:**

- Under this program, women who wish to open their own daycare centers or beauty salons can apply for loans. A loan of between Rs. 50,000 and Rs. 500,000 may be obtained.
- Up to 10 lakh is loaned without collateral.
- This scheme offers three different sorts of plans.
  1. Shishu Plan Loan up to 50,000 rupees
  2. Up to Rs. 50,000 to Rs. 500,000 in Kishor Plan loans
  3. The Tarun plan loan is granted up to Rs 5000000.

#### **Orient Mahila Vikas Yojana Scheme:**

Under this initiative, loans up to Rs. 10 lakh are given to women who own 51% of the company's shares. The loans have a seven-year repayment period. Collateral is not required for loans under Rs. 10 lakh.

Oriental Bank of India launched the programme. • A loan of up to Rs 25 lakh is not required for small businesses.

#### **Dena Shakti Scheme:**

Under this program, loans are given to women for the production of agricultural and manufactured items. Under this initiative, loans up to Rs 20 lakh are provided. A microloan of Rs 50,000 is also provided under this plan.

- This scheme additionally grants a concession of 0.25%.

**Udyogini Scheme:**

Under this program, women can apply for low-interest business loans.

Loans are approved for women who are between the ages of 18 and 45.

- Women are eligible for loans up to Rs 45 lakh.
- Her family's income should also be less than Rs. 45,000; the Punjab and Sind banks are the banks connected to this initiative.

**Cent Kalyani Scheme:**

This programme offers loans to women operating retail, SMEs, and agricultural businesses. The maximum loan amount is Rs 100 lakh, and no collateral is required.

- Interest rates change based on the state of the market.
- Backed by the Indian Central Bank

**Mahila Udyam Nidhi Scheme:**

This programme supports industrial growth by giving women loans for MSMEs and up to Rs 10 lakh. It is backed by Punjab National Bank.

- Interest rates can change based on the state of the market.
- Ten years are needed to repay the loan.

**Challenges for Rural Women Entrepreneurs:**

Work-life balance is a constant source of stress. Women, in particular, struggle to manage the demands of the home, obtain funding, contribute their ideas to the workplace, and simply survive.

- The majority of women, particularly those living in rural regions, are illiterate. Although they are talented, they lack the necessary skills to turn their ideas into successful businesses. Their knowledge of government programs, current technology, consumer demand, and taste is either minimal or non-existent.
- In rural places, women are deemed more suited for household activities while men are still thought to be in charge of business. The family's men end up being the biggest hindrances to the woman entrepreneurs. To be acceptable in society, even a woman entrepreneur's caste and religion are important considerations.
- The majority of financial institutions find it difficult to provide funding to women-owned businesses, making it tough for them to find the appropriate source.
- A lot of female business owners mismanage their finances, which causes them to become trapped in the production cycle.
- Despite living in a technologically advanced world, rural women remain ignorant of the advancements in technology, lack access to it, and are ill-equipped to handle it, which drives up production costs. If our enthusiasm and drive to pursue them wanes, even the best company ideas fall flat. They give up on the ideals because of a lack of support from family and peers, a fight for

survival, and a lack of acknowledgment from society.

- There are several paperwork requirements and legal procedures involved in starting a business. These kinds of things also serve as obstacles for female entrepreneurs.
- Because female entrepreneurs tend to be less educated or unskilled, they struggle to appropriately carry out basic managerial tasks.
- Risk-taking is a must for entrepreneurs, and many of them pass away at a young age as a result of a lack of guts to take chances and try new things.

Women tend to prioritize their families over their careers, and they work extremely hard to balance both. This has an impact on their businesses. Women are also reluctant to form networks, which makes it difficult for them to grow their businesses given the limited options available to them.

- Women and girls' safety is still an issue when it comes to business travel, long hours, and client and customer interactions.

**Suggestive framework:**

- Now is the moment to lend a helping hand to rural women entrepreneurs and to teach them the entrepreneurial and leadership skills they need to get started.
- Equal access to funding should be granted to male and female entrepreneurs. To inform female entrepreneurs about the financial opportunities and services they may take use of, there should be camps and campaigns. The majority of people are impoverished only as a result of ignorance.
- Without regard to gender, government organizations and private investors should select the company idea that will be funded.
- A business can only thrive if it adapts and evolves with the times; therefore, it is important to organize skill-upgradation programs to help current female entrepreneurs develop their talents.
- If we wish to gain from the rural area entrepreneurs, we still need to pay attention to the infrastructure of the villages. A growing amount of focus needs to be placed on the skill development and vocational courses that many towns are offering.
- Social acceptance and appreciation for their artistic endeavours and efforts would also help them work more actively and raise their morale.
- A childcare facility that meets young children's physical needs so that mothers can focus on their work without interruption

**Future of Indian Women Entrepreneurs:**

Based on the results of the census, women make up 14% of all entrepreneurs—that is, 8.05 million out of 58.5 million entrepreneurs. For

women entrepreneurs to become more prevalent in society, society must recognize and encourage them. There should be an increasing number of organizations, government departments, and self-help groups willing to assist them. To support women-owned businesses, state governments and private organizations have launched numerous initiatives. The Mann Delhi Foundation is a rural women's foundation that has established microbusinesses and provided funding to 90,000 women. With 16 million members, SHEROES brings people together via connections, growth, and trust.

#### Conclusion:

We need more entrepreneurs if we are to strengthen the economy of our country. We must promote entrepreneurship since there is a wealth of untapped potential and opportunities. A country can experience reasonable and sustainable progress if its women have equal rights and make equal contributions to society. Additionally, given their nature, female entrepreneurs have a tendency to hire a higher number of female employees, whether they are skilled or semi-skilled. Even the World Bank has said in reports that if Indian women fully engage, the country's economy will grow significantly. We can use them to our advantage by turning them into overly inefficient resources. Women are not viewed as potential business partners.

#### Reference:

1. Kumar Sinha & J. Rani (2016). Obstacles that Women Entrepreneurs Face in Rural India: A Haryana Study. 86–100 in *Amity Journal of Entrepreneurship*, 1(1).
2. Gupta, H., and Singh, V. (2018). The Economic Growth Potential of Women Entrepreneurship in Rural India: A Good Investment? 20(4), 29–35, *IOSR Journal of Business and Management (IOSR-JBM)*.
3. *International Journal of Current Research*, 11(06), 4648–4652, B., R. (2019). 10.24941/ijcr.34451.06.2019 is the doi.
4. S. Korreck (2019). What is preventing Indian women from pursuing entrepreneurship? Issue Brief, Observer Research Foundation, forthcoming.
5. Sahoo, Chinmayee (2020). An Overview of Issues, Opportunities, and Progress in Indian Women Entrepreneurship. V9(09), 586–591, *International Journal of Engineering Research*. 10.17757/ijertv9is090224
6. V. Gupta (2020). The Making of Economic Policies in India and the Potential of Development Led by Entrepreneurship. Longitudinal Narratives on Entrepreneurship and Development in South Asia, 41–60. doi: 10.1007/978-981-15-4859-8\_3.
7. Radha, D., and Krishnakuma, D. (2020). Problems and Difficulties for Female Entrepreneurs in the Rural Sector. 2982–2987 in *Journal of Critical Reviews*, 7(16).
8. Government initiatives that can support Indian women business owners in expanding their small enterprises. (2021). taken from <https://savvywomen.tomorrowmakers.com> on April 19, 2021.
9. S. R. (2021). Meet these five Indian small-town businesswomen who are empowering other women. extracted from <https://yourstory.com> on April 14, 2021.
10. Soni, S. (2021). Women's Day 2021: The Stand-Up India and Mudra initiatives, spearheaded by PM Modi, have mostly benefited women entrepreneurs. taken from <https://www.financialexpress.com> on April 15, 2021.
11. C. Market, 2021. Approximately 14% of all entrepreneurs in the nation are women. taken from on April 15, 2021.