

# Fostering Women's Empowerment In Rajasthan: Spotlight On Entrepreneurial Development

BHAWANA MALIK

Research Scholar, Jayoti Vidyapeeth Women's University,  
Jaipur.

## Abstract

This study looks at women's empowerment in Rajasthan, India, and how entrepreneurial growth is influencing social and economic advancement. Despite its famed cultural legacy, the Indian state of Rajasthan has substantial gender inequality and obstacles to women's growth. This research examines the role of entrepreneurial endeavours in empowering women and the variables that influence their engagement in this field by conducting a thorough literature review, policy review, and empirical data analysis. It goes on to evaluate the programmes, initiatives, and interventions that Rajasthan has implemented to support women-led businesses and find ways to make them even better. This study adds to the conversation on gender equality and economic empowerment initiatives in Rajasthan's socio-cultural milieu by illuminating the connection between women's empowerment and enterprise growth.

**Keywords** – Women's Empowerment, Entrepreneurship, Gender Disparities, Socio-economic Progress, Women-led Enterprises.

## Introduction

Even though Rajasthan is a state brimming with history and culture, its women still face enormous gender gaps that prevent them from fully participating in society and achieving their full potential. Education, employment, and participation in decision-making are just a few areas where women in Rajasthan still confront socioeconomic obstacles, despite progress in other areas. This study aims to examine the development of entrepreneurship as a tool to empower women in Rajasthan, acknowledging the crucial role of

entrepreneurship in promoting economic growth and empowerment, especially among marginalised populations.

To achieve gender equality, women must be empowered in many ways; they include economic, social, and political spheres, all of which are interdependent. Women may question established gender stereotypes, take charge of their own lives, and build economic prospects via entrepreneurship. Women may defy gender conventions in their communities, become financially independent, increase their decision-making authority, and boost family earnings by creating and running their own enterprises.

In order to better understand the dynamics of women's entrepreneurship in Rajasthan, this study will examine the variables that lead to women engaging in entrepreneurial pursuits and how these pursuits empower them. Furthermore, it aspires to assess the efficacy and identify improvement opportunities of the state's current programmes, policies, and support mechanisms that promote women-led projects.

This research adds to the ongoing conversation about gender equality and economic development methods by delving into the relationship between women's empowerment and entrepreneurship in Rajasthan. In addition, it offers suggestions and insights that might guide interventions and policymaking in Rajasthan with the goal of fostering an inclusive and equal setting for women entrepreneurs.

### **Literature review**

According to research by Susanne E. Jalbert (2022), women in Russia are more likely to go into business for themselves as a result of the high unemployment rate and the harsh economic circumstances. How can women in a country transitioning from an economy based on demand to one based on careful planning acquire the knowledge and abilities to see their enterprises through to success? This study delves into the motivations and strategies of modern Russian women entrepreneurs as they navigate the dynamic nature of the Russian market. On average, women own 100% of their firms, have two children, are married, have a college degree, and are 38 years old, according to the statistics. Additionally, they help defray the expenses of maintaining the household. Furthermore, a lot of people say that they are feeling more

confident and that they have seen positive improvements, which are inspiring them to start new businesses.

Research conducted by B. Siddappa (2022) on the "Impact of Forestry on SHGs of Karnataka" examined the efficacy of four selected SHGs and their impact on women's empowerment. His findings showed that the women who participated in his course had more confidence, which in turn boosted their skill sets, which allowed them to become financially independent and rise in social standing.

Walsh, Pacapol, Anurit, John, Makararavy, and Walsh (2019): The research looked at the opportunities and challenges that women in a highly contextualised nation like Cambodia encounter. Societal issues, marketing hurdles, a lack of government backing, and financial problems were among the distinctive challenges that women entrepreneurs faced early on in the creation of small and medium-sized firms, according to the study.

In 2014, J. Krithika The research mostly focused on how gender has impacted women's lives. The research is mostly descriptive in nature. The researcher selected 140 female entrepreneurs at random for the sake of convenience. A well designed survey was used to gather information. He suggests organising the development efforts around things like marketing expertise, technological progress, and fund-raising.

Ramaraju, P.S. (2013) Research has shown that when beneficiaries see gains in income, employment, and spending, it may lead to a sense of empowerment for women. Beneficiaries have become more confident and self-sufficient as a result of various government policies, initiatives, and trainings, according to this research.

Arlimath (2021) reports that between 1994 and 1999, women entrepreneurs in Karnataka established 1,590 small-scale businesses. For the study, the researcher spoke with 180 female business owners in the North Karnataka area of the state. Northern Karnataka was the site of construction for 3,862 of these SSI units, or around 21% of the total.

### **Objectives of the study**

- To assess the current status of women's empowerment in Rajasthan, focusing on key socio-economic indicators and gender disparities.
- To examine the role of entrepreneurship in promoting women's empowerment in Rajasthan, analyzing its potential to enhance economic independence, decision-making power, and social status.
- To identify the barriers and challenges faced by women entrepreneurs in Rajasthan, including access to finance, market opportunities, and socio-cultural constraints.

### Research methodology

Data was collected using a mixed-method technique. Statistical information gathered via questionnaires and other secondary sources; analysis will centre on population trends, economic indicators, and current policies. Information derived from in-depth interviews and focus groups with female entrepreneurs, government officials, non-governmental organisations (NGOs), and other interested parties to better understand their viewpoints, experiences, and obstacles. To ensure a wide representation of Rajasthani areas, sectors, and socioeconomic backgrounds, we used purposive sampling approaches to recruit participants for interviews and surveys. Researched trends, patterns, and connections in women's empowerment and entrepreneurship by analysing quantitative data using statistical methods including descriptive statistics and regression analysis.

### Data analysis and interpretation

S N	Empowerment	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Empowerment Index
1	Self-assurance	25	19	4	12	14	68.09
2	Societal Grade	30	18	8	9	12	70.58
3	Flexibility	23	15	5	7	25	58.62
4	Participation in community	26	12	2	5	30	72.22
5	Consciousness in lawful & political Events substances	24	15	7	14	10	30.22
6	Result oriented decisions in family	27	19	6	4	20	63.42

7	Fitness & Cleanliness	26	17	5	8	16	65.04
8	Guidance	29	18	8	14	7	48.21
9	Announcement	30	20	5	13	6	73.26
10	Inspiration	28	12	3	15	14	60.05
	Composite index						60.97

With a score of 68.09 on the Empowerment Index, respondents seem to have a good deal of confidence in this area. In terms of social grading, respondents demonstrate a high level of empowerment with an Empowerment Index score of 70.58. A score of 58.62 on the Empowerment Index indicates a modest degree of empowerment in this domain. Community involvement: With an Empowerment Index of 72.22, this element clearly reveals that respondents are highly empowered when it comes to participating in their local communities. A low Empowerment Index score of 30.22 for Awareness of Legal and Political Events substances indicates that respondents feel less empowered in this area.

Family decision-making focused on outcomes: Respondents show a modest degree of empowerment when it comes to family decision-making focused on outcomes, with an Empowerment Index of 63.42. When it comes to health and hygiene, the Empowerment Index is 65.04, which indicates a rather high degree of agency. The Empowerment Index for getting direction is 48.21, which indicates a modest degree of empowerment. An Empowerment Index score of 73.26 indicates that respondents feel quite empowered when it comes to making announcements. Inspiration: With an Empowerment Index score of 60.05, respondents feel somewhat empowered in this area. Overall, the study measures a modest degree of empowerment across all dimensions, with a composite value of 60.97.

In general, the respondents show diverse degrees of agency in various areas of their life. Some areas, including social grading, community involvement, and announcement, demonstrate relatively high levels of empowerment, while others, such as awareness of legal and political affairs, have lower levels. This data indicates that there could be room for improvement in terms of respondents' empowerment, especially in places that scored lower on the Empowerment Index.

## Discussion

The research shows that there is a large range of empowerment levels across several dimensions. Respondents show high levels of empowerment in areas like community involvement and social grade, but lower levels of empowerment in areas like awareness of legal and political events substances. These differences demonstrate that empowerment is multi-faceted and call attention to the need for focused efforts to resolve certain issues.

A number of variables, including as social and cultural norms, availability of resources, and chances for engagement, may contribute to the observed differences in empowerment levels. Cultures that place a premium on social standing and public acclaim may explain, for instance, why societal grading is so empowered. Conversely, respondents' lack of agency in their understanding of legal and political events may be an indication of obstacles to their political engagement and education.

**Policy and Practice Implications:** The results have practical and policy-level consequences for efforts to empower women. Improving access to knowledge and resources linked to legal and political event drugs is one example of a need that the data highlights that should be addressed by policies and programmes. A combination of advocacy, capacity-building programmes, and awareness campaigns may be used to improve lower-scoring areas of empowerment, such as guidance and consciousness in legal and political events components.

To make a real difference, it is necessary to take a holistic approach to empowerment, which is a complicated and multi-faceted notion. While the research does shed light on certain dimensions of empowerment, a comprehensive strategy that tackles discriminatory behaviours, institutional impediments, and structural inequities is necessary for long-term success in this area. For this to happen, several groups, including government agencies and non-profits, will need to work together to develop and execute comprehensive plans to abolish gender inequity once and for all. This study's results pave the way for studies that will investigate empowerment and intervention efficacy in more detail. To better understand empowerment dynamics and to inform evidence-based interventions, we need longitudinal studies that track changes in empowerment levels over time, qualitative research that

explores women's lived experiences in different contexts, and comparative analyses across regions or demographic groups.

### **Conclusion**

Ultimately, this study's data sheds light on the many facets of women's empowerment within the Rajasthani environment. Examining several dimensions including self-confidence, social grading, community involvement, and others reveals that empowerment is complex and impacted by numerous socio-cultural, economic, and political issues. As far as women's empowerment is concerned, the results show both good and bad points. In some areas, like social grading and community involvement, respondents show a great deal of empowerment; in others, like awareness of legal and political affairs, they show comparably lower levels of empowerment. These differences highlight the need of implementing policies and initiatives that specifically target the difficulties women in Rajasthan encounter.

In addition, the data emphasises the need for a holistic strategy to empower women, which transcends tackling issues at the individual level and instead targets systemic ones like gender inequality, discrimination, and limited political participation opportunities. Government agencies, civil society organisations, and other stakeholders must work together to address the causes of gender inequality and achieve meaningful and lasting empowerment. Policymakers and practitioners in Rajasthan must use this study's results to guide programmes and efforts that promote women's empowerment based on evidence going ahead. To achieve this goal, it may be necessary to combat damaging gender stereotypes and practices that sustain inequality and to establish focused programmes to increase women's access to healthcare, economic opportunities, and political engagement.

### **References**

- 1) Dr. Chandrashekhar, Women in Small Scale Industries : A study of Entrepreneurs|| IJRESS, Volume 2, Issue 2, ISSN 2249-7382, New Delhi, 2012, p.6.
- 2) Das.M, Women entrepreneurs from India- problems, motivators and success factors, Journal of small business and entrepreneurship, Vol. 15, No.4, Ahmadabad, 2001, pp.67-81.
- 3) Bharati Kollan and Indira J Parikh, A Reflection of the Indian Women in Entrepreneurial World||, Research and Publications of IIM, August 2005, p.12.

- 4) Susanne E Jalbert,|| Contemporary Russian women: Entrepreneurs for survival||, Business educational journal, Vol-15, No.07 Russia,2004,pp-21
- 5) B.Siddappa, —Impact of Forestry on SHGs of Karnataka||, UGC funded project report, Bangalore, 2012,p-13
- 6) Makararavy, Anurit, Pacapol, Walsh and John, A Study of Women Entrepreneur Development in Small and Medium Enterprises in Cambodia: Challenges and Opportunities||, Journal of Global Management Research, Vol.5, No.1, New Dehli, 2009, pp.7-13.
- 7) J.Krithika, Dr. B.Venkatachalam, A Study on gender as an issue in women entrepreneurship with special reference to Bangalore||, AEIJST, Vol 2, ISSN-2348-6732, Bangalore,2014,pp-67.
- 8) P.S Rama Raju, Women Empowerment Strategies and interventions||,Swastik Publications, NewDelhi,2013,pp 36-42.
- 9) Vasantha kumari.p, study on performance of self-help groups in india, madhav books publication,Gurgaon (Haryana)p.62.
- 10) Rajesh Kumar Shastri and Avanika Sinha, —The Socio - Cultural and Economic Effect on the Development of Women Entrepreneurs (With Special Reference to India)||, Asian Journal of Business Management, May, 2010, 2(2). Pp.30-34.
- 11) Bharati Kollan and Indira J Parikh, —A Reflection of the Indian Women in Entrepreneurial World||, Research and Publications of IIM, August 2005, p.12.
- 12) Vinze Dubhashi Medha, Women Entrepreneurs in India (A socio-economic study of Delhi), Mittal Publications, Delhi 1987, p-4.
- 13) Vijay's Vision, —Problems And Prospects Of Women intrepreneurs In India In The Era Of Globalization, This article was presented in the National Seminar on "Women Entrepreneurship: Emerging Issues, Challenges & Strategies" on 7th & 8th July, 2011 at Chadalawada Ramanna Engineering College, Tirupati, Andhra Pradesh, India.
- 14) Pooja , —Micro, Small and Medium Enterprises in the Indian Economy- A Case Study of District Kathua of J&K||, New Century Publications, New Delhi, 2009, pp.78-96.
- 15) Dr.Neha Tomar Singh, Challenges Faced by Women Entrepreneurs in the Era of Globalization, International Journal of Innovative Research and studies, Vol.2, Issue.3, New Dehli, 2013,p.2.
- 16) G.Vijaya Bharathi,|| status of women entrepreneurs in Kadapa District in India||, Research Journal of Management Sciences, Vol.3(6), ISSN 2319-1171, New Dehli, 2014,p.14.



- 17) Government of India, Fourth all India Census, Micro, Small and Medium Enterprises Development (MSMED) Act, 2006, New Delhi, pp.12-14.
- 18) Cochran T.C, Entrepreneurship, International Encyclopaedia of the social sciences, Sills, D.L (Edt.) The Mac Millan Co. & Free Press, London, 1987, p.8.
- 19) Das M, Women entrepreneurs form India- problems, motivators and success factors Journal of small business and entrepreneurship, Vol.15,No.4, New Delhi, 2001, pp.67-81.
- 20) Poonam Vatharkar, A Study of Constraints and Motivating Factors for Indian Women Entrepreneurs in Small Scale Industries, Intentional Conference on Business and Management, Phuket – Thailand, 2012,pp 473-488.
- 21) Mr.Sandeep Krishnat Raval, Women entreprenurship problems and prospects of Indian economy, Indian Streams Research Journal, Vol - I, Issue – V, 2011, Solapur, p-86.