

**Women Empowerment through Entrepreneurship development under
Udyogini project in Jhajjar, Haryana.**

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SYNOPSIS

Women Empowerment through Entrepreneurship development under Udyogini project in Jhajjar, Haryana.

Introduction:

Jhajjar Power Station is one of India's largest supercritical coal-fired power plants. Its two 660MW units were completed on time and within budget in 2012. The use of supercritical technology increases energy efficiency and so reduces carbon intensity. Flue gas desulfurization equipment was installed to reduce its environmental impact.

Humana People to People India: HPPI is a development organization registered as a not-for-profit company under section 25 of the Companies Act, 1956, since May 1998. It is a non-political, non-religious organization working for the holistic development of the under-privileged and marginalized people in rural and urban India. They work through social development and poverty alleviation interventions by coordinated, strategic approaches focusing on school education and teacher education, life skills, improved livelihoods, health and sanitation, women empowerment, and environment protection.

Udyogini Project: With several socio-economic and cultural barriers, project udyogini in partnership with Humana People to People India was born. The primary objective of this initiative is to foster an entrepreneurial ecosystem and economic security for 3000 rural women in Jhajjar.

So far, Udyogini project helped from and co-opt over 225 Self Help Groups (SHGs) across 12 villages. Several women have successfully completed their Entrepreneurship Development training, linked to social security schemes, and established and scaled-up micro and home-based enterprises.

Problem Statement:

Despite numerous efforts to promote women's entrepreneurship, women-owned businesses often encounter various challenges such as limited access to markets, inadequate financial resources, and societal biases. Understanding these challenges and identifying strategies to overcome them is crucial for the sustainable growth of women-led enterprises.

Research Objectives:

1. **Assessing Growth and Development:** The primary objective is to evaluate the growth and development of 350 women-owned businesses in Jhajjar, Haryana, specifically under the Udyogini Initiative. This involves examining various metrics such as revenue growth, employment generation, market expansion, and overall business sustainability.

2. **Identifying Challenges:** Another key objective is to identify the challenges faced by women entrepreneurs in both initiating and scaling their businesses. These challenges may include access to finance, limited market opportunities, regulatory hurdles, societal norms, and personal constraints.
3. **Analyzing Impact on Socio-Economic Status:** The research aims to analyze the impact of the Udyogini Initiative on the socio-economic status of women entrepreneurs in the region. This involves assessing changes in income levels, employment opportunities for women, empowerment indicators, and overall socio-economic well-being.
4. **Exploring Success Factors:** Lastly, the research seeks to explore the factors contributing to the success of women-owned businesses under the Udyogini Initiative. This includes examining elements such as access to resources and support services, entrepreneurial skills development, networking opportunities, mentorship, and institutional support.

Literature Review:

Women entrepreneurship in rural India and their contribution towards India's economic growth. By Mrs. C.Jayashree 2023.

The Constitution of India guarantees equality and empowers women through positive discrimination measures. However, disparities persist, particularly in women's access to education, employment, and decision-making roles. Entrepreneurship, traditionally male-dominated, has seen an increase in women's participation over the past three decades, driven by economic necessity and a desire for independence. This paper aims to explore women entrepreneurship in rural India, focusing on Tamil Nadu, to understand their characteristics, challenges, and the role they play in driving economic growth.

Previous studies have highlighted various reasons behind women's entry into entrepreneurship, including economic necessity and a desire for independence. Challenges faced by women entrepreneurs include lack of education, societal barriers, limited access to finance, and tough competition. Government initiatives such as the Stree Shakti Package, Mahila Udyam Nidhi Scheme, and Mudra Yojana Scheme aim to support women entrepreneurs by providing financial assistance and concessions.

Rural women entrepreneurs encounter numerous challenges, including lack of education, societal norms, financial constraints, competition, lack of motivation, legal formalities, and limited managerial abilities.

Women Entrepreneurship for Sustainable Economic Development and Role of NGOs By Aditya Bhatta 2022.

It comprehensive overview of the emergence of women entrepreneurs in various societies, with a particular focus on India. It emphasizes the changing social, psychological, economic, and cultural dimensions that have led to more women participating in economic activities. Despite traditional societal norms and challenges, many women have successfully established themselves as entrepreneurs through hard work and determination.

it also highlights the persistent obstacles and disparities faced by women entrepreneurs, especially in countries like India. Despite efforts by the government and various organizations to promote women entrepreneurship through schemes like the Support to Training and Employment Programme for Women (STEP) and micro-credit mechanisms, the progress has been slower than desired. The text suggests that women entrepreneurs often face difficulties in accessing resources, marketing their products, and sustaining their businesses in the long term.

Overall it shows the importance of addressing the systemic barriers and challenges faced by women entrepreneurs and emphasizes the need for continued support and empowerment initiatives to enable their full participation in economic activities.

Indian rural women entrepreneurs: challenges and benefits. By Dr. Rupa Rathi and Mrs. Renu 2017.

The challenges faced by rural women entrepreneurs include limited access to education and entrepreneurial skills, lack of awareness about technology, restricted funding opportunities, difficulties in balancing family and business responsibilities, motivational factors, and social attitudes that discourage women's participation in business. Despite these obstacles, rural women entrepreneurs contribute to economic empowerment, increase self-confidence, convert hobbies into professions, serve as role models, improve living standards, and enhance decision-making capacities within families and communities.

Some Critical Issues of Women Entrepreneurship in Rural India By EUROPEAN ACADEMIC RESEARCH 2013

The past decade has witnessed significant changes in the ownership structure across various sectors of the Indian economy, including industry, agriculture, and trade. Despite this transformation, the participation of women in entrepreneurial activities remains relatively low, especially when compared to developed nations. While some progress has been made, social and cultural constraints continue to hinder women's engagement in business ventures. Critical issues affecting women entrepreneurship in India include the absence of a clear life agenda, challenges in balancing family and career obligations, limited financial freedom, lack of property ownership rights, disparities in entrepreneurial skills and financial support, inadequate awareness of capabilities, reluctance to bear risks, difficulties in working with male employees, neglect from financial institutions, lack of self-confidence, insufficient professional education, mobility constraints, and limited interaction with successful entrepreneurs. Overcoming these obstacles requires concerted efforts from both the government and society to support, encourage, and empower women entrepreneurs through awareness programs and initiatives aimed at fostering their growth and development.

Research Questions:

What are the key factors influencing the growth and success of women-owned businesses participating in the Udyogini Initiative in Jhajjar, Haryana, and how do these businesses navigate the challenges of entrepreneurship in the region?

Objectives:

1. Evaluate the Growth and Development of 350 Women-Owned Businesses:

- Conduct a comprehensive assessment of the growth trajectories and developmental milestones achieved by 350 women-owned businesses in Jhajjar, Haryana, that are part of the Udyogini Initiative.
- Measure key indicators of growth, including revenue generation, employment generation, market penetration, geographical expansion, product/service diversification, and innovation adoption.
- Analyze the factors contributing to the growth of these businesses, such as access to finance, training and capacity building, market linkages, mentorship, and supportive policy frameworks.

2. Identify Challenges Faced by Women Entrepreneurs in Business Establishment and Scaling:

- Identify and document the challenges encountered by women entrepreneurs in Jhajjar, Haryana, during the initiation and scaling phases of their businesses.
- Explore barriers related to access to finance, market entry, regulatory compliance, infrastructure constraints, socio-cultural norms, gender biases, and competition.
- Understand how these challenges vary across different business sectors, stages of business development, and socio-economic backgrounds of women entrepreneurs.

3. Analyze the Impact of the Udyogini Initiative on Socio-Economic Status:

- Assess the socio-economic impact of the Udyogini Initiative on participating women entrepreneurs in Jhajjar, Haryana.
- Measure changes in income levels, employment opportunities, financial independence, access to resources, and socio-cultural empowerment among women entrepreneurs.
- Examine the ripple effects of women's economic empowerment on their families, communities, and broader society.

4. Explore Contributing Factors to the Success of Women-Owned Businesses:

- Explore the factors contributing to the success and sustainability of women-owned businesses under the Udyogini Initiative.

- Investigate elements such as entrepreneurial skills, business acumen, innovation, networking abilities, access to supportive ecosystems, and resilience in overcoming challenges.
- Identify best practices, success stories, and lessons learned from successful women entrepreneurs to inform strategies for enhancing the effectiveness of the Udyogini Initiative and similar programs.

Hypothesis:

Main Hypothesis: The Udyogini Initiative in Jhajjar, Haryana, has a positive impact on women entrepreneurs' socio-economic status and the growth of their businesses.

Sub-Hypotheses:

1. Financial Empowerment Hypothesis:

- H0: Women entrepreneurs' participation in the Udyogini Initiative does not lead to a significant improvement in their financial independence and access to resources.
- H1: Women entrepreneurs' participation in the Udyogini Initiative leads to a significant improvement in their financial independence and access to resources.

2. Business Growth Hypothesis:

- H0: The Udyogini Initiative does not contribute significantly to the growth and development of women-owned businesses in Jhajjar, Haryana.
- H1: The Udyogini Initiative contributes significantly to the growth and development of women-owned businesses in Jhajjar, Haryana.

3. Socio-Cultural Empowerment Hypothesis:

- H0: Participation in the Udyogini Initiative has no significant impact on women entrepreneurs' socio-cultural empowerment and status within their communities.
- H1: Participation in the Udyogini Initiative has a significant impact on women entrepreneurs' socio-cultural empowerment and status within their communities.

4. Challenges Mitigation Hypothesis:

- H0: Women entrepreneurs continue to face similar levels of challenges in starting and scaling their businesses, irrespective of their participation in the Udyogini Initiative.
- H1: Women entrepreneurs who participate in the Udyogini Initiative experience reduced levels of challenges and obstacles in starting and scaling their businesses.

Methodology

Study Design:

1. Research Approach:

- This study will utilize a mixed-methods approach, combining both qualitative and quantitative techniques to gather comprehensive data on the factors influencing the growth and success of women-owned businesses in the Udyogini Initiative.

2. Sampling Technique:

- Purposive Sampling: Selecting participants based on specific criteria, such as being women entrepreneurs enrolled in the Udyogini Initiative in Jhajjar, Haryana.
- Sample Size: Approximately 350 women-owned businesses participating in the Udyogini Initiative will be included in the study.

3. Data Collection Methods:

• Quantitative Data Collection:

- Surveys: Structured questionnaires will be administered to gather quantitative data on various aspects such as business growth metrics, financial performance, and socio-economic indicators.
- Financial Records Review: Financial statements and records of the participating businesses will be examined to assess their financial performance over time.

• Qualitative Data Collection:

- In-depth Interviews: Semi-structured interviews will be conducted with a subset of women entrepreneurs to explore their experiences, challenges, and strategies in detail.
- Focus Group Discussions (FGDs): FGDs will be organized with small groups of women entrepreneurs to facilitate discussions on common challenges, best practices, and support mechanisms.

4. Data Analysis:

• Quantitative Analysis:

- Descriptive Statistics: Analyzing survey responses to generate summary statistics.
- Inferential Statistics: Conducting statistical tests, such as regression analysis, to examine relationships between variables.

• Qualitative Analysis:

- **Thematic Analysis:** Identifying recurrent themes and patterns in interview transcripts and FGDs.
- **Coding:** Coding qualitative data to categorize responses and extract meaningful insights.

5. Ethical Considerations:

- **Informed Consent:** Obtaining informed consent from all participants prior to data collection.
- **Confidentiality:** Ensuring the anonymity and confidentiality of participants' responses.
- **Respect for Participants:** Respecting participants' autonomy and cultural sensitivities during data collection and analysis.

6. Limitations:

- **Limited Generalizability:** Findings may be specific to the context of Jhajjar, Haryana, and may not be fully generalizable to other regions.
- **Self-Reporting Bias:** Participants may provide socially desirable responses, leading to potential bias in the data.
- **Time and Resource Constraints:** Constraints in time and resources may limit the depth and scope of data collection and analysis.

7. Validity and Reliability:

- **Triangulation:** Employing multiple data collection methods to enhance the validity and reliability of findings.
- **Peer Review:** Seeking feedback from peers and experts to validate the research design and findings.

Strategies for addressing various challenges such as limited access to markets, inadequate financial resources, and societal biases.

Limited Access to Markets:

- **Market Linkages:** Facilitate partnerships with local markets, distributors, and retailers to enhance access to markets for women-owned businesses.
- **Market Research and Training:** Provide training and resources to women entrepreneurs on market research, product positioning, and marketing strategies to identify and capitalize on market opportunities.
- **E-commerce Platforms:** Encourage the use of e-commerce platforms and digital marketing channels to reach a broader customer base beyond geographical constraints.

2. Inadequate Financial Resources:

- **Government schemes:** Apply in several government schemes related to entrepreneurship to provide accessible and affordable credit facilities tailored to the needs of women entrepreneurs.
- **Financial Literacy Programs:** Conduct workshops and training sessions to enhance financial literacy among women entrepreneurs, including topics such as budgeting, financial planning, and access to credit.

3. Societal Biases:

- **Awareness Campaigns:** Organize awareness campaigns and community outreach programs to challenge gender stereotypes and promote the value of women's entrepreneurship in society.
- **Capacity Building:** Provide training and mentorship programs focused on building confidence, leadership skills, and assertiveness among women entrepreneurs to navigate societal biases effectively.

4. Infrastructure Development:

- **Skill Development Centers:** Establish skill development centers equipped with technology and resources to train women entrepreneurs in modern production techniques, quality control, and product innovation.
- **Logistics and Supply Chain Support:** Improve infrastructure for transportation and logistics to facilitate the movement of goods from production centers to markets, reducing barriers to market access.
- **Technology Adoption:** Promote the adoption of technology and digital tools to streamline business operations, enhance productivity, and overcome logistical challenges.

5. Networking and Collaboration:

- **Industry Associations:** Encourage participation in industry associations and trade fairs to network with peers, learn from successful entrepreneurs, and explore partnership opportunities for business growth.
- **Community Support Groups:** Foster the creation of community support groups and peer networks where women entrepreneurs can exchange ideas, seek advice, and provide mutual assistance in overcoming challenges.