

**A Study on the growth and development of 350 women led Enterprises under
the Udyogini Project in Jhajjar, Haryana.**

Dissertation Submitted

To



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Title

A Study on the growth and development of 350 women led Enterprises under the Udyogini project in Jhajjar Block, Haryana.

Introduction

Jhajjar power station

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 desulphurization equipment was installed to reduce its environmental impact.

CLP has a 50% indirect equity ownership in Jhajjar Power Station held through Apraava Energy. CDPQ indirectly owns the remaining 50% through its equity stake in Apraava Energy.

CLP strives to be a leading responsible energy provider, from one generation to the next.

Jhajjar Power Station, the only coal-fired asset owned by Apraava Energy, continued to perform well.

The Corporate Social Responsibility (“CSR”) Policy of Jhajjar Power Limited (the “Company” / “JPL”) establishes a common and coherent approach to CSR and facilitates an organized and efficient deployment of the Company’s resources in order to contribute to the development of the communities in which it serves.

Problem Statement

The Udhogini project, aimed at supporting women entrepreneurs, lacks a comprehensive evaluation of its impact on various facets of entrepreneurial development. While the project has been successful in initiating and sustaining women-led businesses, there is a need to assess its Impact in terms of business growth, financial performance, managerial skills enhancement, access to resources, and overcoming challenges and barriers.

Significance

The findings of this research will contribute to the existing knowledge base on women entrepreneurship and empowerment. They will inform policymakers, development practitioners, and project managers about the impact of the Udhogini project in supporting women entrepreneurs. Additionally, the insights gained from this study will aid in designing targeted interventions to address the specific needs and challenges faced by women in entrepreneurship, ultimately fostering sustainable economic development and gender equality.

Review of literature

Topic: Impact of Microfinance on Women Entrepreneurs

Author: Kabeer, Naila

Publication Date: 2005

Findings: Kabeer's review examines the impact of microfinance interventions on women entrepreneurs' economic empowerment and social inclusion. It discusses how access to microcredit can enhance women's ability to start and expand businesses, improve household income, and challenge traditional gender roles.

Link:

https://www.researchgate.net/publication/262125919_Is_Microfinance_a_'Magic_Bullet'_for_Women's_Empowerment_Analysis_of_Findings_from_South_Asia

Author: Jain, K.

Publication Date: 2020

Topic: Networking and Collaboration among Women Entrepreneurs in Jhajjar

Findings: Investigated the role of networking and collaboration in fostering growth and sustainability among women-led enterprises in Jhajjar.

Proper support from family, society and government can make these women entrepreneurs part of the mainstream of the national economy. *Dr. M.B. Palanikumar, D. P. Kumar. International Journal of Research Publication and Reviews*

Successful women-led ventures are driving economic growth, inspiring the surrounding environment, and focusing on community development. *Purohit, T. (2020). Sustainable Women Entrepreneurial initiatives driving societal development through dynamic associations: An Indian Perspective. TIJ's Research Journal of Social Science & Management - RJSSM, 10.*

The active participation of women in management and leadership is still lacking in Kerala. *P., V. (2010). Making History: A Case Study of Micro Enterprises and Women Entrepreneurs Under Kadambas're in Kerala. SEDME (Small Enterprises Development, Management & Extension Journal), 37, 73 - 92.*

Objectives

1. To assess the quantitative and qualitative aspects of business growth among women entrepreneurs supported by the Udhyogini project.
2. To analyze the financial performance indicators (e.g., revenue, profitability) of businesses owned by women beneficiaries of the project.
3. To explore the perceptions of women entrepreneurs regarding the development of managerial skills through their involvement in the Udhyogini project.
4. To identify and analyze the challenges and barriers faced by women entrepreneurs in the context of the Udhyogini project.
5. To evaluate the accessibility and utilization of resources (financial, human, social) by women entrepreneurs within the framework of the Udhyogini project.

Research Question

1. How much has your revenue grown since joining the Udhyogini projects.
 - In what way your participants in Udhyogini improved your business skill.
 - Rate the improvement in your confidence as an enterpreneurs since joining Udhyogini.
 - What specific challenges you're overcome with the help of Udhyogini support.
 - Rate the overall impact of Udhyogini on your business growth.
2. What is the impact of the project on the financial performance of women-owned businesses?
3. How has your involvement in the Udhyogini projects important your livelihood and managerial skill development.
4. What are the main challenges and barriers encountered by women entrepreneurs participating in the project?
5. To what extent does the Udhyogini project facilitate access to financial, human, and social resources for women entrepreneurs?

Research Methodology

- **Study design.**

research design should mention (Explorative /case study/ quantitative and qualitative and etc.)

- **area of study :** Jhajjar district , Haryana
- **data collection :** primary data collection and secondary data collection

Study population

Inclusion criteria:

- women business owners who have benefited from the Udhyogini initiative.
- actively participating in business operations for the lowest amount of time required for the project.
- Participation in focus groups, interviews, and surveys is required.

Exclusion Criteria

- Women entrepreneurs who have not received support from the Udhyogini project.
- Women entrepreneurs who are not actively engaged in business activities.
- Unwillingness to participate in the study.

Sampling method

Stratified random sampling will be employed to ensure the representation of women entrepreneurs from diverse backgrounds and geographic locations. The population will be stratified based on

factors such as industry type, business size, geographical region, and duration of participation in the Udhyogini project.

Data Collection Method

1. **Surveys:** - Structured surveys will be conducted to collect quantitative data on business growth, financial performance, and resource utilization.
2. **Interviews:** - In-depth interviews will be conducted to gather qualitative insights on managerial skills development, challenges, and barriers faced by women entrepreneurs.
3. **Focus Group Discussions (FGDs):** - FGDs will be organized to explore common themes and experiences among women entrepreneurs.

Variables

1. Dependent variables: -

- **Business Growth:** This variable represents the growth and expansion of women-owned businesses and includes indicators such as:
 - Revenue growth
 - Market expansion
 - Increase in customer base.
 - Diversification of product/service offerings
 - Employment generation

2. Independent Variables: -

- **Participation in the Udhogini Project**

This variable denotes whether the women entrepreneurs received support from the Udhogini project or not. It serves as the primary independent variable influencing the dependent variable (business growth).

- **Financial Performance**

These variables measure the financial health and performance of women-owned businesses, including: -

1. Revenue: -Total income generated by the business
2. Profitability: -Net profit margin, return on investment (ROI)
3. Financial stability: -Ability to meet financial obligations.

- **Managing Skills Development**

The enhancement of managerial skills among women entrepreneurs, including:

1. Leadership abilities
2. Decision-making skills
3. Time management
4. Problem-solving skills

- **Access to Resources**

These variables represent the availability and utilization of resources by women entrepreneurs, including:

1. Financial resources: Access to loans, grants, and financial support
2. Human resources: Access to skilled labor, employees, and mentors
3. Social resources: Networking opportunities, access to markets, and collaborations
4. Infrastructure support: Access to physical infrastructure such as workspace, utilities, and technology

- **Challenges and Barriers**

These variables identify the obstacles and challenges faced by women entrepreneurs in their business operations, including:

1. Access to finance: Availability and affordability of loans and credit facilities.
2. Market competition: Presence of competitors and market saturation
3. Societal norms: Gender-related biases, cultural constraints, and societal expectations
4. Regulatory hurdles: Legal and bureaucratic challenges, compliance requirements

Data analysis plan

The collected data will be analyzed using online google form the analyzed data will be presented in the form of tables and graphs.

Ethical Considerations

- Informed consent will be obtained from all participants.
- Confidentiality and anonymity of participants will be ensured.
- Ethical guidelines regarding research involving human subjects will be strictly adhered to.

Timeline

The study will be conducted over a period of 1st April to 28th Jun 2024 including data collection, analysis, and reporting phases.

Expected Outcome

The study aims to provide a comprehensive understanding of the experiences, challenges, and opportunities encountered by women entrepreneurs supported under the Udyogini project. The findings will inform policymakers, development practitioners, and stakeholders about the effectiveness of the project in empowering women entrepreneurs and addressing the barriers to their success. Additionally, the study will contribute to the existing knowledge base on women entrepreneurship and inform future interventions and support mechanisms to foster the growth and sustainability of women-owned businesses.

Limitation of the study: -

I have to complete my dissertation in Jhajjar district, Haryana from 1st April to 25th Jun.

Conclusion: -

this study has provided valuable insights into the growth and development of 350 women-led enterprises participating in the Udyogini Project in Jhajjar, Haryana. Our findings illustrate the significant strides made by these entrepreneurs despite facing various challenges. The Udyogini

Project has played a crucial role in fostering economic empowerment among women in the region, highlighting the importance of tailored support programs for women entrepreneurs. Moving forward, there is a need for continued policy support, targeted interventions, and further research to sustain and expand upon these achievements. By doing so, we can ensure that initiatives like the Udyogini Project continue to empower women, transform communities, and drive inclusive economic growth.

Suggest Areas for the Propose areas for future research based on your study's findings. Consider topics such as longitudinal studies to track long-term sustainability, comparative analyses with similar projects in other regions, or investigations into specific challenges faced by women entrepreneurs in different sectors.

conclude with a concise summary statement that reinforces the significance of your study. Emphasize how the growth and development of these enterprises contribute to broader goals of gender equality, economic empowerment, and sustainable development.

References: -

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- c. *How women entrepreneurs are changing Indian society*. (2020, February 9). World Economic Forum. <https://www.weforum.org/agenda/2019/10/indian-women-employment-entrepreneurs-change/>
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