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Financial Freedom, Social Capital, and the Development of Rural Women Entrepreneurship in India

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ABSTRACT

Human resource development can only be achieved by promoting female entrepreneurship. There is a very low level of female entrepreneurship in India, especially in rural areas, which has recently been a cause for concern. Women are now aware of their existence, privileges, and employment circumstances. The subject of this research is female entrepreneurs in rural India, their contribution towards society, problems faced by women entrepreneurs in India, and initial steps taken by the administration for their development in India's rural region. The research is explanatory. The primary data is used in the paper. The self-structured questionnaire was circulated to the women entrepreneurs in rural India. The data collected was analysed using a targeted sampling method in the Statistical Package for Social Sciences programme, followed by a study of the statistical results. During the survey, 44 respondents were interviewed. The results showed that among the most significant challenges were women's family responsibilities, gender inequality, financial difficulties, low risk inclination and competition between men and women. It was concluded that the challenges faced by women entrepreneurs could be addressed through appropriate incentives, training, encouragement, social recognition of their entrepreneurial capabilities and appropriate family support.

Keywords: entrepreneurship; women entrepreneurs; rural region; SPSS; gender inequality

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ОРИГИНАЛЬНАЯ СТАТЬЯ

Финансовая свобода, социальный капитал и развитие предпринимательства среди сельских женщин в Индии

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АННОТАЦИЯ

Развитие человеческих ресурсов может быть достигнуто только путем поощрения женского предпринимательства. В Индии очень низкий уровень женского предпринимательства, особенно в сельской местности, что в последнее время вызывает беспокойство. Женщины сейчас осведомлены о своем статусе, правах и условиях занятости. Предметом данного исследования являются женщины-предприниматели в сельской местности Индии, их вклад в развитие общества, проблемы, с которыми они сталкиваются, и первые шаги, предпринятые администрацией регионов для их поддержки. Исследование носит обобщающий характер. В работе использованы собственные данные. Самоструктурированная анкета была распространена среди женщин-предпринимателей в сельских регионах Индии. Собранные данные были проанализированы с помощью метода целенаправленной выборки в пакете программ «Статистический пакет для социальных наук», после чего были изучены статистические результаты. В ходе исследования опрошено 44 респондента. Результаты показали, что одними из наиболее значимых проблем являются семейные обязанности женщин, гендерное неравенство, финансовые трудности, низкая склонность к риску и конкуренция между мужчинами и женщинами. Сделан вывод о том, что проблемы, с которыми сталкиваются женщины-предприниматели, можно решить с помощью соответствующих стимулов, тренингов, поощрения, социального признания их предпринимательских способностей и соответствующей поддержки со стороны семьи.

Ключевые слова: предпринимательство; женщины-предприниматели; сельский регион; SPSS; гендерное неравенство

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INTRODUCTION

A nation's monetary growth primarily depends on women's contribution to rural development [1]. However, it is very difficult for women to start their enterprises in India because males dominate it, and the bulk of its citizens live in rural regions. Women in rural India are currently worried about rural entrepreneurship [2]. A woman entrepreneur, in general, is a person who accepts a difficult position in order to fulfill her demands and establish her financial requirements [3]. There are nearly 8 million female entrepreneurs in India, with Tamil Nadu having the highest proportion. Indian women used to be restricted to the house and responsible for providing for their families by washing clothing, cooking, giving birth to children, and caring for their children [4]. Today, Indian women are independent. However, women are now entering the business world as job seekers and contributors to the workforce [5]. Women have finally entered the business world and become businesspeople. A woman who "creates new inventions, starts and adopts the activities of an organization" is referred to as a woman entrepreneur, according to J. Schumpeter's definition. Entrepreneurship is for everyone, not just men. It also provides interest for females. It has been proven that women's entrepreneurial drive has grown with the growth of female-owned businesses and their pertinent influence on the nation's financial growth during the previous three years [6]. Financial pressures to be independent and support to do something on their own motivate women to become entrepreneurs [7]. Women decide to work independently, have trouble landing appropriate positions, and long for social appreciation, which spurs them towards independent work [8]. Women have owned and run many businesses in recent years [9]. Falguni Nayar, the founder of NYKAA, was one such example.

Forbes listed her accomplishments: In November 2021, Falguni Nayar took over the Nykaa community and became India's richest self-made female entrepreneur. Women entrepreneurs have established businesses in both urban and rural settings [10]. Godavari Satpute is a talented female entrepreneur who has developed an original business concept: running a business out of trash. She makes a new, useful product out of the waste she collects. She established Godavari Akashkandil as a business. There were fewer men than women employed in this business, with over 50 female employees [11]. The encounters faced by female entrepreneurs are as

follows: Women and men enjoy the same rights in our nation, but in practice, rural areas do not enjoy this equality. All walks of life continue to abandon women's lives. Women are not treated the same as men. As far off provincial regions are upset, people who have a standard perspective that women are just for family jobs [12]. The head of the family must approve their entry into professional requests. Traditionally, entrepreneurship has been viewed as a male subject. All of these factors stifled the growth of female entrepreneurs. As a result, male business people become a hindrance to the success of female entrepreneurs.

Women most often hold traditions and customs in societies such as India. It can sometimes take time to make money and expand in advance. Women entrepreneurs are also hindered by caste and religion, which dominate with one more difficulty [13]. Women in rural areas face greater social challenges because they are often seen with a wary eye. Rural women in India continue to lack access to education. The majority of rural women lack education. Women in rural areas have lower levels of education than men, primarily as a result of early marriage, poverty, low socioeconomic status, and the higher education of their sons. Knowledge is one of the biggest obstacles for rural women needing more business [14]. Women entrepreneurs need to learn about new technology, innovations, and other government support that will help them succeed because they need more education. The high cost of production, which presents an uncertain obstacle for women entrepreneurs, is caused by several factors, including ineffective management [15]. Due to technology obsolescence and a need for more or slower adoption of new technology, female entrepreneurs face high production costs [16]. In order to succeed in business, one must be motivated. Female entrepreneurs frequently experience a lack of confidence due to their inherent nature, which is fundamentally a factor in their capacity to manage an enterprise [17] successfully. Pervasive corruption in public bureaus and delays in procedures for allocating various water, authorizations, power, and scales make running a business a stressful task, requiring many legal procedures; female entrepreneurs, in this case, find it difficult to focus on running their business smoothly [18].

Plans in India to give women entrepreneurs more power include:

The Indian administration has implemented nine programs to support the growth of female business owners. Capital is often a barrier for women considering starting their own business [19].

The SSP (Street Shakti Package) is one of many government programs implemented. SBI (State Bank of India) launched this unique program, whose primary objective is to provide women with loans of Rs. 200 000 to Rs. 500 000 or more for small businesses without any security requirements. The company must meet the requirements, which state that women should own 50% of the company's share capital, for the loan to be approved.

The Mahila Udyam Nidhi Scheme, or MUNS, was started by PNB (Punjab National Bank) to close the gender gap in financing. It helps women business owners set up their new setups in small or medium-sized units. The highest amount that can be granted under this package — is Rs 1 000 000, and the interest is based on market rates. These straightforward loans can be paid back in ten years.

The Udyogini Plan, approved by the Government of Karnataka from 1997 to 1998, helps women start their businesses, particularly in the trade and service industries. The Punjab and Sind Bank scheme gives women loans to help them become more independent. The maximum cost per unit per this plan is Rs. 100 000 /-. The beneficiary must be aged between 18 and 45, and their family's income must not exceed Rs. 40 000/- per year for all women, including SC/ST women. The scheme has prevented women entrepreneurs from taking out private loans at higher interest rates.

The Dena Shakti Plan, offered by a bank called Dena, offers financing to women entrepreneurs who work in agriculture, manufacturing, microcredit, retail stores, or small businesses. According to RBI guidelines for various priority sectors, including loans up to Rs 20,00,000 for retail trade, Rs 20,00,000 for education and housing, and Rs 50,000 for microcredit, as well as Bank-specific schemes that are periodically distributed to branches and offices, the maximum ceiling limits that can be considered for financing women beneficiaries.

The Nai Roshni Program provides minority women, including neighbours from other communities living in the same village/area, with the knowledge, skills, and tools to work with government systems, banks, and other institutions at all levels. This empowers women in minority groups and boosts their self-confidence. NGOs, civil society, and government agencies support the Nai Roshni Program in the country. This includes training modules on women's leadership, educational programs, health and hygiene, Swachh Bharat, financial literacy, women's legal rights, life skills, digital literacy, and advocating for social and behavioral change.

In November 2017, the **Mahila Shakti Kendra (MSK)** scheme, which aims to empower rural women through community participation, was approved as a centrally sponsored program. The scheme is planned to serve as a way for rural women to get in touch with the government to get their entitlements and be empowered through training and capacity building.

LITERATURE REVIEW

The growth of female magnates impacted India's economy. There has been an increase in the number of female business owners over time, particularly in the 1990s. Today, female business owners play a significant role. They now play a significant role in the global business environment, essential for social progress and long-term economic growth. Even though women in India play an important part in society, their entrepreneurial skills have not been used to their full potential because of their lower social status. The study's primary goal was to ascertain the status of Indian women entrepreneurs. Women who started their businesses also had to overcome some initial obstacles. This was because women's entrepreneurship had its practical challenges. This study sought to investigate and draw attention to several issues about women's entrepreneurial efforts in India [20]. Rural entrepreneurship now offers opportunities to people moving to cities for work or other reasons. Despite having a lot of natural resources, rural areas also need help because they need basic amenities like schools, money problems, or enough technical and conceptual knowledge.

Consequently, it was removing obstacles for rural business visionaries to establish industries in rural areas that would be sustainable over time. Rural entrepreneurship's challenges and opportunities were the focus of this study. It also emphasized the main encounters rural businesspeople face, particularly in product financials, marketing, services, and accessibility to essential amenities like electricity, water, transportation, and energy, among others. The goal of this study was to identify the advantages and opportunities that exist for potential rural entrepreneurs [21].

Women who started their businesses were becoming more financially and socially independent. Due to economic liberalization and globalization, woman entrepreneurs play a significant role in India. Rural development relied heavily on women starting their businesses. This study aims to provide a comprehensive discussion of the issues and supporting factors surrounding women's

entrepreneurship in India's rural areas and highlight the position of rural women entrepreneurs in India. A lack of self-confidence, a lack of education, a lack of awareness of capabilities, a low risk-taking capacity, difficulties working with male employees, limitations on flexibility, and a lack of contact with successful rural women entrepreneurs were the primary barriers to the expansion of rural women entrepreneurs in India [22]. The study found that 65% of Indians live in rural areas, and women comprise half the population. Rural women needed to become entrepreneurs, which greatly enhanced socioeconomic development. There was growing evidence that an increasing number of women were showing concern about small industry proprietorship and initiating business, even though the status of rural women was limited to a low level. In the past, it was believed that women lacked mental and physical strength, rendering them unsuitable for challenging and risky occupations. In India, numerous social and cultural constraints still apply to women. As a result, women's participation in entrepreneurial endeavours was lower than necessary for India's rapid growth. Consequently, the study attempted to identify the financial, marketing, social, and cultural obstacles rural female entrepreneurs face in setting up and successively their corporations and various factors that encouraged them to do so. It also offered suggestions for overcoming these obstacles and giving women entrepreneurs in rural areas more power [23].

Groups of small to medium-sized businesses are referred to as the following: "The MSME Act 2006" of the Indian government. The act's requirement that capital investment not exceed Rs. 1 million for management space and Rs. 2.5 million for meeting space [24]. Bureaucratic procedures like submitting a business plan and following the application rules (having a property, providing a guarantee) typically prevent women from obtaining financial loans and credits. Current research on women's business ventures also looks at the challenges faced by provincial women business people in Turkey regarding legal guidelines, financial assistance systems, administrative methods, and explicit orientation generalizations. First, the Women's Labour and Employment Initiative Report (KEIG Report) explains that current laws and regulations prevent rural women from joining the agrarian economy as self-employed entrepreneurs and starting and running women's agricultural cooperatives [25]. Financial support is also very important for rural women starting and running a new business. Even though women run 40% of this business, only 15% of small and medium-sized businesses in Turkey

have access to financial assistance from ministries, KOSGEB (Small and Medium Enterprises Development Organization), Sabanci Foundation, local development agencies, the European Union, and other international organizations (World Bank Report, 2015) [26].

As indicated by the country, female business people have likewise experienced hardships while managing banks [27]. Other researchers claim that the environmental context of business will determine the performance value of networks. The hypothesis that an entrepreneur's cultural context influences the value of their networks is being developed by the researchers in this study. It is essential to note that, in contrast to most contingency research, the researcher does not link performance to the network; the researcher wants to know how network structure affects resource access. Information channels, family, and informal personal networks can all provide psychological and informational support. It simplifies establishing new businesses and builds confidence [28]. A person can only benefit from the outcomes of social wealth by simply being a part of that system during the investment period. Creating awareness about entrepreneurship encourages rural women to become entrepreneurs and helps them comprehend the opportunities and outcomes [29]. Social capital facilitates new businesses access to the market platform and aids in production growth through various skill-based training, access to necessary information, and financial access through bank linkages [30].

Research has evolved into different types of social capital at different levels, as shown below. It was found that SHG has the property of constraining social capital and belongs to micro-level relationships. The relationship between members of the personal development council is one of them. SHGs are a bonding form of social capital at the micro level as members develop social capital traits such as strong networks, mutual understanding, social ties, and collective action within the group. Entrepreneurship attempts by women in rural areas are sometimes met with hostility, as families consider housework and childcare to be their primary responsibilities [31]. Existing research states that a high degree of clash between family fears and work-related problems is the greatest obstacle to the success of rural women entrepreneurs [32]. Authors usually portray households as obstacles; women-run businesses are portrayed as cooperating rather than competing with men-run businesses. In this way, we recreate the gender and hierarchy of rural women entrepreneurs [33].

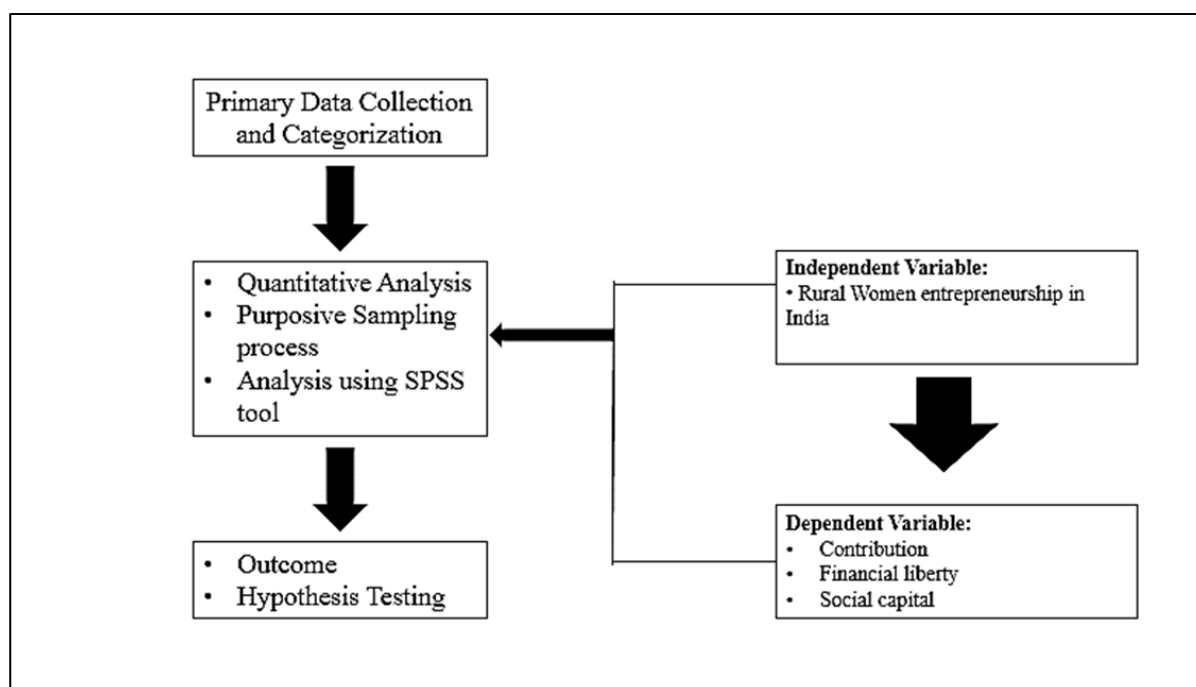


Fig. 1. Research Design

Source: Author compilation.

METHODOLOGY

Research Design

A semi-structured questionnaire was used in this survey-based study, and data were gathered from various age groups and women entrepreneurs. The questionnaire was categorized according to the study variables, and purposive sampling analysis was used to collect the data. The quantitative evaluation is used to interpret the research objectives and establish the hypothesis for the empirical study [6]. Figure 1 provides a summary of the proposed research design. The population's demographics were also observed, and the responses to those observations were analysed.

Research Objectives

- To investigate the contribution of rural women entrepreneurs to the development of Indian economic value.
- To analyze the financial liberty and the associated issues faced by women entrepreneurs in the rural region.
- To examine the effects of social capital on several psychological characteristics that benefit rural women entrepreneurs.

Research Questions

- What are the contributions of rural women entrepreneurs to the development of Indian economic value?

- What is financial liberty and what are the associated issues faced by women entrepreneurs in rural regions?
- What are the effects of social capital on several psychological characteristics that benefit rural women entrepreneurs?

Research Hypothesis

- H1: The possession of social capital has several psychological characteristics that benefit rural women entrepreneurs.
H₁₀: Age group of the women entrepreneurs.
H₁₁: Exchange information with government agencies, Department of Cooperatives (DC), Ministry of Agriculture (MA), Voluntary cooperation with other female entrepreneurs, and monetary assistance to other rural women and mobility constraints occur as you are not willing to shift from your residential location.
- H2: The financial liberty and the associated issues confronted by female entrepreneurs in the region of rural.
H₂₀: Marital status of women entrepreneur.
H₂₁: Lack of social support.
- H3: The contribution of rural women entrepreneurs to developing Indian economic value.
H₃₀: Inadequate financial freedom.
H₃₁: Unemployment in rural areas can be decreased, filling the gap in the inequalities using rural people's income, compared to urban people and negligence by financial institutions.

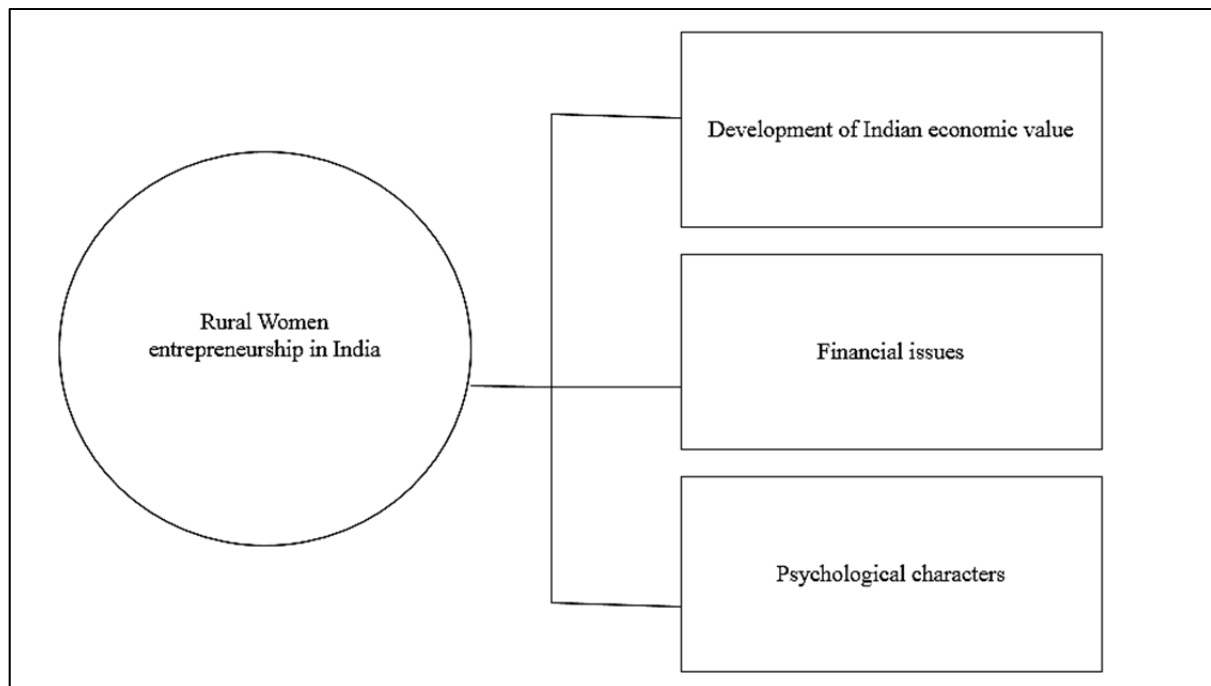


Fig. 2. Study Variables

Source: Author compilation.

Study Population

The study population consisted of women entrepreneurs in rural regions of India. The population of the study is 44. Irrespective of their level of business or experience, respondents were asked to register their responses. The focus of the study confirmed that the responses were strong enough to satisfy the objectives and support the hypotheses.

Sampling Method

The purposive sampling technique was chosen for the statistical and quantitative analysis after the data were gathered. The survey's respondents were asked about age, irrespective of marital status designation. The questionnaires were grouped according to the study variables after the necessary data for the analysis were gathered (Fig. 2).

Data Collection

A semi-structured questionnaire collects the primary data needed for the study's analysis. The survey's intended audience is women entrepreneurs in rural India. Each questionnaire's responses were checked for comprehensiveness by the researcher.

Research Instrument

The three-point Likert scale was used to adopt a standard research instrument for the primary data analysis [34]. All the questions had the responses "Agree", "Neither agree nor disagree" and "Disagree"

in them. This rating scale determines how the independent variables affect the dependent variables.

Data Analysis

The data has been gathered and put into a worksheet to be easily analysed. Using a statistical approach, the collected data are subjected to quantitative analysis. The software package Statistical Package for the Social Sciences (SPSS) is utilized for this purpose. The worksheet's graphical analysis of the data is used to investigate the respondents' demographics. The SPSS software receives the survey questionnaire as input after it is encoded according to the appropriate factors. Based on the variables in the study, the software conducts the analysis and presents the study's findings. The study's input variable is analysed using correlation and one-way ANOVA.

RESULTS

The information gathered through the overview surveys is handled through SPSS programming and dissected for its results given the review factors. Through the research design, the results meet the study's goals. Additionally, a recorded examination of the reactions in light of the different demographics is performed.

Demographic Data and Inferences

Figure 3 shows a graphic representation of the age-based population demography. According to Fig. 3,

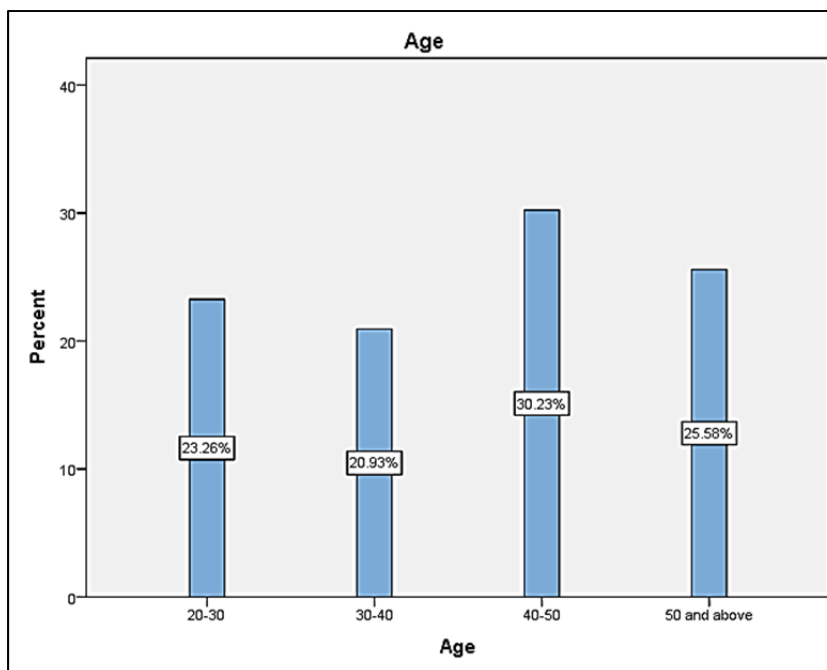


Fig. 3. Age Group

Source: Author compilation.

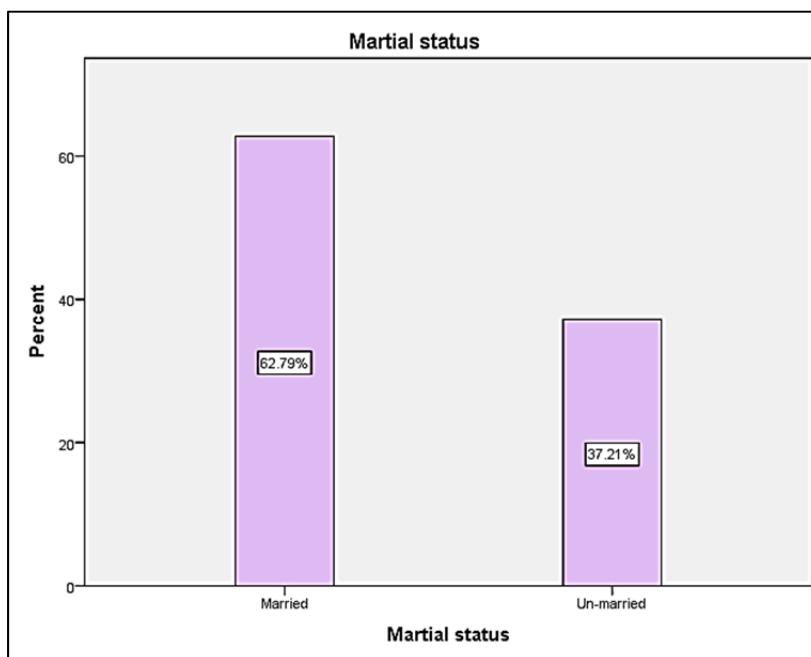


Fig. 4. Marital Status

Source: Author compilation.

it is observed that 30% of the respondents are aged between 40 and 50 years, 26% of the respondents are aged 50 and above, 23% of the respondents are aged between 20–30 years, and only 21% of the respondents are aged between 30–40 years. It can be observed from the study that the majority of women entrepreneurs running their businesses in India are from the age group of 40–50 to solve their

issues. In the age group of 50 and above, women entrepreneurs run their businesses in India to solve issues like (Lack of sufficient income to run a family). However, the age group from 20–30 years to 30–40 years runs their businesses based on their interests.

Figure 4 shows a graphic representation of the marital status of the respondents. According to

Table 1

ANOVA

Dependent variables	Groups	Sum of Squares	df	Mean Square	F	Sig.
Attending entrepreneurship training classes and workshops	Between Groups	10.475	3	3.492	6.354	.001
	Within Groups	21.432	39	.550		
	Total	31.907	42			
Exchange information with government agencies (DC, MA, etc.)	Between Groups	6.310	3	2.103	5.776	.002
	Within Groups	14.201	39	.364		
	Total	20.512	42			
Voluntary cooperation with other female entrepreneurs	Between Groups	12.914	3	4.305	10.575	.000
	Within Groups	15.876	39	.407		
	Total	28.791	42			
Helps in meeting other rural women entrepreneurs	Between Groups	15.227	3	5.076	18.374	.000
	Within Groups	10.773	39	.276		
	Total	26.000	42			
Mobility constraints occur as you are not willing to shift from your residential location	Between Groups	.620	3	.207	.372	.773
	Within Groups	21.659	39	.555		
	Total	22.279	42			

Source: Author compilation.

Fig. 4, 63% of the participants are married, and 37% are unmarried. It can be observed from the study that the majority of women entrepreneurs running their businesses in India are married. They are running their businesses to solve their issues, like the lack of sufficient income to run a family, to be independent, and to add income to the family. Women entrepreneurs who are unmarried and running their businesses in India are in the least count because they do not have proper financial support from their family. After all, they are under the guidance of their parents.

Statistical Analysis of the Data

The SPSS software package was used to analyse the questionnaire-collected data. The relationship between the objectives and the study variables is revealed by statistical analysis. We can validate the hypothesis and comprehend the significance of the objectives thanks to this connection. The correlation tests, the one-way ANOVA test, and the chi-square test, three distinct statistical analysis methods, were used in this study.

One-way ANOVA Test

The one-way ANOVA test examined the significant relationship between the independent and dependent variables. *Table 1* summarises the results of the ANOVA test. The dependent variables of exchanging information with government agencies (DC, MA, etc.), voluntary cooperation with other female entrepreneurs, and monetary assistance to other rural women have a significant relationship with the independent variable of the age of the respondents. However, the dependent variable of mobility constraints occurs as you are not willing to shift from your residential location and does not have a significant relationship with the respondents' age because it is impossible for the senior-aged respondents to shift their residential location.

Chi Square Test

A statistical technique called the chi-square test compares actual outcomes to predictions. This test aims to determine if a discrepancy between actual and projected data is caused by chance or a connection

Table 2

Chi-Square Test Descriptive View

Row count variable	Value label	Count	Marital status		Total
			Married	Un-Married	
Lack of social support	Agree	Count	11	12	23
		Expected Count	14.4	8.6	23.0
		% within Marital status	40.7%	75.0%	53.5%
	Neither agree nor disagree	Count	14	3	17
		Expected Count	10.7	6.3	17.0
		% within Marital status	51.9%	18.8%	39.5%
	Disagree	Count	2	1	3
		Expected Count	1.9	1.1	3.0
		% within Marital status	7.4%	6.3%	7.0%
Total		Count	27	16	43
		Expected Count	27.0	16.0	43.0
		% within Marital status	100.0%	100.0%	100.0%

Source: Author compilation.

Table 3

Chi-Square Test

Tests	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	5.008a	2	.082
Likelihood Ratio	5.261	2	.072
Linear-by-Linear Association	3.170	1	.075
N of Valid Cases	43		

Source: Author compilation.

Note: two cells (33.3%) have an expected count of less than 5. The minimum expected count is 1.12.

between the examined variables. The chi-square test is a great option for helping to comprehend and evaluate the relationship between two category variables. In this research, the variable marital status is evaluated with another variable called lack of social support. *Table 2* summarizes the results of the chi-square test. The chi-square test has been used to determine the relationship between the marital status of the respondents and the lack of social support. In

the financial liberty hypothesis, lack of social support was considered and compared with marital status. As a result, the majority of respondents were unmarried. They agreed that lack of social support is the major cause of the few unmarried women entrepreneurs.

Correlation Test

The bivariate correlation test in the SPSS software tool was used to analyse the correlation between

Table 4

Correlation Test

Variables	Correlation coefficient and test of significance	Inadequate financial freedom	Unemployment in the rural areas can be decreased	Fill the gap in the inequalities using rural people's income compared to urban people	Negligence by financial institutions
Inadequate financial freedom	Pearson Correlation	1	.055	.298	0.002
	Sig. (2-tailed)		.724	.052	.651
	N	43	43	43	43
Unemployment in the rural areas can be decreased	Pearson Correlation	.055	1	.036	0.0067
	Sig. (2-tailed)	.724		.821	.217
	N	43	43	43	43
Fill the gap in the inequalities using rural people's income compared to urban people.	Pearson Correlation	.298	-.036	1	.00079
	Sig. (2-tailed)	.052	.821		.335
	N	43	43	43	43
Negligence by financial intuitions	Pearson Correlation	.071	.192	.151	0.01
	Sig. (2-tailed)	.651	.217	.335	
	N	43	43	43	43

Source: Author compilation.

the studies's numerous components, and the results are summarized in *Table 3*. The variables were found to be significantly correlated with each other. The typical threshold of significance has to be less than 0.05. The significance levels for the correlations between inadequate financial freedoms and unemployment in rural areas; fill the gap in the inequalities using rural people's income, compared to urban people, and negligence by financial institutions are 0.002, 0.0067, 0.0079, and 0.001, respectively. Moreover, finally, the correlation between inadequate financial freedoms, unemployment in rural areas can be decreased, filling the gap in the inequalities using rural people's income, compared to urban people, and

negligence by financial institutions is 0.909, indicating that there is no meaningful relationship between the two factors. *Table 4* shows that all of the factors' Pearson Correlations are in the positive range. Here, the contribution of the women entrepreneur hypothesis is compared with financial liberty, and as a result, there is no meaningful relationship between the two factors.

DISCUSSION AND CONCLUSION

An empirical investigation determined the significant association between the research variables. The study objectives were used to construct the hypotheses, which were then

evaluated using statistical analysis. The correlation test was used to evaluate the relevance of the component contributing to financial liberty and the associated issues faced by women entrepreneurs in the rural region. Other variables like inadequate financial freedoms and unemployment in rural areas can be decreased, filling the gap in the inequalities using rural people's income compared to urban people and negligence by financial institutions. The one-way ANOVA test demonstrates the significance of the dependent variables. The advantages of rural female entrepreneurs in terms of social capital include information exchange with government organizations (such as the DC and the MA), voluntary collaboration with other female entrepreneurs, and monetary support for other rural females who have a significant relationship with the IV (independent variable) of respondents' age. However, the DV (dependent variable) of mobility constraints, which arises when you are unwilling to move from your current residence, does not exist because senior respondents cannot change their current residence. These elements have shown that the know respondent's senior get their residential location, and the statistical analysis results have a significance level of less than 0.05. The study's main goal was to show the problems of women entrepreneurs in rural India and their contribution to society.

The aims and hypotheses of the study have been validated by the research design and technique that have been suggested. This shows that the investigation of the variables has shown how women entrepreneurs in India have faced those hurdles and how they have overcome them. The study, however, solely concentrated on rural regions of India. Therefore, the results of this study are merely a sample and can be used for projects. In addition, the hurdles faced by women entrepreneurs in this region could only be overcome through their family members' support and guidance because most of the respondents were married. Expanding the study's population and the demographics of the respondents may provide additional insight into

women entrepreneurs' hurdles and significantly impact the goal.

The researcher used three significant analyses: correlation, chi-square test, and one-way ANOVA, which is used in H1: The advantages of rural women entrepreneurs in terms of social capital include information exchange with government organizations (such as the DC and the MA), voluntary collaboration with other women entrepreneurs, and financial support for other rural women have a significant relationship with the independent variable of respondents' age, but the dependent variable of mobility constraints, which arises when you are unwilling to move from your current residence, does not because senior respondents cannot change their current residence does not. Chi-square analysis is used in H2: The financial liberty and the associated issues faced by the women entrepreneurs in the rural region to find out the relationship between the marital status of the respondents and the lack of social support, and, as a result, the majority of respondents were unmarried. They agreed that lack of social support is the major cause for the least unmarried women entrepreneurs. Correlation is used in H3: The contribution of rural women entrepreneurs to the development of Indian economic value is used to find out the significant relationship. From the result, all the factors' Pearson Correlations are in the positive range. Here, the contribution of the women entrepreneur hypothesis is compared with financial liberty, and as a result, there is no meaningful relationship between the two factors. The expansion of the study's population, the demographics of the respondents, and the period of time may provide additional insight into women entrepreneurs in rural regions and significantly impact the goal. The researcher discovered that the collected data would be crucial as a database. The researcher would suggest conducting additional research in this zone to ensure that a woman entrepreneur receives more recognition and acceptance. These studies will assist the women in resolving their issues. It will inspire organizations and the government to assist, support, and benefit female entrepreneurs.

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