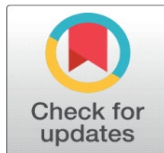
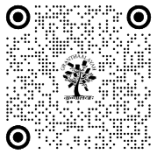


# WOMEN ENTREPRENEURSHIP: A STUDY OF CHALLENGES FACED BY WOMEN'S IN MSMES OF JAIPUR REGION IN RAJASTHAN

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## ABSTRACT

The research will focus on analysing women entrepreneurs operating in Micro, Small, and Medium Enterprises in the Jaipur area of Rajasthan. This article focusses on the potential and obstacles of female entrepreneurship in the Jaipur area of Rajasthan. The survey includes women entrepreneurs who are both registered and unregistered. A cohort of 50 female entrepreneurs has been chosen for the research using a method known as judgemental sampling. This article aims to investigate the untapped challenges faced by women entrepreneurship for improving the economic support and to enhance women entrepreneurship in the Jaipur district of Rajasthan.

**Keywords:** Women Entrepreneurship, MSMEs, Rajasthan, Jaipur Region

## 1. INTRODUCTION

Micro, Small, and Medium Enterprises (MSMEs) play a crucial role in promoting the growth of small and medium-sized enterprises (SMEs) led by women entrepreneurs. This is made possible by the financial support provided by the Central Government of India and State Governments. The investigation into female entrepreneurs in small and medium-sized enterprises (SMEs) and their ability to obtain financial services is driven by the observation that, although there are around 8 to 10 million SMEs owned by women in developing economies, the rate of growth for these businesses is slightly lower compared to those owned by men. The representation of women in entrepreneurial endeavours exhibits significant global variation, with rates ranging from little over 1.5 percent to 45.4 percent of adult women in the labour force. In economies characterised by factors that encourage growth, a significant proportion of women, namely 19.9 percent, aged 18 to 64, are engaging in the initiation and management of new enterprises. According to the GEM 2010 Women's Report, the productivity-driven nations had a number of 9.7 percent, while the innovation-driven economies had a figure of 3.9 percent. Women constitute 50% of the global labour force, account for 66% of global employment, get just 10% of global income, and own less than 1% of global wealth. As to the 2011-12 MSME Annual Report, MSMEs contribute to 45 percent of India's industrial production and 40 percent of the country's overall exports. Although there is a paucity of gender-specific data on women's involvement in the MSME market, it is evident that a significant number

of women are part of the MSME sector in India, with the majority working in the organised sector. Based on the study, just 13.72 percent of businesses in the registered MSME sector were owned by women, which amounts to around 215,000 firms nationwide. Approximately 91 percent of women's firms are classified as micro-enterprises, with 5 percent categorised as little and 4 percent as medium-sized. Most of them are located in Tamil Nadu, Kerala, Gujarat, and Karnataka. Women constitute just 10% of the registered units. 50.4 percent of women-owned firms are in the industrial sector, while 40.9 percent are in the retail sector. Over 90% of the firms in the nation are owned by the Hindu Undivided family. Women own 13 percent of the total. Typically, women choose to become company owners.

Women entrepreneurs' business strategies in India are very poor, yet women entrepreneurs are supported in the country's south and north. However, the Indian government strongly supports female entrepreneurs. However, because India is still a male-dominated country, women are not allowed to operate business in Hindu and Muslim castes, while women from the Marwari caste are encouraged. Godwin and Stevens discover that mixed-gender founding teams assist women entrepreneurs in male-dominated environments (2006). The research of Manalova et al. (2006) reinforces the theory of social capital. Relationships with other entrepreneurs, bankers, accountants, consultants, and family and friends, in addition to family and friends, tend to be a source of essential knowledge, guidance, and access to resources.

The researcher aims to highlight the significant challenges that impact women entrepreneurs in the micro, small, and medium enterprises (MSMEs) sector in Rajasthan. The objective is to promote women's entrepreneurship specifically in Jaipur, Rajasthan. India has been seen as a significant but unexplored reservoir of economic expansion both inside India and globally during the last decade. This research highlights the underestimated significance of women in business in both urban and rural regions of Rajasthan. The objective of this paper is to measure the challenges of Women entrepreneurship in MSME's of Rajasthan.

## 2. REVIEW OF LITERATURE

**Besher, et al., (2022)** studied "Challenges and Prospects of Women Entrepreneurship in Micro and Small Enterprises the Case of Debarh Town" and concluded that The Town administration's tax collecting mechanism has its own impact on women-owned companies. Because the tax requested by the government body is not based on the selling power of the businesses, but rather on guesswork by concerned bodies. Most of the time, the guessing strategy yields under tax pay or greater tax pay. These considerations upset entrepreneurs, causing some to close their businesses and seek employment with the government. Furthermore, it is feasible to deduce that the training provided for female entrepreneurs in town administration was quite limited; even the training provided focused on theoretical notions rather than deep-rooted practical trainings. The training program's schedule did not prioritise entrepreneurs. As a result, most female entrepreneurs do not receive business training.<sup>1</sup>

**Shah, et al., (2021)** studied "Factors Affecting Women Entrepreneurship and its impact on SMEs Development" and concluded that Training and mentorship, financial and premises assistance, policy coordination, the legal environment, and business support and networking are all variables that enhance the success of Pakistani women SME businesses. Other studies that have looked at the same topic have discovered the importance of these characteristics. Financial assistance is essential for the development of female businesses in Pakistan. In the same context, the research findings showed that these entrepreneurs face business, social, and technological challenges. Similarly, to the current study, the findings have inspired training for female businesses to help them grow. Earlier studies contend that women's development is critical to the country's economic health. Respondents emphasise that women entrepreneurs face a variety of challenges.

**R., Elizabeth Rani. (2021)** Studied "Issues and Challenges of Women Entrepreneurs in Micro, Small and Medium Enterprises (MSMEs) of Tamil Nadu" and concluded that Women entrepreneurs were much more hopeful as they had access to strong education and training throughout the 1980s and 1990s, and their presence in business rose significantly in the twenty-first century, with many of them emerging as business leaders. Despite gains in women's overall status, their average success as entrepreneurs in the MSME sector has entrepreneurship. Unfortunately, many times, women entrepreneurs are either ignorant of the plans or the schemes are insufficient for them. Without introducing a vast number of programmes, it is critical to tailor promotional campaigns to the requirements of women entrepreneurs and to guarantee appropriate policy implementation.<sup>2</sup>

**Espoir, et al., (2020)** Studied "Female Entrepreneurship and small and medium size enterprise growth: evidence from Congo" and concluded that Women-owned SMEs had higher sales growth and lower employment growth. This is

due to the fact that women typically employ family labour (labor). This suggests that the rate of employment generation by female entrepreneurs remains low. The logistic regression results show a positive relationship between a woman manager's age and sales growth, a negative relationship between activity sector and sales growth, a positive relationship between firm's age and sales and employment growth, and a negative relationship between firm's idea of firm creation and sales and employment growth. These findings show that women entrepreneurs continue to face a lack of critical financial and social capital required to grow their firms, as well as gender challenges in Congo. As a result, they continue to deal with insufficient financial resources, considerable social capital, and "gender" concerns in the conduct of their operations, all of which limit the expansion of their firms. However, it is critical to encourage women entrepreneurs by establishing more training associations, financial and entrepreneurial education centres, trades training, and financial support to enable them to improve their activities and thus contribute significantly to their environment and GDP by creating jobs.

**Mohsin, A. K. M. (2020)** Studied "Factor Analysis for the development of Women entrepreneurship in SMEs: empirical evidence from Bangladesh" and concluded that Regulatory, normative, and cognitive variables are all important in the growth of women entrepreneurs in SMEs. The relevant links between the overall determinants of women entrepreneurs in SME have been established using Covariance-based structural equation modelling. According to the findings, the most essential elements for the growth of women found in this investigation. The next research gap will be to find new factors by collecting more samples. If the government, law enforcement agencies, and institutional backing are assured, there will be more women entrepreneurs in Bangladesh's SME sector. Furthermore, regulatory considerations will have a favourable influence on normative and cognitive aspects affecting female entrepreneurs. The study also found that normative and cognitive characteristics are not related.<sup>3</sup>

**Rahman, et al., (2020)** Studied "Performance of Women Entrepreneurs in Small and Medium Enterprises (SMEs) of Bangladesh" and concluded that the high interest rate for financing, tight collateral policy, bad law and order situation, and bureaucratic red tape all have an impact on the success of women entrepreneurs. Furthermore, economic constraints such as inflation, raw material costs, and infrastructure scarcity make it difficult for companies to function successfully. Other issues affecting women entrepreneurs' effectiveness include a lack of raw materials, high labour costs, a scarcity of trained labour, and the high cost of legal support services. According to the research, women entrepreneurs are deficient in business management and marketing, and they must thus develop ability in business planning, marketing, accounting and bookkeeping, ICT, e-commerce, and regulatory processes. Despite gendered reality and a variety of factors influencing women entrepreneurs' performance, women entrepreneurs have significantly contributed to the country's growth, mostly through job creation and gender mainstreaming. This is due to the fact that they prioritised the inclusion of more female personnel. These female entrepreneurs have also contributed to their families' spending and savings.

**Rani, D. (2020)** Studied "An Exploratory Study of Women Entrepreneurship in Small and Medium Enterprises in India" and concluded that All firms owned, managed, and controlled by women contribute significantly to the growth of economies in practically all nations. Women's political rights in India have been targeted at offering equal chances in all fields. Financial assistance to female entrepreneurs who are establishing themselves in the business field appears to be a novel method. From increasing financial success and identity, supporting family businesses, developing a sense of self-satisfaction, increasing innovation and creative thinking, and so on, adding a core dimension to the definition of enterprise. As India is a male-dominated society, women entrepreneurs face a variety of challenges, primarily due to a lack of productive resources (or a lack of complete education), a lack of raw materials for production, a lack of financial support, a lack of mobility on a large scale, exploitation by middle men, and the responsibility of family responsibilities, among other things. The women of today are willing to address all of these business difficulties head on. The government is also offering different facilities such as term loans, concessions and subsidies, training facilities by various organisations such as term, DIC, SIDBI, SFC, commercial banks, and so on to promote and take care of women entrepreneurs in every way possible. This appears to be increasing as well

**Matharu, S. K., & Juneja, D. (2021)** revealed that Although enough research has been carried out on factors inspiring women to start and operate business, there is a need to assess the role of various factors impacting resilience of Indian women entrepreneurs. Women entrepreneurs all over the world are struggling, adapting diverse strategies and innovating in the face of COVID-19, to fight against the crisis and bouncing back to their normal stage. The present study aims at identifying the direct relationships among selected factors in influencing the resilience of women entrepreneurs. The sample for the study comprised 396 women entrepreneurs from different regions of India. This is a

survey-based study; a self-administered questionnaire was used for the collection of data. Analysis of the data collected was done using analysis of moment structures based structural equation modelling. Findings of the analysis state a significant and positive influence of entrepreneurial characteristics, resourcefulness, networking, adaptability and continuity in forming the resilient attitude of women entrepreneurs when faced with a crisis situation. The study can be useful to women entrepreneurs, organizations, government and other institutions extending support to entrepreneurs.

Ingalagi, S. S., Nawaz, N., Rahiman, H. U., Hariharasudan, A., & Hundekar, V. (2021) expressed that In the present era, women-owned firms are one of India's fastest increasing entrepreneurial communities in the form of women entrepreneurs. The objective of the study is to identify the factors that influence women's entrepreneurial orientation and firms' performance. The research study discusses the influencing factors and their effect on firms' performance and satisfaction in this regard. The proposed framework and hypotheses have been tested using data gathered from boutiques, beauty parlors, carpet manufacturers, and retail shops in Karnataka, India. Data analysis was done using univariate, bivariate, and multivariate techniques. In Structural Equation Modeling (SEM), paths were created for evaluating the cause-and-effect relationship between different factors viz., social, psychological, financial, and resource factors and entrepreneurial performance and satisfaction. Seven relationships were significant, while two relationships were insignificant in this structural equation. The key finding of the paper is that all factors have a significant impact on the firm's performance. The implications of research results for researchers and practitioners are discussed, and suggestions have also been made.

Chakraborty, S., & Chatterjee, P. (2021) gives a holistic picture of the women entrepreneurship in India and its gender differentials by using various national-level data. It aims to analyse the condition of overall women employment, operational and economic characteristics, access to credit and other infrastructural facilities and entrepreneurial activity of the women-owned enterprises. The study reveals that most of the women are engaged in self-financed, small own account enterprises, without any hired workers, and are operating from within the household premises, few even without having a fixed location. These, along with the lack of access to basic infrastructural facilities, signify women entrepreneurship as necessity-driven and not opportunity-led. It also notes the persistence presence of religious and cultural norms in determining women's participation as entrepreneurs. In addition, the paper aims to study the determinants of the women entrepreneurship in India by using a logistic regression model. The model establishes more chance of engagement of women entrepreneurs in informal sector home-based work and the enterprises with less than six workers. The model also reveals the increasing chance of women entrepreneurship with increasing general education and establishes the need for formal vocational training. At the end, the study proposes to look at women's entrepreneurship from the macroeconomic understanding of women's employment and work and identify policies to ensure that women entrepreneurship does not remain only as distress-driven employment, but become opportunity-led.

Sen, A., & AL, M. (2021) explained that business among ladies, presumably improves the abundance of the country when all is said in done and of the home in specific. Ladies today have more freedom to take the task and execute in a professional manner. They are capable of doing exercises which are once viewed as the work of men, furthermore, have demonstrated that they are underdog to nobody as for commitment to the development of the economy. Business visionaries are assuming a significant part in the monetary advancement of immature country.

Jakhar, R., & Krishna, C. (2020) explained that Jawaharlal Nehru Quote: "You can tell the condition of a nation by looking at the status of its women." Women are one of the most relevant untapped resources if you talk about entrepreneurship. Female entrepreneurship is gaining attention and importance in light of the evidence of the importance of new business creation for economic growth and development. Entrepreneurs are responsible for shaping the economy and they help in creation of new wealth and new jobs by inventing new products, process and services. Women entrepreneurship is based on women participation in equity and employment of a business enterprise. Women who innovate initiate or adopt business actively are called women entrepreneurs. In this paper, an attempt has been made to study the opportunities and challenges related with entrepreneurship that the woman of our country faces in the present times.

Saraswat, R., & Lathabhavan, R. (2020) attempted to generate awareness and to understand the meaning of what women entrepreneurship is and how important it is or the development of the world rationally, economically and in all spheres. An extensive literature review is done on women entrepreneurs. At the end some major problems faced by Indian women entrepreneurs, success stories of Indian women entrepreneurs, factors influencing women



entrepreneurship and the perspective of different sections of the society about women entrepreneurship have been noted.

Koneru, K. (2017) revealed that the educated Indian women have to go a long way to achieve equal rights and position because traditions are deep rooted in Indian society where the sociological set up has been a male dominated one. Despite all the social hurdles, Indian women stand tall from the rest of the crowd and are applauded for their achievements in their respective field. The transformation of social fabric of the Indian society, in terms of increased educational status of women and varied aspirations for better living, necessitated a change in the life style of Indian women. She has competed with man and successfully stood up with him in every walk of life and business is no exception for this. These women leaders are assertive, persuasive and willing to take risks. They managed to survive and succeed in this cut throat competition with their hard work, diligence and perseverance. The present paper endeavors to study the concept of women entrepreneur –Reasons women become entrepreneurs -Reasons for slow progress of women entrepreneurs in India - suggestions for the growth of women entrepreneurs - schemes for promotion & development of women entrepreneurship in India - Case study of a women entrepreneur of Ludhiana.

Agarwal, S., & Lenka, U. (2018) developed based on the concepts, policies and practices being implemented across the regions to promote women entrepreneurs. The methodology adopted to assess and analyse the relevant components very much match the existing practices. The paper relates the concepts, programs and practices. This study has revealed certain issues based on the available data and information on women entrepreneurship to establish a view and rational as of why research is needed in the area of women entrepreneurship. To support this concept, the study has considered the experiences of two important states of India viz. Uttar Pradesh and Uttarakhand. Findings: The study reveals that government of India has launched several policies and development programs to infuse the spirit of entrepreneurship among the women groups and thereby not only making them financially self-sustained but also to contribute to the growth process of the economy. However, there remain many gaps in achieving the goals due to the variety of factors.

### 3. RESEARCH METHODOLOGY

The scope of the study is limited to the selected public sector banks being merged i.e., from 50 women entrepreneur at geographical region of Jaipur Rajasthan. The Universe of the study includes women entrepreneurs working in Micro, Small and Medium Enterprises in Jaipur areas of Rajasthan. The sampling in the present study is Simple judgemental Sampling. The sample of the present study consists of 50 sample size from urban women entrepreneur. The respondents will be segregated on the basis of different variables such as income, age, occupation, marital status, family size, academic qualification and annual saving. Data was analysed by using statistical tools. For analysis and interpretation of data various techniques like statistical and financial models will have been used. For testing of hypothesis multiple regressions was used.

#### 3.1. DATA ANALYSIS

At first stage the perception of the Women entrepreneurship in MSME's of Rajasthan are sought to identify the challenges. The following hypothesis was developed:

H1: The attributes configuring challenges faced by Women entrepreneurship in MSME's of Jaipur region of Rajasthan significantly influence their working and women driven Entrepreneur.

To measure the challenges the multiple regression analysis is conducted and results are presented as under:

**Table 1** Challenges of Women entrepreneurship in MSME's of Rajasthan

Descriptive Statistics				
Variable	Code	Mean	SD	N
<b>Women entrepreneurship in MSMEs in Rajasthan has many challenges</b>	Chall_1	3.3200	1.18563	50
All of the problems I have in operating my company are directly tied to gender.	Chall_2	3.1400	1.21235	50
I get feelings of guilt when I am unable to provide sustenance to my infant in a timely manner. During that period, I really regretted my decision to operate this firm.	Chall_3	3.1600	1.21823	50
Insufficient collaboration and connection among individuals.	Chall_4	3.1600	1.07590	50
If a male were operating this firm, it would be expected that he would have extensive communication with his peers.	Chall_5	3.3600	.82709	50
Rather than being rivals, by establishing a network, we have the opportunity to mutually develop and gain insights from one other's errors.	Chall_6	4.5600	.50143	50

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Essential autonomy to make decisions	Chall_7	4.4600	.50346	50
The need to recognise and provide social security and equal rights.	Chall_8	4.4000	.69985	50
Importance of economic growth	Chall_9	4.5800	.60911	50
The importance of a better level of life	Chall_10	4.5200	.50467	50
The importance of achieving financial independence	Chall_11	4.7600	.43142	50
If both my husband and I are leaving for work and a visitor arrives, it is evident that I must remain behind and attend to them.	Chall_12	4.7000	.46291	50

Correlations													
Pearson Correlation		Chall_1	Chall_2	Chall_3	Chall_4	Chall_5	Chall_6	Chall_7	Chall_8	Chall_9	Chall_10	Chall_11	Chall_12
	Chall_1	1.000	.905	.882	.679	.650	-.067	-.183	-.034	.133	.296	-.006	.030
	Chall_2	.905	1.000	.924	.733	.580	.103	-.007	.053	.164	.312	.105	.076
	Chall_3	.882	.924	1.000	.759	.610	.118	.011	-.124	.010	.260	-.081	.087
	Chall_4	.679	.733	.759	1.000	.851	.398	.163	.157	.354	.520	.084	.221
	Chall_5	.650	.580	.610	.851	1.000	.193	.084	.275	.387	.374	.018	.075
	Chall_6	-.067	.103	.118	.398	.193	1.000	.656	.279	.519	.519	.540	.651
	Chall_7	-.183	-.007	.011	.163	.084	.656	1.000	.626	.443	.405	.425	.604
	Chall_8	-.034	.053	-.124	.157	.275	.279	.626	1.000	.785	.381	.392	.252
	Chall_9	.133	.164	.010	.354	.387	.519	.443	.785	1.000	.459	.463	.340
	Chall_10	.296	.312	.260	.520	.374	.519	.405	.381	.459	1.000	.585	.681
	Chall_11	-.006	.105	-.081	.084	.018	.540	.425	.392	.463	.585	1.000	.756
	Chall_12	.030	.076	.087	.221	.075	.651	.604	.252	.340	.681	.756	1.000
Sig. (1-tailed)	Chall_1	.	.000	.000	.000	.000	.321	.101	.406	.178	.018	.482	.419
	Chall_2	.000	.	.000	.000	.000	.237	.480	.358	.127	.014	.235	.299
	Chall_3	.000	.000	.	.000	.000	.208	.471	.195	.473	.034	.289	.274
	Chall_4	.000	.000	.000	.	.000	.002	.129	.138	.006	.000	.280	.061
	Chall_5	.000	.000	.000	.000	.	.090	.280	.027	.003	.004	.450	.303
	Chall_6	.321	.237	.208	.002	.090	.	.000	.025	.000	.000	.000	.000
	Chall_7	.101	.480	.471	.129	.280	.000	.	.000	.001	.002	.001	.000
	Chall_8	.406	.358	.195	.138	.027	.025	.000	.	.000	.003	.002	.039
	Chall_9	.178	.127	.473	.006	.003	.000	.001	.000	.	.000	.000	.008
	Chall_10	.018	.014	.034	.000	.004	.000	.002	.003	.000	.	.000	.000
	Chall_11	.482	.235	.289	.280	.450	.000	.001	.002	.000	.000	.	.000
	Chall_12	.419	.299	.274	.061	.303	.000	.000	.039	.008	.000	.000	.
N	Chall_1	50	50	50	50	50	50	50	50	50	50	50	50

Variables Entered/Removed <sup>a</sup>			
Model	Variables Entered	Variables Removed	Method
1	Chall_2	.	Stepwise
2	Chall_7	.	Stepwise
3	Chall_5	.	Stepwise
4	Chall_4	.	Stepwise
5	Chall_12	.	Stepwise
6	Chall_11	.	Stepwise
7	Chall_10	.	Stepwise
a. Dependent Variable: Chall_1			

Model Summary									
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
7	.966 <sup>g</sup>	.934	.923	.32968	.007	4.590	1	42	.038
a. Predictors: (Constant), Chall_2									
g. Predictors: (Constant), Chall_2, Chall_7, Chall_5, Chall_4, Chall_12, Chall_11, Chall_10									

ANOVA <sup>a</sup>					
Model		Sum of Squares	df	Mean Square	Sig.
7	Regression	64.315	7	9.188	.000 <sup>h</sup>
	Residual	4.565	42	.109	
	Total	68.880	49		
a. Dependent Variable: Chall_1					
h. Predictors: (Constant), Chall_2, Chall_7, Chall_5, Chall_4, Chall_12, Chall_11, Chall_10					

Coefficients <sup>a</sup>										
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations			Collinearity Statistics
		B	Std. Error	Beta			Zero-order	Partial	Part	Tolerance VIF
7	(Constant)	1.012	.624		1.621	.112				
	Chall_2	.937	.062	.958	15.200	.000	.905	.920	.604	.397 2.517
	Chall_7	-.600	.119	-.255	-5.048	.000	-.183	-.614	-	.620 1.612
									.201	
	Chall_5	.677	.114	.472	5.921	.000	.650	.674	.235	.248 4.026
	Chall_4	-.551	.119	-.500	-4.622	.000	.679	-.581	-	.135 7.408
									.184	
	Chall_12	.750	.201	.293	3.739	.001	.030	.500	.149	.257 3.887
	Chall_11	-.740	.183	-.269	-4.044	.000	-.006	-.529	-	.356 2.806
									.161	
	Chall_10	.333	.155	.142	2.142	.038	.296	.314	.085	.361 2.768
a. Dependent Variable: Chall_1										

Excluded Variables <sup>a</sup>								
Model		Beta In	t	Sig.	Partial Correlation	Collinearity Statistics		
						Tolerance	VIF	Minimum Tolerance
7	Chall_3	.121 <sup>h</sup>	.720	.475	.112	.056	17.796	.056
	Chall_6	-.035 <sup>h</sup>	-.470	.641	-.073	.293	3.407	.090
	Chall_8	.002 <sup>h</sup>	.028	.978	.004	.327	3.058	.122
	Chall_9	.082 <sup>h</sup>	1.519	.137	.231	.521	1.918	.134
a. Dependent Variable: Chall_1								
h. Predictors in the Model: (Constant), Chall_2, Chall_7, Chall_5, Chall_4, Chall_12, Chall_11, Chall_10								

The regression results show that:

Adjusted R square=92.3 percent

Dependent Variable= Chall\_1

Predictors= Chall\_2, Chall\_7, Chall\_5, Chall\_4, Chall\_12, Chall\_11, Chall\_10

Model fit ANOVA=84.536

Significant=.000h

Result: model is fit to predict future.

#### 4. CONCLUSION

The regression results show with Adjusted R square=92.3 percent, Dependent Variable= Chall\_1, Predictors= Chall\_2, Chall\_7, Chall\_5, Chall\_4, Chall\_12, Chall\_11, Chall\_10, Model fit ANOVA=84.536 which is Significant=.000h. this means that we can accept the above hypothesis and the above regression model is fit to predict future.

As per the above result points it can be revealed that only seven variables All of the problems, I have in operating my company are directly tied to gender, Insufficient collaboration and connection among individuals, If a male were operating this firm, it would be expected that he would have extensive communication with his peers, Essential autonomy to make decisions, The importance of a better level of life, The importance of achieving financial independence, and If both my husband and I are leaving for work and a visitor arrives, it is evident that I must remain behind and attend to them are predicting the Challenges of Women entrepreneurship in MSME's of Rajasthan.

#### CONFLICT OF INTERESTS

None.

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None.

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