

Entrepreneurial Success Drivers in Women-Owned MSMEs: Issues and Challenges*

***K.Swapna**, M.B.A, M.Com, (Research Scholar Best Innovation University, Gownivaripalli, Gorantla, AP) Asst.Professor & Head of the Department, Department of Management studies, Annamacharya Institute of Technology and Science, Hyderabad.
Mail id : success.swapna@gmail.com

&**Dr. G. Venkata Reddy**, Asst.Professor, School of Management studies, Sreenidhi Institute of Science and Technology, Yamnampet, Ghatkesar, Hyderabad.

Abstract:

women-owned MSMEs are driving significant economic growth through, employment generation, and social empowerment, with a shift toward digital platforms and sustainability. Key success factors include high achievement motivation, risk-taking, and technical skills, while critical challenges remain, such as, limited, financial access, and scaling difficulties. This paper has evaluated the internal and external factors that impact on business success of women entrepreneurs in MSME sector in North India. Even with supportive policy interventions, women-owned businesses are struggling to scale and sustain due to several challenges. The study identifies that are important for entrepreneurial success and generate a model applicable in emerging economies. Women-owned Micro, Small, and Medium Enterprises (MSMEs) are driven to success by a mix of educational background, strong family support, and the strategic adoption of technology, enabling them to overcome significant barriers. Major challenges include limited access to finance (due to collateral requirements), societal gender stereotypes, and balancing domestic responsibilities.

Keywords: Women Entrepreneurs, MSME, Entrepreneurial Success, Structural Equation Modeling, Financial Access, Government Support.

Introduction:

Women Entrepreneurship plays a prime role in industrial development. India has always been a land of entrepreneurs and also occupied a strategic position in the Indian economy. Today the village and MSME units account for about 45% of the total industrial production, 30% of the country exports and estimated to employ 96 millions person in over 26 million units throughout the country. The government of India has defined women entrepreneurship based on women participation in equity and employed of a business enterprise. The researcher has taken this topic to identify the industrial profile, to identify the motivating factors of women entrepreneurs and contributing factors to the success and to analyze the relationship between industries related factors and success of entrepreneurs. The researcher has been selected 150 respondents from in and around Hyderabad City by convenience sampling method. The percentage analysis, weighted average rank analysis and chi-square statistical methods are used for the study. Women entrepreneurs play a vital role in the Micro, Small, and Medium Enterprises (MSME) sector, particularly in India, by contributing to job creation, economic growth, and community empowerment. Despite facing challenges, a range of government initiatives and technological advancements, such as the Udyam Registration Portal and the Women Entrepreneurship Platform (WEP), are helping to overcome barriers and unlock the potential of women-led MSMEs through improved access to finance, digital ecosystems, and mentorship.

The word Entrepreneur is derived from the French word "entrepreneur" which means a person who undertakes the task of bringing together various resources and manages them to achieve desired results and take some share. Women entrepreneurship in India represents a group of women who are exploring new avenues of economic participation. The entry of the women in organized business is a fairly recent phenomenon. The Government of India has defined women entrepreneurs based on women participation in equity and employed of a business.

Review of Literature: One of the most researched challenges facing women entrepreneurship is access to finance. It has been empirically established that women have a greater loan rejection rate, lower loans and tougher collateral conditions than men (Ghosh and Vinod, 2025). Such inequalities have been associated with the fact that women have less assets to own, have fewer credit histories and bias in the formal financial institutions due to their gender. Policy efforts like, Pradhan Mantri Mudra Yojana, and Stand-Up India have considerable widened the credit outreach to women; however, research indicates that limiting progress in terms of credit has focused mainly on credit and risk-taking loans that enhance subsistence but not long-term developmental ventures (Banerjee and Duflo, 2019). World experience along with Indian experience indicate that complementary interventions, including providing financial literacy, digital banking, and alternative credit assessment models, can more or less alleviate financing constraints (World Bank, 2020). The lending and SHG-bank relationships are proven to lower the transaction costs and information asymmetries especially among rural female entrepreneurs facilitated through fintech.

Research gap: Many research studies have been carried out taking into consideration the various triggering factor that lead to the emergence of women entrepreneurs, like Family restriction, lack of finance, lack of education, scarcity of raw materials etc. Today, women have become contributors to the entrepreneurial ventures and are able to manage the demands of the family and enterprise despite the obstacles and challenges. The present study focuses on identifying the other major challenges like Unavailable Socioeconomic infrastructural facilities, how much support they supposed to be received from the family and others, support from government and other related agencies, financial assistance from the various financial sectors, training and motivations etc., so as to make this research study more effective in identifying the challenges and generating a better opportunity for those challenges.

Statement of the problem : Traditionally our society is male-dominated and women were not treated as equal partners and they were confined to four walls of the house. In modern societies women have stepped out the house to participate in all sorts of activities. Today with the growth of MSME, many women have plunged into entrepreneurship and are also running their enterprises successfully. With the relevant education, work experience, improved economic condition and financial opportunities more women are venturing into business. Women are playing a vital role in running the family in the state of Telangana. In ancient days, women were married at an early age and their focuses were centered on the family. They were uneducated and ignorant of the conditions prevailing in the country. The post-independence period has witnessed a noteworthy improvement in women's education in India. In Telangana, literacy level among the women population has gone up over the decades, slightly faster than that among the men. As more and more women were educated, they turned up to look for employment. Due to acute scarcity of job opportunities and stiff competition existing, more women have opted for the entrepreneurship and set up their own business enterprise. This research evaluates women entrepreneurs' significance and their role in Hyderabad, Telangana. Further, the study focuses and analyses the socioeconomic profiles, the motivational factors to become women entrepreneurs in the study area, the level of problems and opinions perceived by the surveyed respondents towards the essentials and the development of the women entrepreneurs are explained. An empirical study has been made to assess the women entrepreneurs in Hyderabad, Telangana would reveal the pattern of growth of women entrepreneurs in Telangana. Further, the study would emphasize the factors that influence the growth of women entrepreneurs and the problems that restrain their growth. The findings of the study would help the policymakers and the government to take certain appropriate policy decisions for the promotion of women entrepreneurship in Telangana. Amid this background, this study presents a comprehensive assessment of women entrepreneurs and MSMEs in Hyderabad and also makes an attempt to analyse the problems and strength of the women entrepreneurs in the study area.

Research questions:

1. What are the thrust areas identified by Women Entrepreneur?
2. What are the motivational factors influencing Women Entrepreneur?
3. How Women Entrepreneur overcome their Problems?
4. What are the prospects available for Women Entrepreneur?
5. Are the women Entrepreneur aware about MSME and their schemes?
6. What are the various schemes provided by the Govt. for Women Entrepreneur?

Objectives of the Study

The main objectives framed for the present study are listed below:

1. To study the recent developments in MSMEs in India in general and Hyderabad in particular
2. To identify the reasons to become women entrepreneur in Hyderabad
3. To appraise the level of awareness of a woman entrepreneur regarding the financial assistance/schemes of the government
4. To identify the motivating factors of women entrepreneurs and contributing factors to the success
5. To offer valuable suggestions based on the inferences of the survey results.

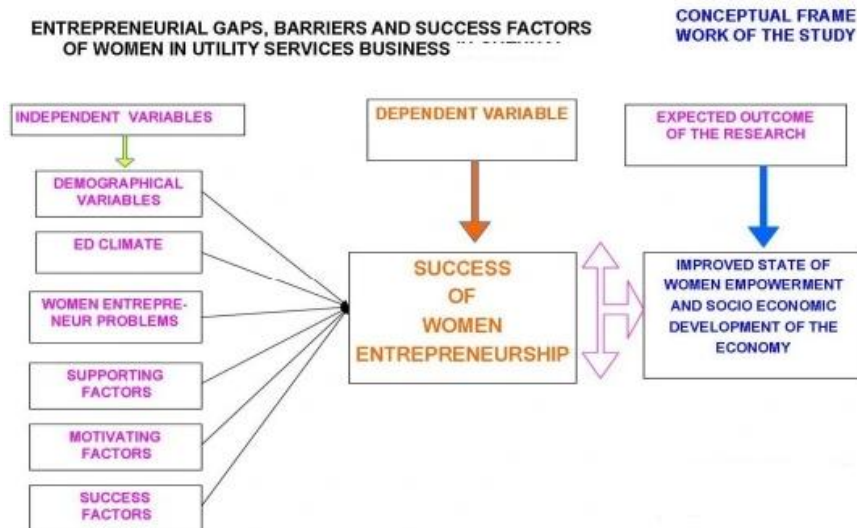
Hypotheses of the Study : The following null hypotheses were framed for testing the relationship between the extent of the growth of the women entrepreneurs and the factors that influence the growth of the women entrepreneurs:

1. There is no significant impact of level of awareness of a woman entrepreneur regarding the financial assistance/schemes of the government
2. There is no significant impact of level of motivating factors of women entrepreneurs on contributing factors to the success

Significance of the study: Women, in the present day, have been recognized as an indivisible part of the great effort for a stable global economy. The same is the case in India where women have recently become the symbol of change. The woman entrepreneurship has been acknowledged as a noteworthy source of development in financial aspects. The Women entrepreneurs produce new opportunities for their own and for others. and they collectively provide the society with all totally different ideas to organization and business challenges but they still signify a minority of all entrepreneurs.

Women entrepreneurs usually face gender-based barriers to beginning and growing their businesses such as discriminatory property rights, marital status and inheritance laws and/or cultural/social practices; lack of access to formal finance mechanisms; restricted mobility and access to information and networks. Besides poverty reduction and women empowerment, women entrepreneurship can produce a really strong contribution to the economic well-being of not only the family but also the society at large. Thus, governments across the globe as well as varied developmental organizations have actively endeavoured the promotion of women entrepreneurs through numerous developmental schemes, incentives and promotional measures. It is needless to reiterate that the women entrepreneurship in the MSMEs should be encouraged and developed in such a manner to uplift the financial position of both the women entrepreneurs and the nation as a whole. Hence, the present analytical study has been carried out to analyse the performance and the challenges of the women entrepreneurship in the study area.

Research Methodology: Research methodology is the way of systematically solving a research problem. In the present study, research methodology covers the research design, study area, sample and data collection, sampling technique, pilot study and the application of statistical tools. Based on the survey method, the study involves a survey of selected business units run by women entrepreneurs in the Hyderabad, Telangana. The data relating to women entrepreneur units have been collected directly from women entrepreneurs through the structured questionnaire. The study also involves a review of the various developmental schemes undertaken by the Central Government and the Telangana Government to foster the growth of women in business by asking suitable questions to the surveyed respondents during the period of study. A number of discussions have been held with women entrepreneurs, officials of various institutions and members of associations of small- scale industries to be conversant with the various schemes of the government. Research methodology refers to theoretical analysis of the methods appropriate to the field of survey or to the body of methods and principles particular to the branch of knowledge. In other words, it is the way of systematically solving a research problem.



Research Model: Hyderabad city has been selected for the study. Statistical tools such as percentage analysis, weighted average rank analysis and chi-square analysis are used for the purpose. The primary data was collected through questionnaire by convenience sampling methods.

Data Collection: In this study, both the primary and secondary data sources have been used. Primary data were collected from a sample of 500 respondents, chosen by using Proportionate and Convenience Sampling Method. In order to collect the necessary data, the researcher visited the concerned business entities owned by the women entrepreneurs in the study area with the structured questionnaire personally to the respondents. Hence, first-hand data were collected from the field through the questionnaire filled up by the sample respondents in the study area. **The questionnaire included many variables consisting of demographic, motivational factors to become entrepreneurs, opportunities for the women entrepreneurs, problems faced by the women entrepreneurs and the schemes implemented by the government to support the women entrepreneurship.** The secondary data were collected from the government official records such as Telangana State Industrial Profile, 2024 (Ministry of Micro, Small and Medium Enterprises, Government of India), MSME-Development Institute, Chennai (Ministry of MSME, Government of India) and DIC, Tiruchirappalli district.

Research Design: Research design could be defined as the blueprint specifying every stage of action in the course of research. It is the arrangement of conditions for collection and analysis of data in a manner that aims at combining relevance to the research purpose with economy in procedure. In this study, descriptive research design is used which is the research study with a focus on the portrayal of the characteristics of a group or an individual or a situation. This type of research design is used to examine the characteristics of the corporate sector or consumer behaviour.

Sampling Design : A sample of 500 respondents belonging to various socioeconomic strata, different educational qualifications and different age groups was selected on the line of '**Proportionate random Classification**' of the Surveyed Respondents Based on Nature of Business the sample covers Manufacturing, Wholesale/Retail and Service.

Classification of the Surveyed Respondents such as Government Employees Private Employees Agriculturists Industrialists/Businesspersons and others.

Women entrepreneurship development in India:The increasing presence of women as entrepreneurs has led to significant business and economic growth in the country. Women-owned business enterprises are playing a prominent role in society by generating employment opportunities in the country, bringing in demographic shifts and inspiring the next generation of women founders. With a vision to promote the sustainable development of women entrepreneurs for balanced growth in the country, Startup India is committed towards strengthening women entrepreneurship in India through initiatives, schemes, creation of enabling networks and communities and activating partnerships among diverse stakeholders in the startup ecosystem.

Key Findings in Women-Owned MSME Success (2026):

Performance Drivers: Successful women-led MSMEs demonstrate high internal motivation, a proactive entrepreneurial mindset, and better risk management, often outperforming male-led firms in profitability.

Sectoral Concentration: While growing, women-owned enterprises are still heavily concentrated in the micro sector, indicating a need for strategies that promote scaling into small and medium enterprises.

Technological Adoption: 2026 trends highlight a "digital transformation," where women entrepreneurs leverage online platforms for market access and efficiency.

Key Success Factors: Success is linked to "human-centered leadership," where mental health and resilience are balanced with operational efficiency.

The Indian economy has been witnessing a drastic change since mid-1991, with new policies of economic liberalization, globalization and privatization initiated by the Indian Government. India has great entrepreneurial potential. At present, women involvement in economic activities is marked by a low work participation rate, excessive concentration in the unorganized sector and employment in less skilled jobs. Any strategy aimed at economic development will be top-sided without involving women who constitute half of the world population. Evidence has unequivocally established that entrepreneurial spirit is not a male prerogative.

Women entrepreneurship has gained momentum in the last three decades with the increase in the number of women enterprises and their substantive contribution to economic growth. The industrial performance of Asia-Pacific region propelled by Foreign Direct Investment, technological innovations and manufactured exports has brought a wide range of economic and social opportunities to women entrepreneurs. In this dynamic world, women entrepreneurs are an important part of the global quest for sustained economic development and social progress.

In India, though women have played a key role in the society, their entrepreneurial ability has not been properly tapped due to the lower status of women in the society. It is only from the Fifth Five Year Plan (1974-78) onwards that their role has been explicitly recognized with a marked shift in the approach from women welfare to women development and empowerment. The development of women entrepreneurship has become an important aspect of our plan priorities.

MICRO, SMALL AND MEDIUM ENTERPRISES (MSME): The Micro Small and Medium Enterprises (MSMEs) sector is a major contributor to the socio-economic development of the country. In India, the sector has gained significant importance due to its contribution to Gross Domestic Product (GDP) of the country and exports. The sector has also contributed immensely with respect to entrepreneurship development especially in semi-urban and rural areas of India.

A revision in Micro Small and Medium Enterprises (MSME) definition was announced under the Aatmanirbhar Bharat Abhiyaan Scheme on May 13, 2020. The Ministry of Micro, Small, and Medium Enterprises, vide its gazette notification dated June 1, 2020, has announced the upward definition and criteria of the MSME. The new classification for MSME came into effect from July 1, 2020. Therefore, according to the new classification of Micro, Small and Medium Enterprises (MSME) under the Aatmanirbhar Bharat Abhiyaan Scheme, enterprises are defined based on the investment criteria in plant and machinery and turnover.

DATA ANALYSIS AND INTERPRETATION: In this chapter the collected data has been analyzed by using various techniques and methods. The researcher has to accomplish the task of drawing inferences from the collected facts after an analytical and experimental study.

Table 4.1 Age-wise distribution of entrepreneurs

S. No	Age-group	Number of respondents	Percent
1	Up to 30	80	20
2	31-40	141	35.2
3	41-50	83	20.8
4	Above 50	96	24
Total		400	100

Source: Primary data

INTERPRETATION:

The above table depicts that a majority of 35.2 per cent of the entrepreneurs are in the age group of 31 and 40, 24 per cent are in the age group of 50 and above, 20.8 per cent are in the age group of 41 and 50 and 20 per cent are in the age group of less than 30 years. Majority of the entrepreneurs are in the age group of 31 and 40 which is the major age for any one to go in for income generation in order to design the future well.

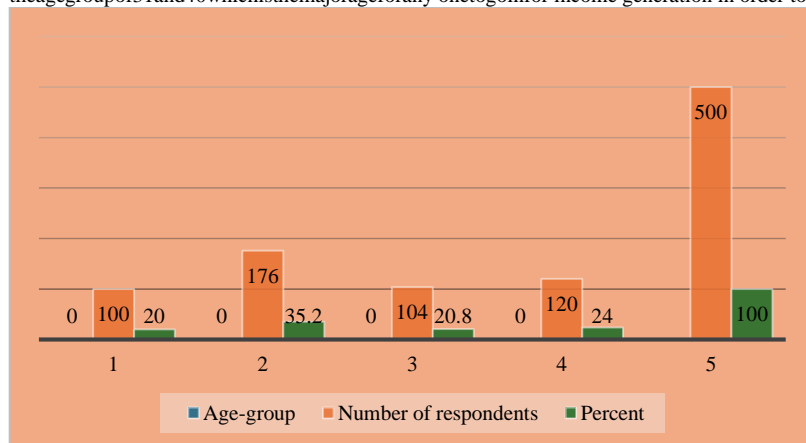


Figure 4.1 Age-wise distribution of entrepreneurs

Table 4.2 Gender-wise distribution of the entrepreneurs

S. No	Gender	Number of respondents	Percent
1	Male	320	80
2	Female	80	20
Total		400	100

Source: Primary data

From the above table it is understood that 80 per cent of the entrepreneurs are male and 20 per cent of the entrepreneurs are female. Majority of the entrepreneurs are male which is the reality of India situation with regard to income generation and social interaction.

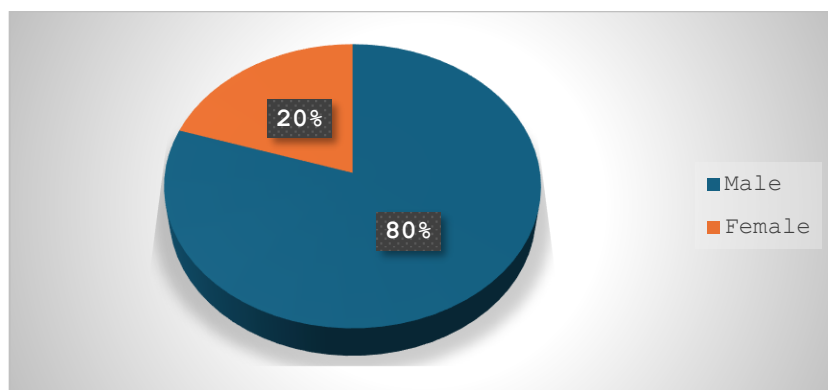


Figure 4.2 Gender-wise distribution of the entrepreneurs

Table 4.3 Marital status of the entrepreneurs

S. No	Category	Number of respondents	Percent
1	Married	456	91.2
2	Unmarried	36	7.2
3	Widow	8	1.6
Total		250	100

Source: Primary data

INTERPRETATION:

The table above provides information relating to the marital status of the entrepreneurs and it is found that 91.2 percent of the entrepreneurs are married, 7.2 percent are unmarried and the remaining 1.6 percent is widows. Majority of the entrepreneurs are married as the Indian situation has more push for any job or profession or other money generation activities only after marriage.

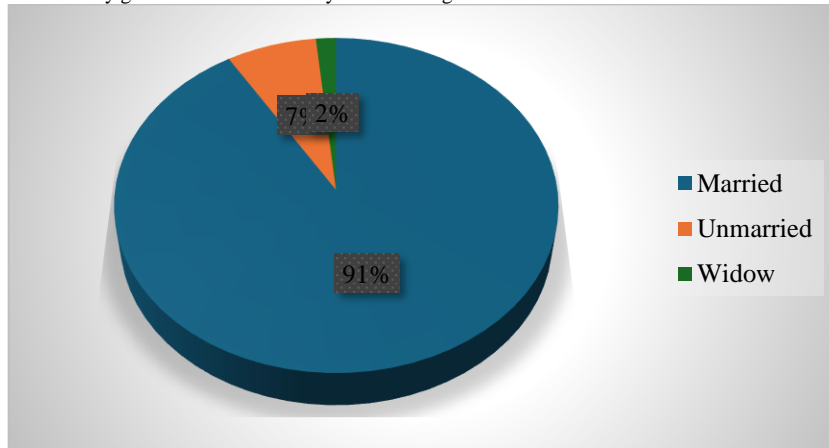


Figure 4.3 Marital status of the entrepreneurs

Table 4.4 Educational Qualification of the entrepreneurs

Category	Number of respondents	Percent
Illiterate	66	26.4
Primary education	76	30.4
Secondary education	83	33.2
Higher secondary	19	7.6
Graduate	6	2.4
Total	250	100

Source: Primary data

It is observed from the above table that 33.2 per cent of the respondent entrepreneurs have passed through secondary education, 30.4 per cent with primary education, 26.4 per cent of them are illiterate and a small per cent of 7.6 and 2.4 are with higher secondary and graduation respectively. Majority of the entrepreneurs are with an educational qualification of with or less than secondary education. From this there is an authentic proof that educational qualification has no major role to play to make one an entrepreneur.

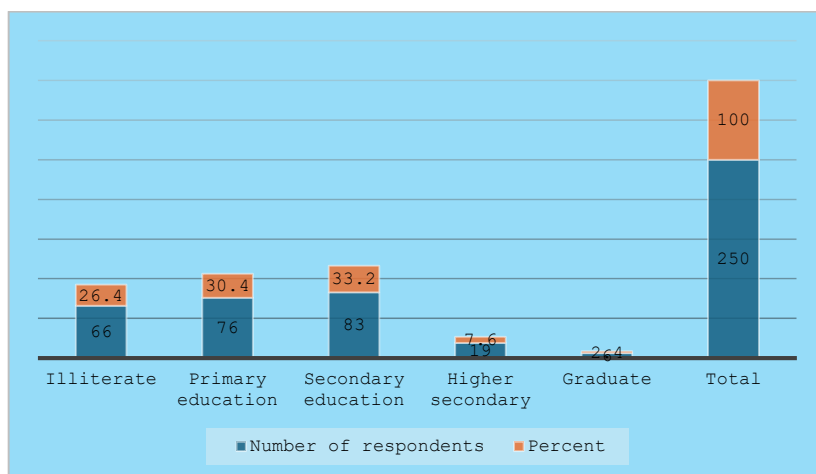


Figure 4.4 Educational Qualification of the entrepreneurs

Table 4.5 Nature of Business carried on by entrepreneurs

Sector	Sample Percentage
Dairying	20
Sericulture	20
Poultry	20
Brick Industry	20
Pottery making	20
Total	100

Source: Primary data

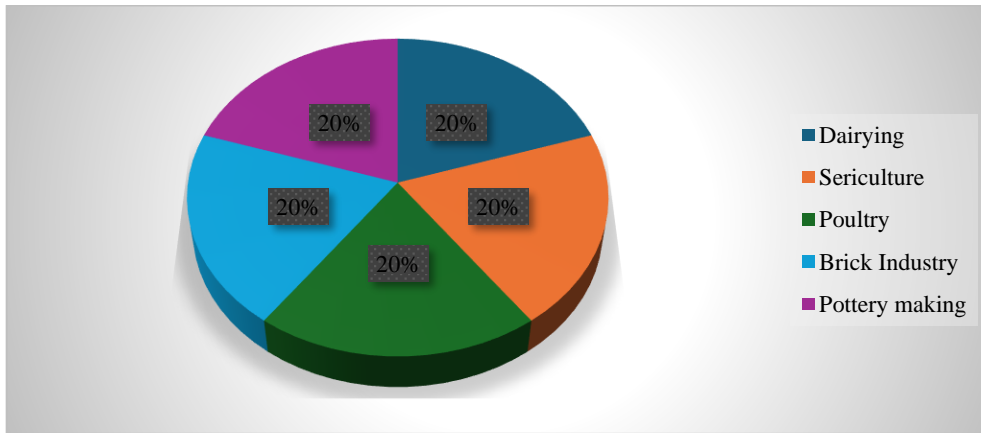


Figure 4.5 Nature of Business carried on by entrepreneurs

INTERPRETATION: The sample size of the study consisted of representatives of rural entrepreneurs. Questionnaires were administered to each institution given above to get the information regarding the schemes available and to get the financial data relating to the data and also questionnaires were administered for 250 sample rural entrepreneur representatives.

Table 4.6 Showing Entrepreneur Segmentation

Particulars	Percentage
Dairy Farming	25
Sericulture	20
Poultry	20
Brick Industry	20
Pottery Making	15
Total	100

(Source: Primary data)

From the above table it is analyzed that 25% respondents are a Dairy Farming Entrepreneur, 20% respondents are into Sericulture, 20% respondents are into Poultry business, 20% respondents are into Brick Making Industry remaining 15% of the entrepreneur indulge in Pottery making. The above table shows that the highest percent (i.e 25 percent) of the respondents are engaged in the activity of dairy farming.

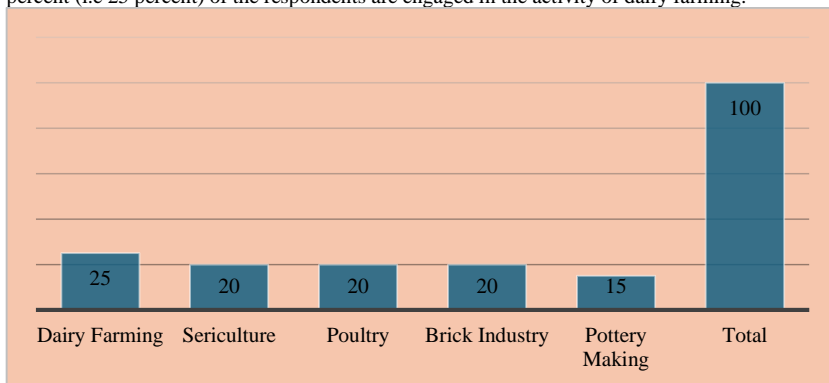


Figure 4.6 Showing Entrepreneur Segmentation

Table 4.7 Place where from the business is operated

S. No	Place of business	Number of respondents	Percent
1	Roadside	318	63.6
2	On streets	82	16.4
3	Rental shop	80	16
4	Government shop	20	4
Total		500	100

Source: Primary data

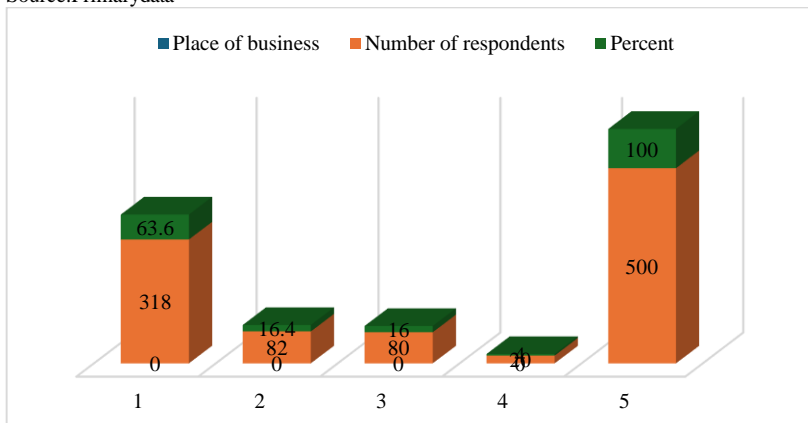


Figure 4.7 Place where from the business is operated

INTERPRETATION:Table 4.7 As far as the place of business is concerned 63.6 per cent of the entrepreneurs carry on the business on roadside, 16.4 per cent carry on the business through street vending, 16 per cent do the business in an rental shop and 4 per cent of them operate in a Government owned shops. Majority of the entrepreneurs are road side vendors.

Table 4.8 Reasons for Starting the New Business

Particulars	Percentage
Govt. Scheme	30
Hobby	27
Rural Development	18
Tradition	25
Total	100

Source: Primary data

From the above table 4.8 it can be interpreted that most of the respondent entrepreneurs (i.e. 30 percent) of the respondents are engaged in business due to incentives provided by the government through various schemes. For any business to start and function it requires some kind of push from the external forces. In case of rural entrepreneurship, the government through its schemes motivates the rural population to take up the activities related to self-employment.

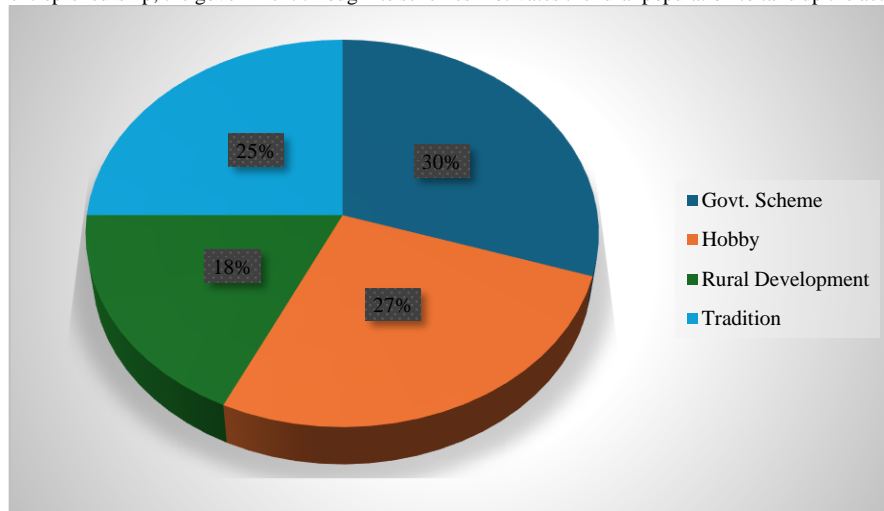


Figure 4.8 Reasons for Starting the New Business

Table 4.9 motivating factors for women entrepreneur

Factors	Mean	Rank
Education/previous experience	36.86	1
Government policies/assistance incentives/subsidies	36	2
To be authoritative/independent/creative	32	3
To get social/economic independence	31	4
To pay the way for the children in the same line	27.33	5

Datasources: Primary Data

Table 4.9 Most of the respondents opined that education/previous experience and government policies/assistance incentives/subsidies was the first and second motivating factors which they are ranked. To be authoritative/ independent/ creative and to get social / economic independence are occupied the third and fourth position. To pay the way for the children in the same line are the fifth position.

Table 4.10 success factors of women entrepreneurship

Factors	Mean	Rank
Achievement motivation	35.67	1
Human relation	33.66	2
Hardwork	29.00	3
Honesty and integrity	28.86	4
Authoritative	28.53	5

Datasources: Primary Data

Table 4.10 Majority of the respondents are opined that the important factors to keep success in their job are achievement motivation and human relation. The hard work, honesty/integrity and Authoritative are third, fourth and fifth ranks respectively.

Table 4.11 Nature of Business of the Surveyed Respondents and Various Factors that Influence the Women Entrepreneurs Based on the One-Way ANOVA Test

Factors	Nature of Business	Mean	SD	F-Value	p- Value	H ₀ Accepted/ Rejected
Self- Motivation	Manufacturing	3.76	0.830	2.985	0.042	Rejected
	Wholesale/Retail	3.97	0.732			
	Service	4.01	0.802			
Maintaining Social Status	Manufacturing	5.31	0.732	3.473	0.032	Rejected
	Wholesale/Retail	5.56	0.527			
	Service	5.39	0.751			
Generating Income to the Family	Manufacturing	4.11	0.654	1.530	0.218	Accepted
	Wholesale/Retail	4.25	0.623			
	Service	4.24	0.598			
Innovative Ideas	Manufacturing	3.89	0.765	2.128	0.121	Accepted
	Wholesale/Retail	4.11	0.710			
	Service	3.99	0.750			

Source: Primary data processed by the researcher with the help of SPSS

Table 4.11 depicts that the p-value is 0.042. As the p-value is <0.05, the null hypothesis is rejected at the 5% level of significance. Consequently, one can conclude that there is a significant difference between the nature of business of the surveyed respondents and the self-motivation factor that influences the women entrepreneurs. Table portrays that the p-value is 0.032. As the p-value is <0.05, the null hypothesis is rejected at the 5% level of significance. Hence, one can conclude that there is a significant difference between the nature of business of the surveyed respondents and the maintaining social status factor that influences

the women entrepreneurs.

Table demonstrates that the p-value is 0.218. As the p-value is >0.05, the null hypothesis is accepted at the 5% level of significance. As a result, one can conclude that there is no significant difference between the nature of business of the surveyed respondents and the generating income to the family factor that influences the women entrepreneurs.

Table4.12ReliabilityTestforVariablesRelatedtoOpportunitiesfrom Government and Financial Institutions for Women Entrepreneurs

	Scale Mean If Item Deleted	Scale Variance If Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha Value If Item Deleted	Cronbach's Alpha Value
FreeentryintoMSME	8.06	13.500	0.668	0.839	0.861
Government withdrawing some restrictions	8.40	13.177	0.759	0.801	
Considerable increase in government assistance to MSME	8.45	12.773	0.765	0.798	
Sufficient financial and non-financial assistance to (MSME) exporters	8.40	13.978	0.639	0.850	

Source: Primary data processed by the researcher with the help of SPSS

Table 4.12 illustrates the reliability of variables of the entrepreneurial opportunities for women entrepreneurs. These variables are analysed using the Cronbach's alpha model and the results confirm that the Cronbach's alpha value is 0.861. The results clearly reveal that the variables are highly reliable regarding all the four variables of the opportunities from government and financial institutions for the women entrepreneurs because the Cronbach's alpha value is >0.07. It is a kind of suggestion to apply all other statistical tests.

Table4.13: Showing Regression Model summary of Sources of finance and Entrepreneurship Development

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.810 ^a	.655	.655	9.61270

a. Predictors: (Constant), Sources of Finance

(Source: Primary Data)

Table4.14: Showing results of Analysis of variance of the Regression model of Sources of finance and Entrepreneurship Development ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	138249.841	1	138249.841	1496.146	.000 ^p
	Residual	72721.908	99	92.404		
	Total	210971.749	100			

Dependent Variable: Entrepreneurship Development

Predictors: (Constant), Sources of Finance

(Source: Primary Data)

Table4.15: Showing Analysis of coefficients of the Regression Model of Sources of finance and Entrepreneurship Development Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.213	2.401		.505	.000
	Sources of Finance	1.424	.037	.810	38.680	.035

a. Dependent Variable: Entrepreneurship Development

(Source: Primary Data)

Table 4.15 Simple linear regression model was used to test the relationship between Sources of Finance and Entrepreneurship development in the rural area. It is found that the value of Beta co-efficient and its associated t values are statistically significant at 5 percent level of significance (p < 0.05 in all the cases). Therefore, the null hypothesis is rejected. Hence, it can be stated that there is a significant relationship between Source of finance and Entrepreneurship development.

Rural entrepreneurs are getting the financial assistance from the various trusted sources like Government, Commercial banks, money lenders, state financial corporations, dairies and cooperative societies. Majority of the entrepreneurs depend more on the Commercial banks, money lenders and dairies for the financial assistance. It highlights the commercial banks are giving long term and less interest, Dairies are short and Medium term with less interest, Money lenders are for very short term loans for maintaining liquidity. It shows that there is a significant relationship between Sources of finance and Entrepreneurship development.

H2: There is a significant relationship between Technical training and Entrepreneurship Development.

H0: There is no significant relationship between Technical training and Entrepreneurship Development.

Table4.16: Descriptive statistics of Technical training and Entrepreneurship Development (Pearson Correlation)

Descriptive Statistics			
	Mean	Std. Deviation	N
Technical training	29.0703	.82121	100
Entrepreneurship Development	2.5027	.50135	100

(Source: Primary Data)

Table4.17: Correlation of Technical training and Entrepreneurship Development (Pearson Correlation)

		Technical training	Entrepreneurship Development
Technical training	Pearson Correlation	1	.085
	Sig. (2-tailed)		.248
	N	500	500
Entrepreneurship Development	Pearson Correlation	.085	1
	Sig. (2-tailed)	.248	
	N	500	500

(Source: Primary Data)

Table 4.17 Pearson correlation model was used to test the relationship between Technical training and Entrepreneurship Development. It is found that the value of Pearson correlation is positive in both the cases. Therefore, the null hypothesis is rejected. Hence, it can be stated that there is a significant relationship between Technical training and Entrepreneurship Development in rural area. It is clearly highlighted that Government of India and Government of Telangana conduct various entrepreneur's development programs people residency rural areas the above chart shows that 87 percent of the respondents doesn't have any knowledge regarding the EDP this shows that government initiation has it reached to the completely to the rural parts of the country.

Findings and Suggestions

Women-owned Micro, Small, and Medium Enterprises (MSMEs) are increasingly seen as critical engines for **economic growth** and **gender equality**, yet they face a persistent "dual-burden" of professional and societal challenges. While they often outperform male-owned counterparts in **loan repayment** and **profit margins**, systemic barriers keep roughly **80%** of these enterprises stalled at the **micro-scale**.

Key Success Drivers

Success for women entrepreneurs is typically driven by a combination of **internal resilience** and **external support systems**.

Social & Family Support: Proactive emotional and financial backing from family is the most significant predictor of success.

Digital Integration: High adoption of **e-commerce** and **digital payments** (like UPI) levels the playing field, overcoming physical mobility restrictions.

Business Formalization: Registering on portals like **Udyam** grants legal credibility and unlocks access to government subsidies.

Strategic Mentorship: Access to **incubators** and **professional networks** significantly boosts confidence and provides critical market insights.

Financial Literacy: Understanding modern financial products allows entrepreneurs to move beyond informal, high-interest moneylenders.

Conclusion

While women are increasingly contributing to the economy, success requires a shift in societal mindset, better access to financing, and targeted training programs that address both technical skill gaps and risk management. The women MSMEs struggle and face many issues related to deal with limited access to finance due to discriminatory attitude in the society. On the government's part, the relevant authorities should take measures to establish specialized institutions which may assist WMSMEs and create a unique support system for these enterprises, to assist and address their concerns. Similarly, a support network in partnership between the public and private enterprises can also help in addressing certain issues related to product demand, marketing and promotion matters, managerial functions, and to cope with the fear of business failure, as business supporting each other in small clusters would help WMSMEs grow and flourish.

This study provides valuable insights into the key factors influencing the success of women entrepreneurs managing Micro, Small, and Medium Enterprises (MSMEs) in India. By examining both internal and external drivers—such as the need for achievement, risk-taking, self-confidence, financial resources, and socio-cultural factors—this research contributes to a deeper understanding of how these elements collectively shape the entrepreneurial outcomes for women in emerging economies. The findings underscore the importance of targeted support systems, policies, and strategies that empower women entrepreneurs and foster a conducive environment for their growth and success.

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