

A Study on Women Entrepreneurship in Jaipur



Pragati Sharma^{1*}, Dr. Sakshi Arora²

¹Research Scholar in Management, Department of Management, Suresh Gyan Vihar University, Jaipur-302017, Rajasthan, India

²Assistant Professor, Suresh Gyan Vihar University, Jaipur-302017, Rajasthan, India

CORRESPONDING AUTHOR

Pragati Sharma

e-mail: sharmapragati840@gmail.com

KEYWORDS

Women, Entrepreneurship, Motivations, Institutional Theory, Women, Entrepreneur's, Work-Life Balance.

ARTICLE DETAILS

Received 24 April 2025; revised 26 May 2025; accepted 30 June 2025

DOI: 10.26671/IJIRG.2025.3.14.106

CITATION

Sharma, P., Arora, S. (2025). A Study on Women Entrepreneurship in Jaipur. *Int J Innovat Res Growth*, 14(3), 143001-143011. DOI



This work may be used under the terms of the Creative Commons License.

Abstract

It was found that the sample of female entrepreneurs has a higher prevalence of positive work-life balance, demonstrating that women entrepreneurs are capable of finding balance. This suggests that resolving work-life conflict is more successful when a proactive and positive approach to work-life balance is used. The major participants in the entrepreneurial field are female entrepreneurs. Even though they are very few compared to businesses run by men, they have overcome the stigma associated with being a "housewife." Women are very successful company entrepreneurs in addition to their various domestic duties, which include taking care of the elderly and children.

1. Introduction

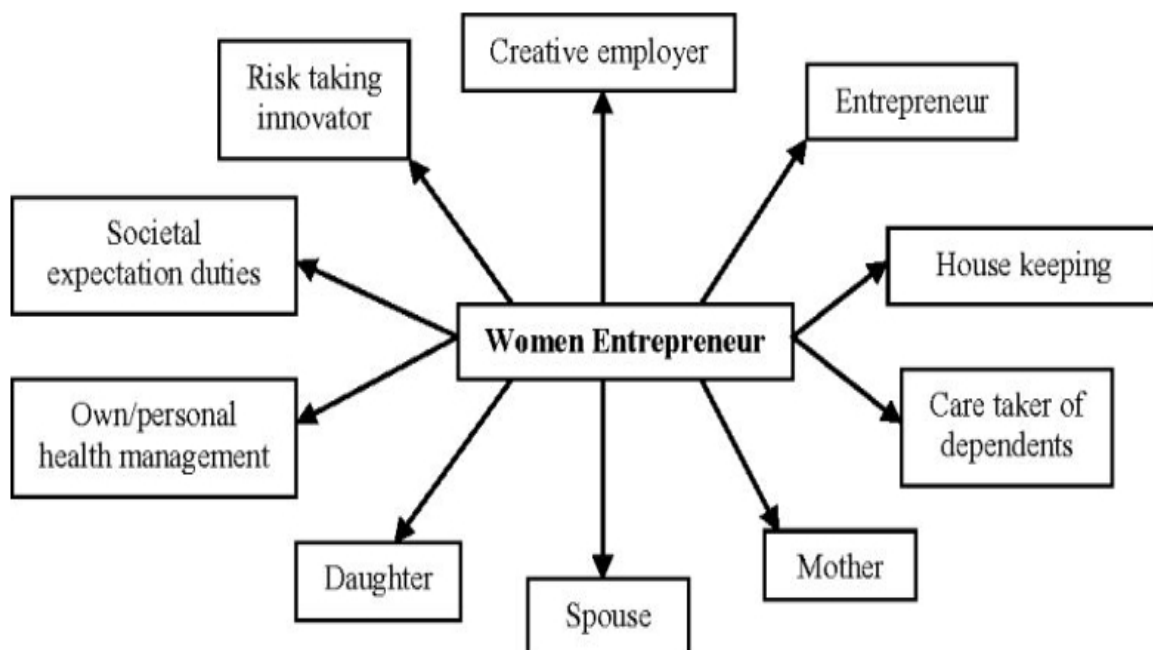
The need to increase the position of women and the promotion of women's involvement in economic development are no longer considered only as concerns of gender equality or social justice. Women must be used as tools for economic growth and development since they are a country's most valuable human resource. Women entrepreneurship appears to be an appealing option for leveraging the hitherto underused potentials of the women force. Women's entrepreneurship provides beneficial social effects in addition to providing them with economic empowerment.

Women bear equal responsibility for the family's financial well-being as men do. In the competitive and knowledge-based world of today, women entrepreneurs are also recognized for creating wealth, jobs, and a variety of solutions to societal issues. An employee must balance his personal obligations (family, friends, and self) with his professional obligations (work, career).

In India, women entrepreneurs, women-owned businesses, and their substantial economic contributions are becoming more prevalent. Previously, entrepreneurship was thought to be a male domain. Nevertheless, although making up almost half of the population, women in India participate in the economy at a very low rate. Indian women were traditionally exclusively expected to take care of the home, but throughout the past 20 years, there have been significant changes in the country's perception of women entrepreneurs and their roles. In the absence of male wage earners, the women first started small businesses at home to support themselves. Later, they joined the unorganized sector and worked as petty traders or service specialists, producing petty goods either on an as-needed or piece-rate basis. They eventually decided to pursue it as a career in order to become financially independent.

Indra Nooyi, the CEO of PepsiCo; Dr. Kiran Mazumdar-Shaw, the founder of the biotechnology company Biocon; Ekta Kapoor, the head of Balaji Telefilms; and Shehnaz Hussain, a well-known Indian herbal beautician, are just a few examples of the highly successful women entrepreneurs that have emerged in Indian society as a result of the changing paradigms and the availability of technical and professional qualifications for women.

What Women Entrepreneurs Are "Any woman or group of women who innovates, initiates, or adapts an economic activity may be called women entrepreneurs," according to Harbison F. (1956).



Women Entrepreneurship

Women entrepreneurs are defined as individuals or groups who take the initiative to innovate, establish, and manage enterprises, assuming the associated risks and responsibilities. The Government of India characterizes women entrepreneurship as those women who hold at least 51% of the company's share capital and provide a minimum of 51% of employment opportunities to female workers.



Entrepreneurship is regarded as a fundamental component of any economy, as it plays a crucial role in addressing significant social issues such as poverty and unemployment, while also contributing to the enhancement of living standards. Consequently, stable governments prioritize entrepreneurship in their policies and implement programs to promote entrepreneurial activities.

2. Theoretical Framework and Review of Literature

Scholars have tried to examine female entrepreneurship throughout the last few decades from a variety of angles, including the problems and motives faced by female entrepreneurs. The pull/push classification is mostly used in the literature that currently exists to study female entrepreneurship motives "Push" reasons are crucial components that compel people to start their own business, like the need for more money or discontent with their current position or working conditions. The desire for autonomy and independence, the desire for a higher income rather than the necessity for one, the desire for personal fulfillment and success, or the simple fact that they perceive a market gap as an opportunity are examples of "pull" factors that encourage people to start their own business.

Some research indicates that men often venture into business due to financial motivations and are more frequently drawn to entrepreneurship. In contrast, women tend to initiate businesses because of lifestyle factors and are more often pushed into self-employment (Clain, 2000; Georgellis and Wall, 2005; Takahashi et al., 2014). Nonetheless, other studies reveal that women entrepreneurs are driven by both push and pull influences. In developed nations, empirical research highlights self-identity, independence, increased wealth (see e.g. Bennett and Dann, 2000; Walker and Webster, 2007), personal satisfaction, and the desire for flexibility in balancing professional and personal lives (see e.g. Mattis, 2004; McGowan et al., 2012) as primary motivations for women entrepreneurs. Kirkwood (2009) emphasized that while women are attracted to entrepreneurship in ways similar to men, the push factors they encounter are predominantly family-related, particularly concerning flexibility with children.

The desire to be in charge and earn more money are the primary drivers of female entrepreneurs in developing nations (Zimmerman and Chu, 2013; Modarresi et al., 2016); social recognition (Ismail et al., 2012); the need for achievement (Modarresi et al., 2016); the need for a healthy work-life balance (Marques et al., 2018); and financial concerns (Modarresi et al., 2016). According to the results of the literature now in publication, a woman's choice to start her own company typically stems from a variety of factors. The choice of women to start their own businesses in both developed and underdeveloped nations impacted by both push and pull elements working together. However, it's unclear which of these two elements has a bigger impact. While women's participation in entrepreneurship is typically on the rise, there are a number of stated barriers (Davidson and Burke, 2004). The research recognizing the obstacles that women entrepreneurs face in poor nations is expanding (Hanson, 2009; Ahmad, 2011; Bardasi et al., 2011). With some regional variances, women in developing nations encounter barriers to accessing markets, information, infrastructure, technology, human capital, productive resources, and economic opportunities.

These barriers impact their business viability and performance (Bardasi et al., 2011; Ahmad, 2011; Holland, 2014; Adom and Asare-Yeboah, 2016).

The review mentioned above indicates that numerous past studies have explored the motivations and obstacles faced by women entrepreneurs. As the literature has evolved, the importance of using an institutional approach as a framework for interpreting female entrepreneurship has recently gained recognition (Bui et al., 2018). Downloaded by Doctor Shruti Shastri at 07:41 14 June 2019 (PT) Institutions are defined as the stable structures that govern human interactions (Thornton et al., 2011). In the realm of entrepreneurship, they can create opportunities, such as through suitable legal frameworks, but can also present challenges if there are significant institutional shortcomings (Polishchuk, 2001). When examining the institutional context of entrepreneurship, North's differentiation between formal and informal institutions offers a valuable framework (North, 1990, 2005). Formal institutions include political and economic rules and organizations, whereas informal institutions encompass the uncoded values and norms of society. Williamson (2000) points out that informal institutions are deeply embedded in society, change slowly over time, and can serve as a constraint on behavioral change. The general constitution's provisions establishing possibilities for men and women are examples of gender-specific formal institutions that can either support or impede female entrepreneurship (Welter and Smallbone, 2008). Religious and traditional practices are examples of gender-specific informal institutions that may affect women's economic roles and social status. Preconceptions about the roles assigned to men and women may arise from informal institutions that are expressed in cultural norms, traditions, and religion (Chell and Baines, 1998). According to Ahl (2003) and Verheul et al. (2002), for example, the majority of cultures interpret entrepreneurship in a "masculine" manner. According to Fagenson and Marcus (1991), the majority of western cultures depict the position of an entrepreneur as more male than feminine. According to Verheul et al. (2002), women are therefore less likely than males to think of themselves as entrepreneurs, and they might not even think of themselves as such in the masculine sense of the word (Stevenson, 1990). Therefore, it may be argued that if institutions treat men and women differently, it would result in different opportunities and expectations for men and women. It may also present particular difficulties for female entrepreneurs.

For example, women entrepreneurs may face additional domestic duties and workloads from informal institutions that their male colleagues do not have to deal with (Welter and Smallbone, 2008). Aspiring female entrepreneurs may give up on their endeavors to secure social acceptance if there is no institutional support for female entrepreneurship (Muñoz and Kibler, 2016). Female entrepreneurs' interpersonal interactions with local entrepreneurial communities, which could provide them with helpful criticism and up-to-date, reliable market information about business opportunities, are severely harmed by this phenomenon (Kibler et al., 2014; Muñoz and Kibler, 2016).

However, women would be more likely to start their own businesses in cultures where institutions are accepting of their involvement outside the home (Pathak et al., 2013). If societal institutions show support and legitimacy for female entrepreneurs, it will attract more and more. Obstacles faced by female entrepreneurs. Doctor Shruti Shastri downloaded female entrepreneurs started a new company. Formal organizations like the government can promote legitimacy by offering tax breaks and training and education for entrepreneurs.

Although it holds significant relevance, the institutional theory perspective appears to be underutilized in examining the motivations and obstacles faced by entrepreneurs. Current research employing the institutional framework tends to focus on macro-level contexts, often utilizing statistical analysis of secondary data. For example, Noguera et al. (2015) discovered that societal acknowledgment of entrepreneurship as a career significantly influences individuals in Spain to pursue self-employment. Similarly, the study by Fuentelsaz et al. (2015) highlights the crucial role of state-enforced business freedom laws in encouraging people to venture into entrepreneurship.

However, the experiences and viewpoints of entrepreneurs are overlooked when using statistical analysis and macro-level data, which could result in a limited understanding of the issue (Bryman and Bell, 2015). Additionally, the responses from both genders provide the basis for these conclusions. This makes it impossible to comprehend how the institutional impact drives the challenges and motivations of female entrepreneurs. Given the aforementioned gaps and the recent literature emphasizing the role of institutions in influencing the motivations and difficulties faced by female entrepreneurs (see, for example, Bui et al., 2018; Roomi et al., 2018), the current study uses an interview approach to examine the challenges and motivations of female entrepreneurs within an institutional framework. To the best of the authors' knowledge, no research on the topics has been done in the Rajasthan context utilizing qualitative data from in-depth interviews and an institutional framework.

3. Objectives of Study

- To determine the challenges and opportunities faced by Jaipur's female entrepreneurs.
- To identify the driving forces and additional elements that encourage women to start their own businesses.

- To investigate how the government and other financial institutions support women entrepreneurs in Jaipur.
- To research how the socioeconomic environment affects women entrepreneurs' growth.
- Challenges Faced by Women Entrepreneurs in Achieving Work-Life Balance.

4. Research Methodology

This research utilizes both primary and secondary sources of data. Primary data was gathered using a survey questionnaire, while secondary data was obtained from magazines, journals, newspaper articles, and relevant websites. To carry out the study, 50 women entrepreneurs who run their businesses via social media platforms were selected using a convenient sampling technique and were requested to complete a structured questionnaire designed to meet the stated objectives. The data was collected through the questionnaire in the form of a Google form. The gathered data was verified for completeness and analyzed using basic statistical methods such as the percentage method.

5. Interpretation and Analysis of the Study

1. Age Group Distribution of Respondents

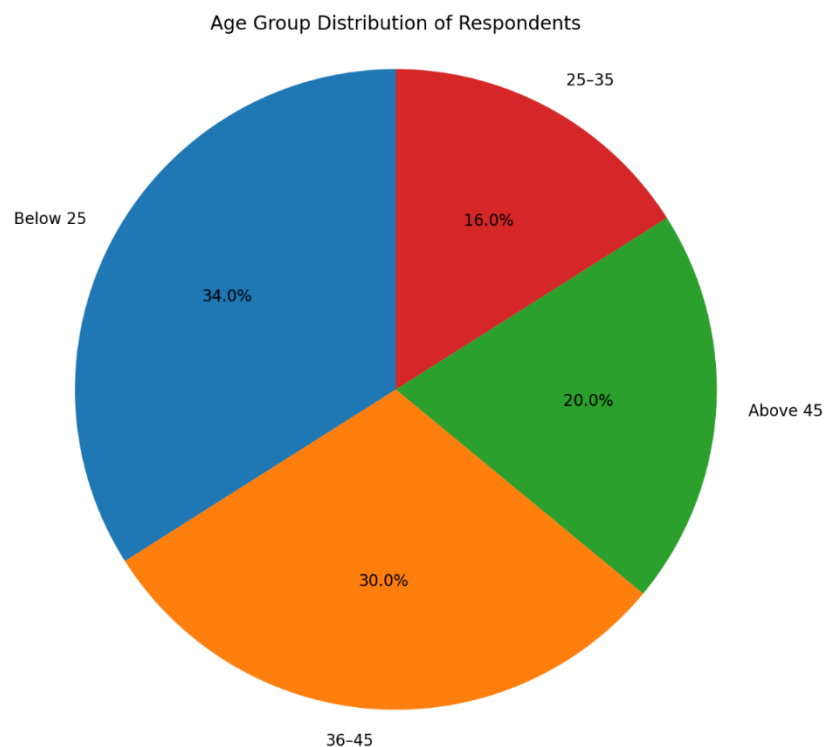
Looking at the pie chart of age group distribution among women entrepreneurs in Jaipur, we can observe: *(Figure Legend: Pie chart showing distribution)*

The largest segment (35.0%) consists of entrepreneurs in the "25-35" age group, representing over a third of the respondents. This suggests that young adult women form the core of entrepreneurial activity.

The second largest group (25.0%) is the "36-45" age category, indicating strong participation from middle-aged women.

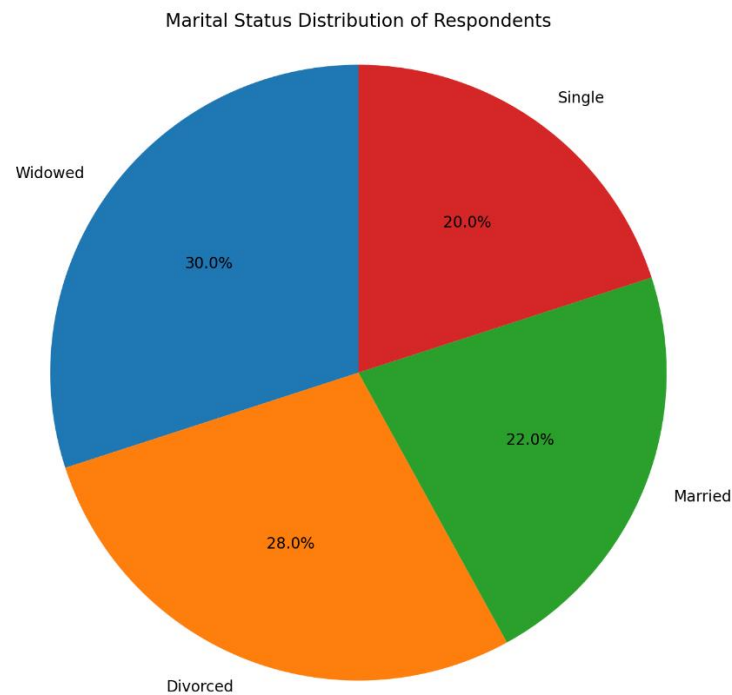
"Above 45" entrepreneurs account for 20.0% of the sample, showing significant representation from more experienced women.

The "Below 25" age group makes up 20.0% of respondents, demonstrating that a notable portion of young women are also venturing into entrepreneurship.



This distribution reveals that while entrepreneurship is most common among women in their late twenties to mid-thirties, there is meaningful participation across all age groups, including both younger and older women. The relatively balanced distribution suggests that entrepreneurial opportunities in Jaipur attract women at various life stages.

2. Marital Status Distribution of Respondents



The pie chart illustrates the distribution of women entrepreneurs in Jaipur by their marital status: *(Figure Legend: Pie chart showing distribution)*

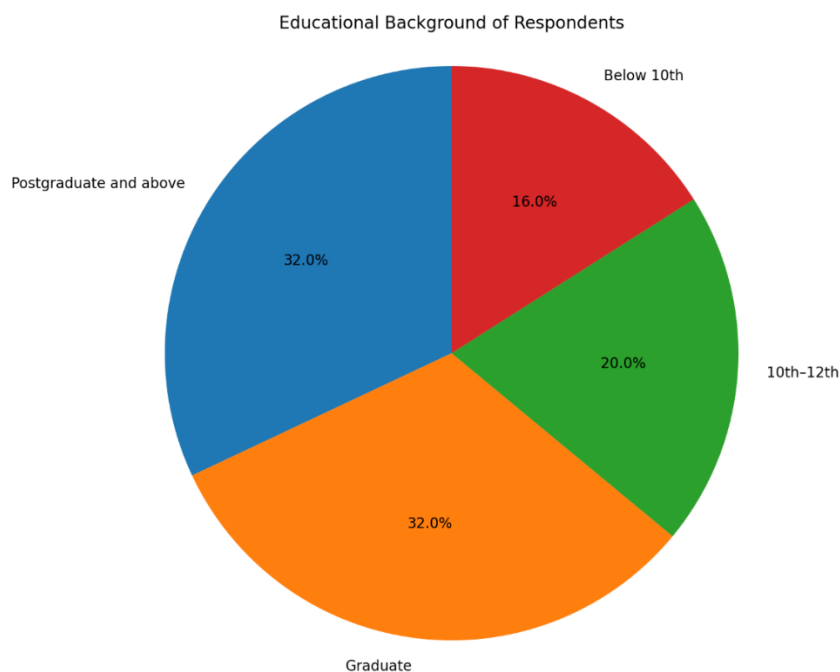
Widowed (30.0%): The largest segment represents widowed women, making up nearly a third of all respondents. This suggests that entrepreneurship may be an important economic pathway for women who have lost their spouses.

Divorced (28.0%): The second largest group consists of divorced women, accounting for slightly more than a quarter of respondents. Similar to widowed women, entrepreneurship might serve as a means of financial independence after separation.

Married (22.0%): Married women constitute just over one-fifth of the sample. This indicates that a significant number of women are pursuing entrepreneurial activities while maintaining family responsibilities.

Single (20.0%): The smallest segment represents single women, making up one-fifth of the respondents. These may include women who have never married or are in the early stages of their careers.

3. Educational Background of Respondents



The pie chart illustrates the educational background of the respondents, breaking down their highest qualifications: *(Figure Legend: Pie chart showing distribution)*

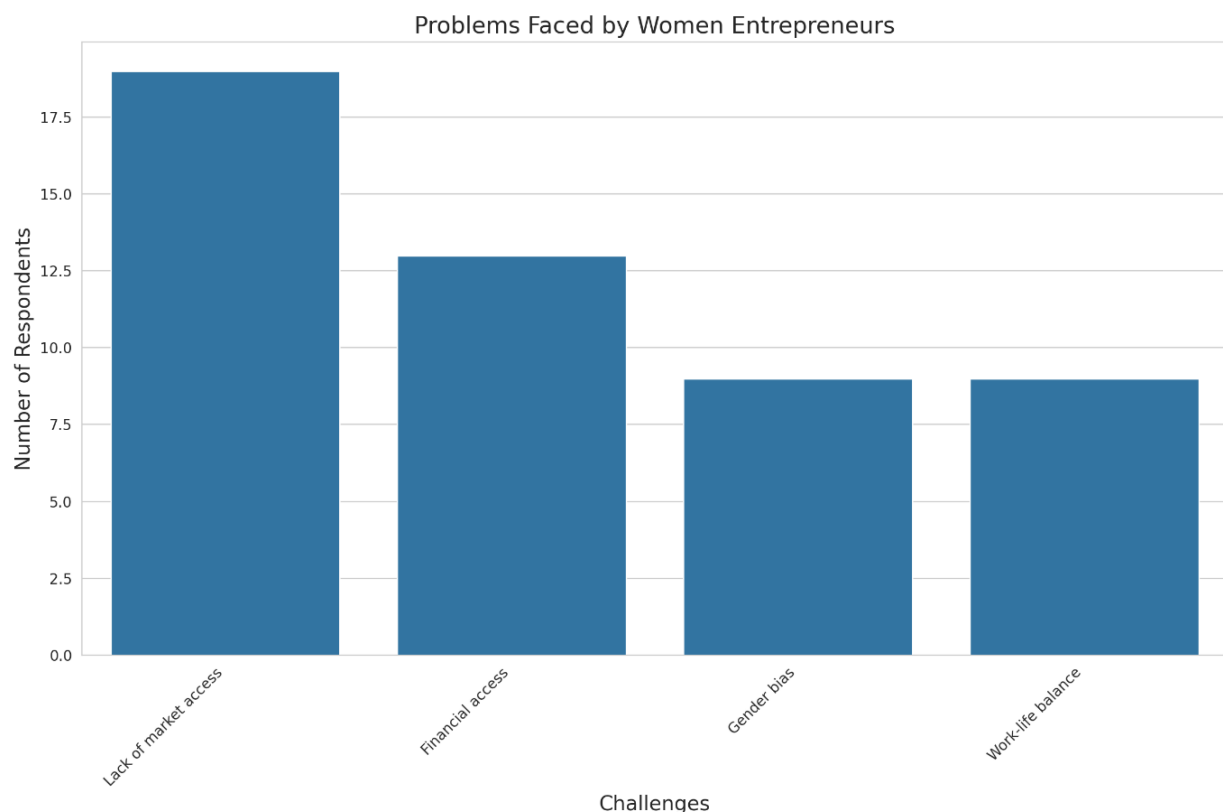
32% are "Postgraduate and above": This segment shows that nearly one-third of the respondents have advanced degrees, suggesting a strong foundation in higher education among this group.

32% are "Graduate": Another one-third have completed a bachelor's degree, indicating that a significant portion of the women entrepreneurs have a solid educational background, likely providing essential skills for their business endeavors.

20% are in the "10th–12th" category: This group makes up one-fifth of the respondents, representing those who have completed their secondary education. Their presence in entrepreneurship indicates that formal higher education, while common, is not the only pathway to starting a business.

16% are "Below 10th": The smallest segment, 16%, shows that a minority of respondents have lower formal education. This suggests that even with limited formal education, these women are pursuing entrepreneurship, possibly relying on alternative forms of learning or on-the-job skills.

4. Problems Faced by Women Entrepreneurs



The bar chart illustrates the key challenges reported by women entrepreneurs in Jaipur: *(Figure Legend: Bar chart illustrating key challenges)*

Lack of Market Access (19 respondents)

This is the most significant challenge, affecting nearly 38% of the respondents. Market access limitations could include:

- Difficulty reaching potential customers
- Limited distribution channels
- Challenges in market penetration
- Inadequate networking opportunities
- Barriers to entering established markets

Financial Access (13 respondents)

The second most common challenge, affecting about 26% of respondents, relates to financial constraints such as:

- Limited access to loans and credit
- Difficulty securing investment capital
- Challenges with financial institutions
- Lack of collateral for loans
- Higher interest rates or stricter terms compared to male counterparts

Gender Bias (9 respondents)

Tied for third place and affecting 18% of respondents, gender bias manifests as:

- Stereotyping and prejudice in business interactions
- Being taken less seriously than male entrepreneurs
- Cultural expectations limiting business growth
- Discrimination from suppliers, customers, or business partners

Work-Life Balance (9 respondents)

Also affecting 18% of respondents, this challenge reflects:

- Difficulty managing business responsibilities alongside family obligations
- Limited support systems for childcare or household management
- Cultural expectations regarding women's domestic roles
- Time constraints affecting business development

The chart highlights that structural issues (market access and financing) are more prevalent than personal challenges (gender bias and work-life balance), suggesting that policy interventions focused on improving market connectivity and financial inclusion could significantly benefit women entrepreneurs in this region.

6. Discussion and Conclusions

The research identified three primary social media platforms utilized by women entrepreneurs in Jaipur: Facebook, WhatsApp, and Instagram. Among the women entrepreneurs surveyed, the majority were aged between 31 and 40 years. Most of these women were married and had children. The study also revealed that a significant number of these women were highly educated, having completed postgraduate studies. Women entrepreneurs engaged in various types of businesses through social media, with clothing businesses being the most common among those studied. These enterprises were typically small-scale, employing only 1 to 9 people. The majority of these women used their personal savings to launch their businesses, with only a few receiving financial supports from government programs. The women in this study opted for social media platforms to market and sell their products for several reasons. The most cited reason was the freedom and flexibility it offered, along with the lower investment required compared to traditional business methods. Additionally, the simplicity of using social media, the lack of need for physical premises, and the vast consumer base available due to widespread social media presence were significant factors. Social media also allowed these entrepreneurs to easily showcase their products from home and stay updated on market trends and competitors.

The current research explores the motivational drivers and obstacles faced by women entrepreneurs managing small enterprises in Jaipur, Rajasthan. Employing a qualitative approach centered on in-depth interviews, the study sheds light on the entrepreneurial experiences of 50 women in Jaipur Rajasthan as they launched and operated their businesses. The feedback from these entrepreneurs, who work in various sectors such as textiles, leather production, dining establishments, education, and security services, reveals that their primary motivations for starting their ventures include a desire for creativity and innovation, achieving self-identity, gaining independence, and contributing to society. The findings clearly show that these female entrepreneurs in Jaipur Rajasthan are driven by pull factors rather than push factors when engaging in entrepreneurial activities.

The analysis further indicates that female entrepreneurs encounter obstacles stemming from both informal and formal institutions. Nevertheless, the majority of respondents highlighted challenges primarily associated with informal institutions. A major issue these women face is the lack of societal recognition and acknowledgment of their capabilities as professional entrepreneurs. Additionally, cultural norms that dictate gender-specific roles contribute to difficulties in balancing work and personal life for married entrepreneurs. Respondents also faced challenges related to "gender stereotypes" in various business areas, including securing funding, building networks, and managing employees. A few interviewees mentioned challenges linked to formal institutions, such as inadequate quality education and unexpected shifts in economic policies.

The research indicates that female entrepreneurs in Rajasthan are lacking in networking opportunities. To address this, the government should take steps to establish formal business organizations and networks for women. These platforms would not only enhance their representation as entrepreneurs but also allow them to learn from each other's experiences and share resources and information. Networking could enable women to align their objectives, support each other's businesses, and create partnership opportunities. Additionally, networks could introduce them to mentors and investors. The government should also encourage women's participation in both international and local trade fairs, which would increase their visibility, foster networking, and help identify potential buyers. Furthermore, the issue of human resources in Rajasthan needs to be tackled by the state government. Measures should be implemented to prevent the migration of skilled labor out of the state, ensuring that small businesses have access to a qualified workforce.

Acknowledgement

I Sincerely thank to my supervisor, Dr. Sakshi Arora, at Suresh Gyan Vihar University for her constant guidance and support. I am also grateful to my parents and my sister for their encouragement throughout this journey. My thanks to the editorial team of IJIRG for accepting my manuscript for publication.

Conflict of Interest Statement

The authors declare that there is no conflict of interest regarding the publication of this paper.

Funding Sources

This research received no external funding.

References

- [1] Brush, C. G. (1992). Research on Women Business Owners: Past Trends, a New Perspective and Future Directions. *Entrepreneurship Theory and Practice*, 16(4), 5-30. <https://doi.org/10.1177/104225879201600401>
- [2] Bryman, A. and Bell, E. (2015). *Business Research Methods*, New York, Oxford University Press, 0199668647.
- [3] Ganesan, S. (2003). *Status of Women Entrepreneurs in India*, New Delhi, Kanishka publishers, 978-8173915611.
- [4] Jayen, K. (2013). Obstacles faced by women Entrepreneurs in India.
- [5] Minniti, M. (2010). Female entrepreneurship and economic activity. *The European Journal of Development Research*, 22(3), 294-312.
- [6] Parikh I. J., Kollan, B. (2005). A Reflection of the Indian Women in Entrepreneurial World. IIMA Working Papers WP2005-08-07, Indian Institute of Management Ahmedabad, Research and Publication Department.
- [7] Rao. D. P. (2012). *Women entrepreneurship In India: Problems and prospects*, New Delhi, Abhijeet Publications, 978-9350740262.
- [8] Shah, H. (2013). Creating an Enabling Environment for Women's Entrepreneurship in India. *Development Papers 1304*, United Nations Economic and Social Commission for Asia and the Pacific (ESCAP) South and South-West Asia Office.
- [9] Vatharkar, P. (2012). A Study of Constraints and Motivating Factors for Indian Women Entrepreneurs in Small Scale Industries. *The 2012 International Conference on Business and Management*, Thailand.
- [10] wikipedia.org/wiki/Female_entrepreneur

Appendix

Questionnaire Used for Data Collection

Women Entrepreneurship in Jaipur

A study on women entrepreneurship in Jaipur. Please answer all questions.

1. What is your age group?
Below 25
25–35
36–45
Above 45
2. What is your highest level of education?
Below 10th
10th–12th
Graduate
Postgraduate and above
3. Marital status:
Single
Married
Divorced
Widowed
4. What is your monthly household income?
Below ₹20,000
₹20,001–₹50,000
₹50,001–₹1,00,000
Above ₹1,00,000
5. Which sector does your business belong to?
Manufacturing
Service
Retail
Other
6. How long have you been running your business?
Less than 1 year
1–3 years
4–7 years
More than 7 years
7. What is the scale of your business?
Micro
Small
Medium
Large
8. How many employees do you have?
None (solo entrepreneur)
1–5
6–10
More than 10
9. Did you receive any formal training before starting your business?
Yes
No
10. Do you operate your business from:
Home
Rented commercial space
Owned commercial space
Online only
11. What was your primary motivation to start your business?
Financial independence
Hobby or passion
Family business continuation

Unemployment

12. Did you face initial resistance from your family or society?

Yes

No

13. What is the biggest challenge you currently face as a woman entrepreneur?

Financial access

Work-life balance

Gender bias

Lack of market access

14. Do you find government schemes for women entrepreneurs easily accessible?

Yes

No

Not aware

15. Do you feel you are treated equally to male entrepreneurs in the business environment?

Yes

No

Not sure

16. Have you availed of any government or NGO support for your business?

Yes

No

17. Do you participate in networking or entrepreneur groups (offline/online)?

Yes

No

18. Would you recommend entrepreneurship to other women?

Yes

No

Maybe

19. Are you planning to expand your business in the next 1–2 years?

Yes

No

Not sure

20. Overall, how satisfied are you with your journey as a woman entrepreneur?

Very satisfied

Satisfied

Neutral

Dissatisfied