

## EMPOWERING THE NEXT GENERATION OF WOMEN ENTREPRENEURSHIP IN RURAL AREAS : BREAK BARRIERS THROUGH EDUCATION

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### **Abstract:**

*This education is a powerful tool that empowers women to break barriers which really empowers women to break barriers to form an active part of entrepreneurship in modern times. The present study aims to investigate education as a transformative factor in the development of entrepreneurial qualities women possess; also, to explore how it helps them overcome some of these socio-cultural and economic difficulties. This importance in the investigation of open and down-to-earth learning chances to create self-assurance, better judgment, self-articulation, inventiveness. Much of the research has also focused on real-world examples and strategies for how education indeed prepares women with information and abilities.*

*This study on next-generation entrepreneurship focuses on highlighting the provision of appropriately educational tools and resources that help ignite innovation, improve skills, and offer new opportunities to women in underserved communities.*

*This abstract focus on educating next-generation women entrepreneurs in rural areas is an effective way of promoting social and economic transformation. By equipping women with knowledge, skills, and support, we can unlock their entrepreneurial potential and create a more inclusive, resilient, and prosperous future for rural communities.*

**Keywords:** *Women entrepreneurship, Breaking barriers, Entrepreneurship skill development*

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### **Introduction:**

Empowering rural women entrepreneurs becomes a vital catalyst for economic growth and gender mainstreaming. With the traditionalistic norms and poor access to basic resources, a woman's overall socio-economic improvement and the empowerment of the overall community can greatly be achieved with entrepreneurship opportunities. This empowerment is mainly linked with the provision of education, which is one of the major tools for breaking barriers and making women realize their entrepreneurial potential. Education would not only provide the knowledge and skills to ensure women's success in the business but also nurture confidence, foster thinking, and build leadership qualities to thrive in the competitive world of entrepreneurship.

Challenges to starting or expanding a business among rural women are usually multifaceted. Some of the major issues include access to quality education, financial resources, and mentorship. Moreover, cultural constraints can be very stringent, limiting a woman's ambitions in terms of professional career rather than focusing on domestic roles. Despite all these challenges, there is great potential for the rural woman to meaningfully contribute to the economy. By investing in women's entrepreneurial education, societies can unlock vast pools of untapped potential. Women, particularly in rural areas, are often natural problem-solvers and possess unique insights into the challenges faced by their communities. When equipped with the right tools and education, they are more than capable of creating innovative solutions that drive

economic growth, create jobs, and contribute to community well-being.

The role of education in empowering women cannot be overstated. It acts as a catalyst for social and economic transformation. In many rural communities, the lack of proper education systems or opportunities for women to continue their studies beyond basic levels leads to limited career prospects. However, it is possible that if accessible and relevant education programs, especially on entrepreneurship, are introduced, women in the rural areas can be provided with skills necessary to manage businesses, understand market dynamics, and appreciate the intricacies of financial management. Education will also enable the women to acquire technical and leadership skills necessary to establish businesses in various sectors ranging from agriculture to technology, from crafts to services.

#### Objective of Study:

1. To identify the barriers faced by women entrepreneurs such as limited access to education financial constraints, societal expectation and the lack of mentorship opportunities
2. To explore the role of education in empowering and strengthening entrepreneurship with a focus on skill development, vocational training as essential tools for entrepreneurship success
3. To analyze government policies financial support systems and community driven initiatives that can enhance women participate in rural entrepreneurship
4. To draw the conclusion by presenting sustainable solutions for fostering a more inclusive entrepreneurial ecosystem ultimately, contributing

to economic growth and gender equality in rural areas.

#### Review of Literature :

**Dr. Sonia Delrose Noronha (2024)**<sup>1</sup> explained in her research about "Women Entrepreneurs in Rural Development." The study had aimed to explore the challenges, successes, and social impacts of women entrepreneurs in the unorganized sector, focusing on their contribution to rural development. It had sought to identify the support they required, particularly in terms of loans, training, and reasonable regulations. The author had found that women entrepreneurs in rural areas played a vital role in driving economic development, despite facing significant challenges such as limited access to financial resources, inadequate training opportunities, and the absence of supportive policies. Their success, however, had positively impacted both the economy and the social fabric of rural communities. Thus, it had proven that empowering women entrepreneurs through targeted assistance and appropriate measures could foster sustainable economic and social development, ensuring their continued contributions to rural progress.

**Kusum Lata (2024)**<sup>2</sup> she explained in her research about "The Role of Education and Skill-Building Programs in Empowering Women." The study aimed to analyse how education helps women in areas such as decision-making, health, and finances, and sought measures to improve the standard of education for women. The authors found that women valued education for the knowledge and self-confidence it provided, which empowered them to make informed decisions and acquire new abilities. The study highlighted that education plays a vital role in

<sup>1</sup> Noronha Dr.sonia delrose, 2024, women entrepreneurs in the unorganised sector and their contribution to rural development, international research journal of modernization in engineering, technology and science, irjmst, vol.06.

<sup>2</sup> Lata Kulsum, 2024 the role of education and skills building programs in empowering women,international journal of innovative science research and technology, ijsrt,vol.09

enhancing women's personal and professional lives, demonstrating the need for accessible and high-quality educational programs to foster their growth and empowerment.

**Swati kumari (2024)**<sup>3</sup> she explained in her research that Empowering Women Entrepreneurs in India: Challenges and Govt. Initiatives which analysed the extent to which government initiatives support Indian women entrepreneurs in order to confront the challenges they face. The author focused on barriers such as social issues and funding, while government schemes like Stand-Up India and MUDRA loans were implemented for successful women entrepreneurs. Although the study enlightened the issues and mechanisms of support from the government, it further underlined that more real-life success stories of women who have been helped by such initiatives are necessary. Therefore, the author has proved that even though government schemes have progressed well, more stress needs to be given to highlighting success stories so that future women entrepreneurs can be inspired and supported.

**Dr. Shambunath (2021)**<sup>4</sup> explained about significance and challenges faced by women entrepreneurs in rural areas. Author focused that overcoming barriers such as financial constraints and societal norms was essential for women to contribute effectively to rural economies. The discussion, as per the research, was built up around improving education and assistance for businesses, definitely the two vital pieces in that empowerment jigsaw. Thus, it is proved that addressing these challenges and implementing efficient support structures can lead to the sustainable

growth and empowerment of women entrepreneurs in rural areas.

**Prabhat Kumar ojha (2016)**<sup>5</sup> explored the role of education in empowering rural women for sustainable development in India.. The study aimed to examine how education helped women in rural areas improve their lives and strengthen their communities. The findings highlighted that education played a crucial role in both improving rural areas and empowering women. Therefore, the author proved that to support women in villages, there was a need for special education initiatives tailored to their needs.

### Significance

#### 1. Strengthening Local Economies

Women entrepreneurs boost local economies by increasing productivity, generating income, and reinvesting in their communities. According to the World Bank, women reinvest 90% of their earnings into their families, driving economic resilience and balanced development.

#### 2. Creating Employment Opportunities

Women-owned businesses generate jobs, particularly for other women, improving workforce participation and reducing poverty. Studies show that women-led enterprises employ more female workers, fostering inclusive economic growth.

#### 3. Driving Community Development

Many women entrepreneurs support community initiatives in education, healthcare, and skill development, leading to long-term societal progress. Their businesses often prioritize social impact over mere profit.

<sup>3</sup> Kumari swati ,2024,Empowering Women Entrepreneurs in India,shanlax international journal of management , shanlax

<sup>4</sup> Shambhunath,2021, women entrepreneurship in rural india, international journal of research and analytical reviews , ijarar

<sup>5</sup> Ojha prabhat,2016, empowering rural women for sustainable development in India , international journal of applied research, ijar

#### 4. Attaining Financial Independence

Entrepreneurship enables women to gain financial control, reducing dependence on family or external aid. Financially independent women invest more in education, healthcare, and economic mobility, improving overall family well-being.

#### 5. Promoting Gender Equality

Women's participation in entrepreneurship challenges gender norms, ensuring economic inclusion. Global organizations like the UN and ILO advocate for policies supporting women-led businesses to bridge the economic gender gap.

#### Research Methodology

This study employs primary data collected using stratified sampling methods. A proper survey was conducted to understand how education impacts women entrepreneurs in rural areas and the barriers they face in starting and growing their businesses. A questionnaire was built with questions relevant to entrepreneurship and education, ensuring that women from different backgrounds and literacy levels could easily understand and respond.

Women from various professions, small businesses, and service sectors participated in the survey. Based on the knowledge I have about women's Entrepreneurship, financial independence, and skill development, I carefully designed the questionnaire to capture meaningful insights.

The survey targeted women from different age groups and educational backgrounds, allowing me to assess how education influences their ability to start and sustain a business. The questions focused on key areas such as Challenges faced in starting a business , The role of education in business skill development Availability and accessibility of financial support ,Social and cultural barriers limiting their growth Stratified sampling will be employed in the study to stratify the participants according to level of education, business type, and region. In addition, purposive

sampling will be used to find experienced women entrepreneurs and to be interviewed in detail. The sample will comprise around 30 to 35 respondents with diversified rural sites.

Data will be analysed using statistical tools for quantitative responses and thematic analysis for qualitative data, thereby providing a comprehensive understanding of how education impacts rural women's entrepreneurship and what strategies can enhance their participation in business.

#### Hypothesis of Study:

The study on Empowering Next-Generation Women Entrepreneurship in Rural Areas and Education to Break Barriers hypothesizes that education, skill development, and access to financial resources enhance women's participation in entrepreneurial activities in rural regions. It posits that cultural and socio-economic barriers, such as traditional gender roles, lack of mentorship, and limited access to technology, are hindrances to the growth of women-led enterprises. In addition, targeted interventions for entrepreneurship, such as government policies, community support programs, and initiatives, are assumed to close the gap between men and women in entrepreneurship. It further critiques education and the role it plays in building confidence in innovation and leadership skills in females to become entrepreneurs. By working on these issues, research expects that educating and empowering women through entrepreneurship will lead to rural socio-economic development, addressing gender disparities, and improving the living standards of people in the rural communities.

#### Hypothesis 1:

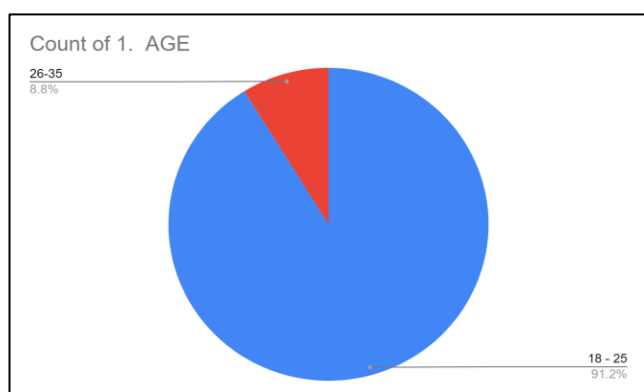
There is a positive impact of education on Success of women entrepreneurship

#### Hypothesis 2:

Financial aid and business training has an impact on the entrepreneurial success

**Data Analysis:**

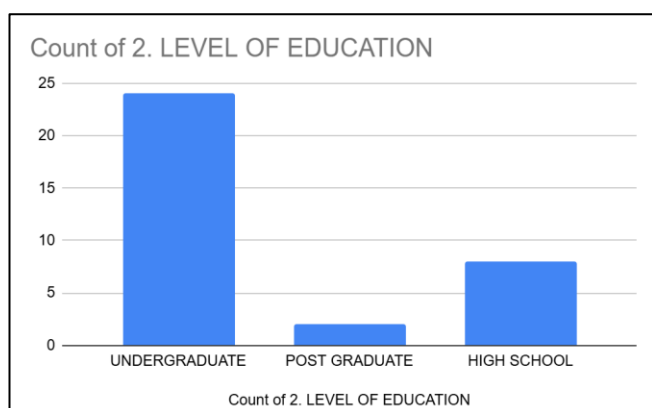
**Graph 1**  
**Age**



**Source: Primary data**

The data shows a clear dominance of individuals aged 18-25, comprising the vast majority of the entries. A much smaller segment falls within the 26-35 age range. This suggests a strong skew towards young adults, potentially indicating a target audience, survey sample, or event attendance primarily composed of this demographic. More context and data are needed for a more complete analysis.

**Graph 2**  
**Level of Education**

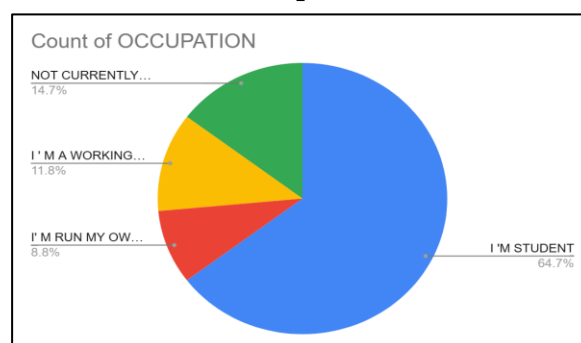


**Source: Primary data**

The data reveals a strong predominance of undergraduate-level education. High school graduates are present but less numerous, while post-graduate

representation is minimal. This indicates a dataset primarily composed of individuals with undergraduate degrees.

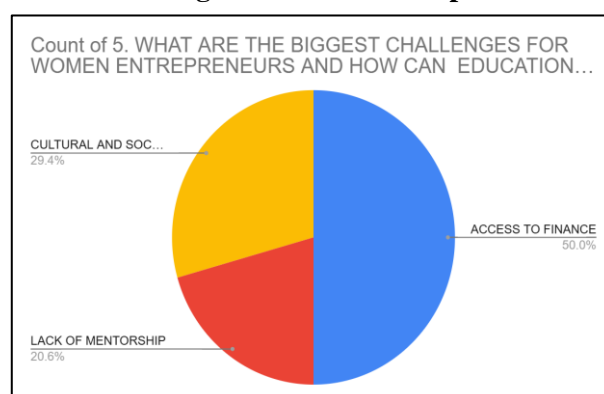
**Graph 3**  
**Occupation**



**Source: Primary data**

The occupation data reveals a clear majority of respondents identify as students. A smaller portion are working professionals, while a similar number run their own businesses. A few individuals are not currently working. This distribution indicates the dataset is heavily skewed towards the student population.

**Graph 4**  
**Challenges for women entrepreneurs**



**Source: Primary data**

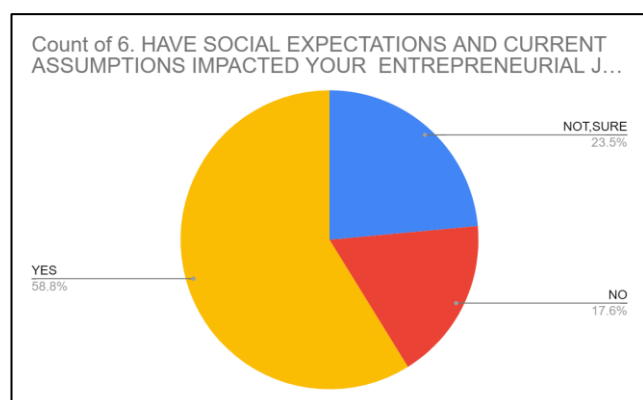
Data on challenges faced by women entrepreneurs reveals that access 50.0% to finance is the most prominent obstacle, followed by cultural and social barriers is 20.6% & 29.4%. Lack of mentorship also emerges as a significant concern. These findings underscore the need for financial support, culturally



sensitive programs, and mentorship opportunities to empower women in business.

**Graph 5**

**Impact of social expectations and assumptions on entrepreneurial journey**



**Source: Primary data**

Most respondents reported that social expectations and assumptions have impacted their entrepreneurial journey 58.8%. Some indicated no impact 17.6%, while others were unsure 23.5%. This highlights the significant, though potentially varied, influence of societal factors on entrepreneurs.

In summary, the data analysis strongly supports Hypothesis 1 and Hypothesis 2. It reveals that lack of financial access, social barriers, and limited mentorship opportunities are the biggest challenges for rural women entrepreneurs. This aligns with Hypothesis 1, which states that education, skill development, and financial resources enhance women's entrepreneurial participation. Additionally, the data highlights that mentorship is a key missing factor, supporting hypothesis that community-driven education programs can empower women to successfully start and run businesses.

**Conclusion:**

Women entrepreneurship in rural areas is a key driver of economic growth and social empowerment. Despite facing financial, educational, and societal barriers,

rural women continue to contribute significantly to their communities. This study highlights how education plays a transformative role in enhancing entrepreneurial skills, boosting confidence, and providing better access to financial and market opportunities.

However, persistent gender biases and resource limitations hinder progress. Addressing these barriers through policy reforms, skill development programs, and financial inclusion initiatives is essential for fostering a more inclusive entrepreneurial ecosystem. By supporting women-led enterprises, we can create sustainable economic opportunities, reduce poverty, and promote gender equality in rural communities.

**Recommendations:**

1. Develop specialized vocational training programs tailored to women entrepreneurs in rural areas.
  - Introduce entrepreneurial education in rural schools and colleges to spark early interest and skill-building.
  - Provide financial literacy training to equip women with the necessary knowledge to manage and grow businesses effectively.
2. Strengthen Financial Support:
  - Simplify loan application processes and create microfinance schemes specifically designed for women-led businesses in rural regions.
  - Increase awareness of government financial aid and subsidy programs that are available to women entrepreneurs, ensuring they have access to funding opportunities.
  - Collaborate with banks and financial institutions to offer lower interest rates and more accessible loan options for women entrepreneurs.
3. Improve Market Access & Digital Inclusion:
  - Encourage rural women to utilize digital platforms and e-commerce to expand their business reach, access new markets, and increase sales.

- Provide training on digital literacy, e-commerce tools, and online marketing strategies.
- Create mentorship programs that connect experienced entrepreneurs with women to offer guidance, networking opportunities, and business advice.

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