

An Analytical Study on the Potential and Growth of Women Entrepreneurs in Buldhana Region

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Abstract: *In recent years, women entrepreneurship has become an important element of economic progress and social change in India. This research paper examines the growth patterns, challenges, and future potential of women entrepreneurs in the Buldhana region. The study is based on both primary data collected through surveys and secondary data from various reliable sources. It highlights the demographic profile, nature of businesses, and key influencing factors related to women entrepreneurship. The findings indicate that women, particularly in the age group of 21 to 40 years, are more actively involved in entrepreneurial activities. Although they encounter obstacles such as financial limitations, lack of awareness, and restricted access to markets, their willingness to grow and succeed is notable. The paper concludes that with better support systems, training, and policy implementation, women entrepreneurs in Buldhana can significantly contribute to regional development.*

Keywords: Potential, Influencing factors, women entrepreneurship, willingness, regional development, current scenario, innovation

I. INTRODUCTION

Entrepreneurship is widely recognized as a driving force behind economic development and innovation. In the Indian context, the role of women entrepreneurs has gained increasing attention due to their contribution to employment generation and income creation. In districts like Buldhana, which consist of rural and semi-urban areas, women are gradually stepping into entrepreneurial roles.

Despite this positive trend, several barriers continue to limit their growth. These include inadequate financial resources, limited educational opportunities, and social restrictions. Understanding these issues is essential to promote inclusive growth. This study focuses on evaluating the current scenario and identifying opportunities for the development of women entrepreneurs in Buldhana district.

2. Objectives of the Study

To examine the socio-economic profile of women entrepreneurs in Buldhana

To identify the types of enterprises managed by women

To analyze the major challenges faced by women entrepreneurs

To assess the growth opportunities and future potential

3. Review of Literature

Yadav & Unni, 2016 Pereira et al. 2023: It plays a crucial role in employment generation, poverty reduction, and regional development. Studies indicate that increasing access to education, technological advancements, and supportive government policies have encouraged women to participate in entrepreneurial activities. However, despite this growth, the participation of women in entrepreneurship remains lower compared to men, particularly in rural and semi-urban regions, indicating the need for localized studies such as in the Buldhana region.



Sukalkar & Pujari, 2025: Several researchers have highlighted the major challenges faced by women entrepreneurs. Financial constraints are one of the most significant barriers, as women often face difficulty in accessing credit due to lack of collateral and limited financial literacy.

Garg & Agarwal, 2017; Kadambari & Chandrjeet, 2019: In addition, socio-cultural factors such as gender discrimination, family responsibilities, and restricted mobility further hinder their entrepreneurial growth. These constraints are more prominent in rural areas, where traditional norms and limited institutional support restrict women's participation in business activities.

Rinki & Nandal, 2025: On the other hand, literature also emphasizes the potential and opportunities available for women entrepreneurs. Access to skill development programs, training, digital platforms, and networking opportunities has significantly improved the performance and sustainability of women-led enterprises. Government initiatives and financial inclusion programs have also contributed to empowering women economically, although their effectiveness varies across regions.

Overall, while women entrepreneurship in India shows promising growth, there remains a gap in region-specific research, particularly in districts like Buldhana, which necessitates further study to understand the local dynamics and growth potential.

4. Research Methodology

This research adopts a descriptive approach based on both primary and secondary sources of data.

Population and Sample Design

The **population** for this study consists of women entrepreneurs living and operating within the Buldhana district of Maharashtra. These include women running small-scale businesses such as tailoring units, food processing, handicrafts, dairy farms, and retail shops.

Since it is not possible to study every woman entrepreneur in the region, a **sample** was selected to represent the larger population.

Sampling Method: The study uses a **random sampling technique**, ensuring that each respondent has an equal chance of being selected. This reduces bias and increases the reliability of results.

Sample Size: A total of **100 women entrepreneurs**

5. Data Analysis and Findings

The analysis of collected data reveals the following key observations:

Type of Business



Chart No. 1 showing the types of business

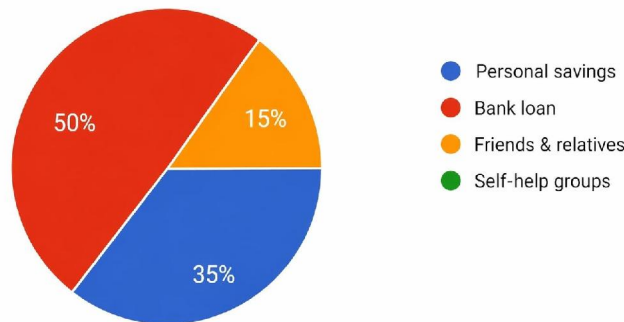
INTERPRETATION:

The chart indicates the various kinds of businesses that are operated by women entrepreneurs. It is noted that the greatest participation (25%) is in service or manufacturing related business. Approximately 20% of the respondents are entertained in beauty and wellness activities and 15% in agriculture and allied activities. Other businesses such as retail, education and training, and tailoring/boutique are also around 10% each and only 5% engage in wholesale, e commerce or other businesses.

The statistics show that women entrepreneurs are majorly involved in traditional and service based businesses. There is low involvement in the current sector such as e-commerce, and this indicates that the women require awareness, skills training, and digital assistance to stimulate them to venture into new business opportunities

Chart No. 2 showing the sources of capital for starting your business

What is the major source of capital for starting your business?



I

INTERPRETATION:

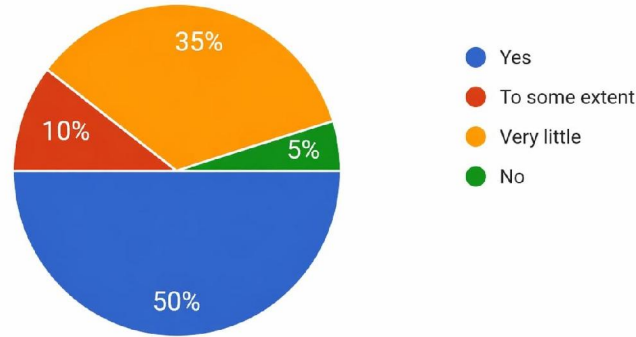
The chart indicates the significant sources of capital in order to start business. It is observed that the highest percentage of respondents (50%) depend on bank loans as their main source of finance. About 35% rely on their own savings, and 15% resort to financial assistance of friends and relatives.

This implies that institutional financial institutions are an important part of supporting women entrepreneurs. Meanwhile, individual savings play a significant role as well, whereas informal sources, such as friends and relatives, are consumed by a smaller population.



Chart No.3 showing help generating local employment women entrepreneurs

Does women entrepreneurship help in generating local employment?



INTERPRETATION:

The chart indicates whether women entrepreneurship is helpful in creating local jobs. It is noted that 50% of the respondents feel that it assists in creating jobs. About 1 out of 10% feel that it does help to some degree, 35% feel that it does not contribute much and only 5% feel it does not contribute at all.

This means that the majority of the respondents perceive women entrepreneurship as a favorable aspect in generating employment opportunities in the area. Nevertheless, other respondents believe that it has a minimal effect, which is why efforts should be made to empower and encourage women-owned businesses to create more jobs

Is information regarding government schemes easily available?

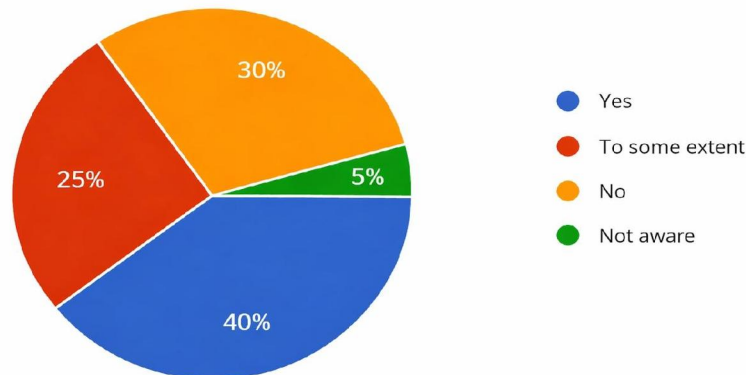


Chart No. 4 showing the government schemes easily available

INTERPRETATION:

The chart indicates the availability of information on government schemes easily. Approximately 40% of the respondents indicate that the information is readily available with 25% report this as available to some degree. About 30% think that this information does not exist and 5% do not know.

This implies that even though some of the women are able to access information, a high number of women continue to experience problems in accessing appropriate information. It demonstrates the necessity to raise awareness and communication in order to ensure that more women will be able to take advantage of government schemes.

6. Conclusion

In conclusion, the study highlights that women entrepreneurs in the Buldhana district are gradually emerging as important contributors to economic and social development. Although most women are engaged in small-scale and service-based businesses, their participation reflects a positive shift towards financial independence and self-reliance. Despite facing challenges such as limited access to finance, lack of awareness, and social constraints, women show strong determination and willingness to grow in the field of entrepreneurship. The study indicates that there is significant untapped potential among women, which can be developed further with proper support, training, and awareness. Therefore, by creating a supportive environment and providing necessary resources, women entrepreneurship in Buldhana can be strengthened, leading to overall regional development and empowerment of women

7. Suggestions

Women entrepreneurs in the Buldhana district should be supported through better awareness of government schemes, skill development training, and easier access to finance. Promoting digital knowledge and providing market opportunities can help them grow their businesses. Family and social support should also be encouraged to create a positive environment for women entrepreneurship.

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