



EXPANSION PLANS FOR SMALL BUSINESS GROWTH THROUGH ENTREPRENEURSHIP REGARDING RURAL WOMEN

Pallavi Tagade

D.K. Mahila Mahavidyalaya, Kurkheda

*Corresponding Author: pallavitagde1708@gmail.com

Communicated : 21.08.2025

Revision : 07.09.2025

Accepted : 25.09.2025

Published: 15.10.2025

ABSTRACT:

Expansion is one of the forms of internal growth of business. Rural women are backbone of the society. The objectives are to assess the educational status of women entrepreneur, to find out the supporters for women entrepreneurs, to determine the developments, occur in women entrepreneur, to analyse the constraints faced by women entrepreneur. 247 cases of wadegaon have been selected from tahsil kurkheda Dist. Gadchiroli. Farming is the major entrepreneur of her family. Husband is the strong supporter for her. Psychological development found mostly in women entrepreneur. Poor socio economic condition is the main constraints for majority of the women entrepreneurs. Although many aspects are their but due to entrepreneurship, she has happy and satisfied life.

Keywords: *Rural women, entrepreneurship, expansion.*

INTRODUCTION :

Expansion is one of the natural growths of small business enterprise taking place in due course of time and run their business throughout life. Rural women play a dynamic role in home as well as her business. Due to less financial status, she runs small business for the living. Today she upgrades her life through entrepreneurship and fight shoulder to shoulder with men.

An entrepreneur is an individual who creates a new business, bearing most of the risks and enjoying most of the rewards. The process of setting up a business is known as entrepreneurship.

Entrepreneurs play a key role in any economy, using the skills and initiative necessary to anticipate needs and bring new ideas to market. Entrepreneurship that proves to be successful in taking on the risks of creating a startup is rewarded with profits and growth opportunities.

OBJECTIVES:

1. To assess the educational status of women entrepreneur.

2. To find out the supporters for women entrepreneurs.
3. To determine the developments, occur in women entrepreneur.
4. To analyse the constraints faced by women entrepreneur.

METHODOLOGY:

Research methodology is important because it provides a structured, systematic, and scientific approach to research, ensuring the validity and reliability of findings, enhancing credibility, guiding the overall research process, facilitating replication by others, and promoting the advancement of knowledge while ensuring ethical conduct. 247 cases of wadegaon have been selected from tahsil kurkheda Dist. Gadchiroli. Before the formulation of the schedule, a preliminary survey of all connected questions is made and then finalize the schedule.

RESULTS AND DISCUSSIONS:

It is revealed from the above table that most of the women entrepreneur belongs to 41-45 yrs.

i.e. 27.12% whereas 21.08% belongs to the category of 46-50 yrs. of age group. It is also found that 12.55% under the 21-25 yrs. category and negligible percentage belongs to the remaining age groups.

It is opined from the above table that 48.17% of the women entrepreneur have education upto std.9-12 and 22.67% have completed education from std. 5-8 and still 17.0% found to be illiterate. It is quite interesting that 8.90% literate upto std. 1-4 and 3.23% women had completed their graduation level.

It is assessed from the above table that many women's supporting their family and doing supporting small business for living. As women has given double responses the rank order has been preferred. As farming is the major work they are performing and accorded I rank order, selling of milk and milk products performed by women entrepreneur and scored II rank order. Preparing and selling pickle and papad done by many women and hence accorded III rank order. Selling of honey is also performed by them and accorded IV rank order. Vegetable shop scored V rank order, sewing bags and tailoring scored VI rank order. Preparing of incense sticks is interesting work and hence accorded VII rank order, some women conducted mehendi class and accorded VIII rank order. Few women entrepreneur runs tea stall shop and supporting her family and given IX rank order also few women selling bangles i.e. X rank order and few women entrepreneur had their own beauty parlour and scored XI rank order. Entrepreneurship helps women to upgrade their families and have a happy and satisfied life.

It is evident from the above table that women entrepreneur i.e 72.06% have strong support from the husband and 11.74% from maternal support whereas negligible support from the mother in law, father in law and from other family members.

It is revealed from the above table that the effect of development is well reflected mostly to attend the religious places, marriage ceremony of friends and relatives, festivals and ceremonies psychological development like courage and self confidence and accorded I rank order. Financial development like she has full choice that which business she wants to perform, her saving, her expenditure etc. and stood in the II rank order. The III rank order is of cultural development whereas women have full choice to attend the religious places, marriage ceremony of friends and relatives, festivals and ceremonies, wear any kind of dress, rural women took part in programmes held in their area etc. Social development like she run freely work for business, adopt practices for maintaining health, took part in community programmes, feelings of social security and desired social status, mix with friends etc. and stood in IV rank order. The V rank order denotes the educational status of women where she opines that mostly the women entrepreneurs had std.9-12 literate and if they able to receive further education definitely she can receive good job in the service for future endeavor.

The above table shows that the constraints which rural women entrepreneur has to faced. As for each statement many responses has answered, the rank order has been considered. Among these the major constraints perceived by the women is poor economic condition which stood in I rank order. Poor storage infrastructure was the constraints which rank II rank order. There is poor guidance for entrepreneur and stood in III rank order. Marketing ignorance is also a big constraint and Uncooperativeness found in women entrepreneur which has been accorded IV and V rank order respectively.

CONCLUSION:

Small scale business plays a significant role in the economic development the country. There is

an urgent need of planning of various small business for rural women. She must be willingly taking risk of new products to increase production shows her capability of working for the upgradation her standard of living.

REFERENCES :

<https://www.scribd.com/document/641861247>

/Entrepreneurship-Development-Micro-project

https://www.google.com/search?q=entrepreneurship&oq=entrepreneurship&gs_lcrp=EgZjaHJvbWUqDggAEEUYJxg7GIAEGIoFMg4IABBFGCcYOxiABBiKBTIOCAEQRRgnGDsYgAQYigUyBwgCEAAYgAQyCggDEAAYsQMYgAQyBwgEEAAYgAQyBwgFEC4YgAQyBwgGEAAYgAQyCggHEAAYsQMYgAQyBwgIEAAYgAQyBwgJEAAYgATS

AQk5MDY5ajBqMTWoAgiwAgHxBYVf6Sk3fyBT&sourceid=chrome&ie=UTF-8

https://www.google.com/search?q=constraints+of+entrepreneurship&sca_esv=5ad38c5eed156038&sxsrf=AE3TifP9aDSgAnI3rgltYtJzILkDI5X_Kg%3A1757032079290&ei=

https://www.google.com/search?q=development+of+entrepreneurship&sca_esv=

https://www.google.com/search?q=importance+of+entrepreneurship&sca_esv=5ad38c5eed156038&sxsrf=AE3TifOgmIpWSgQVOcQwcFjoMFW3HQhuzg%3A1757032228696&ei=JC-6aK-RKu2V4-EPhOi9-QM&ved=0ahUKEwivs

Table 1.1 Age of the women entrepreneur

Sr. No.	Age	No. of Respondents	Percentage
1	Upto 20 yrs.	23	9.31
2	21-25 yrs.	31	12.55
3	26-30 yrs.	23	9.31
4	31- 35 yrs.	18	7.28
5	36-40 yrs.	22	8.90
6	41- 45 yrs.	67	27.12
7	46-50 yrs.	52	21.08
8	51-55 yrs.	11	4.45
		247	100.0

Table 1.2 Educational level of women entrepreneur

Sr. No.	Education	No. of Respondents	Percentage
1	Illiterate	42	17.0
2	Std. 1-4	22	8.90
3	Std. 5-8	56	22.67
4	Std. 9-12	119	48.17
5	Graduation	08	3.23
		247	100.0

Table 1.3 Activities performed by women entrepreneur

Sr. No.	Activities	No. of Respondents	Rank Order
1	Selling of milk and milk products	199	II
2	Selling of Bangles	11	X
3	Preparing incense sticks	26	VII
4	Tea stall	13	IX
5	Farming	201	I
6	Preparing and selling pickle and papad	123	III
7	Vegetable shop	37	V
8	Sewing bags	29	VI
9	Selling of honey	57	IV
10	Tailoring	29	VI
11	Beauty parlour	07	XI
12	Mehendi class	22	VIII

Table 1.4 Support from family members of women entrepreneur

Sr. No.	Supporters	No. of Respondents	Percentage
1	Husband	178	72.06
2	Maternal support	29	11.74
3	Father in law	12	4.85
4	Mother in law	23	9.31
5	Other family members	05	2.04
		247	11.0

Table 1.5 Development occurs in rural women due to entrepreneurship

Sr. No.	Developments of women entrepreneur	No. of Respondents	Rank order
1	Financial development	212	II
2	Social development	189	IV
3	Psychological development	242	I
4	Cultural development	199	III
5	Educational development	171	V

Table 1.6 Constraints faced by the rural women entrepreneur

Sr. No.	Constraints	No. of Respondents	Rank Order
1	Poor storage infrastructure	189	II
2	Poor guidance	173	III
3	Marketing ignorance	159	IV
4	Uncooperativeness	148	V
5	Poor socio-economic condition	197	I