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Study the enterprise establishment process of some selected women entrepreneur in Rajasthan

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Abstract

Women play a crucial role in the development of families, society, and communities. Their contributions extend beyond paid labour in producing goods and services for the market and household consumption, including agriculture, family businesses, and food production, to significant unpaid work. A woman entrepreneur not only generates income for herself but also creates employment opportunities for other local women. In our country, the high literacy rate and low economic status of women highlight the need to enhance their economic participation.

The most significant revolution in a country is one that enhances the status and living conditions of women and ensures gender equality, as the status of women is a measure of a society's level of civilization. Reflecting this philosophy, Pandit Jawaharlal Nehru, the first Prime Minister of India, stated that when women advance, the entire family progresses, and when a village advances, the entire nation progresses. Consequently, women are considered the nucleus of a nation and the architects of its destiny.

Keywords: Society, consequently, household consumption, entrepreneur

Introduction

Women play a crucial role in the development of families, society, and communities. Their contributions extend beyond paid labour in producing goods and services for the market and household consumption, including agriculture, family businesses, and food production, to significant unpaid work. A woman entrepreneur not only generates income for herself but also creates employment opportunities for other local women. In our country, the high literacy rate and low economic status of women highlight the need to enhance their economic participation.

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Women entrepreneurs comprise a group of women or individuals focused on starting and creating businesses.

They are engaged in the initiation, planning, and control of business operations. agree that "women entrepreneurs are simply women who participate in total entrepreneurial activities, taking the risks involved by combining resources in a unique way to capitalize on opportunities identified in their immediate environment through the production of goods and services."

Farm women entrepreneurs play a vital role in the agriculture sector, significantly contributing to the economic growth and sustainability of rural communities. Despite facing numerous challenges, such as lack of resources and gender discrimination, these women demonstrate resilience and determination in their endeavours. Women from diverse social, economic, political, and regional backgrounds form a substantial part of the nation. Their socio-economic profile is crucial for the overall growth and development of the country.

"Women entrepreneurs are simply women who engage in all entrepreneurial activities, taking the risks involved by combining resources uniquely to exploit opportunities identified in their immediate environment through the production of goods and services."

Women entrepreneurship refers to a woman or a group of women engaged in sustainable entrepreneurial activities. Women entrepreneurs are common worldwide and contribute to vibrant economic activities in the domestic sector by gaining recognition and new opportunities, women entrepreneurs can expand their businesses. Their income-generating activities enhance their household position and contribute to family welfare, particularly in terms of food and children's education.

Research Methodology

Selection of farm women entrepreneur

The database of awardees, achiever and progressive farm women entrepreneurs, recognized by any agency, were taken from the State Department of Agriculture, all the State Agriculture Universities of Rajasthan, prominent NGOs and other private agencies were pooled together and all the cases

of enterprise practices were selected. Seven farm women entrepreneurs selected for the study.

Documentation of farm women entrepreneur

Documentation of farm women entrepreneurs is the scientific way of recording of farm women entrepreneur enterprises and transforming into written document, to make it an authentic source of information.

In the present study, documentation of farm women entrepreneurs has been done by collecting the responses of farm women entrepreneurs through a semi-structured interview schedule by personal interview method.

Results and Discussion

Enterprise establishment process of farm women entrepreneur's enterprises

Case-1

S. No.	Enterprise EEP	Organic Product Descriptions
1.	Research	She had conducted market research to identify the demand for organic products in the nearest village and surrounding areas. This helps to understand the potential customer base and competition in the market.
2.	Business plan	After the research she make business plan of organic products Target market, product range, pricing strategy, marketing and sales plans etc.
3.	Product sourcing	Source of organic products is her own farm and from cow dung.
4.	Product setup	Set up of production facility in her own field to manufacture organic products. That the facility meets all the necessary health and safety regulations and is equipped with required machinery and equipment.
5.	Packaging	Eco-friendly packaging of organic product in jute bags.
6.	Marketing and sales	She developed marketing strategy to promote her organic products with the help of participation in local events, exhibition in Kisan Melas etc.
7.	Distribution	Mrs. Birma Devi sold her product nearest places local markets and eventually expanded to supply restaurants and grocery stores in the nearest places
8.	Customer feedback	She got positive feedback from regular customers to improve her products and services. This will help in building a loyal customer base and growing her organic products enterprise in the rural area.

Case-2

S. No.	Enterprise EEP	Organic Farming Descriptions
1.	Research	Mrs. Santosh Devi established her organic farming enterprise by first conducting through research on organic farming practices and regulations.
2.	Site selection	She acquired a suitable piece of land for her farm and begun preparing the soil by using organic fertilizer and compost.
3.	Crop selection	She selected pomegranate. She carefully selected and purchased organic seeds and plants.
4.	Pest, Disease and Weed Management	Used organic pest and disease control methods such as crop rotation, companion planting, natural pesticide etc. Used organic weed control method (mulching, hand weeding etc.)
5.	Harvesting and post-harvest	She harvests fruits when pomegranate's colour change light pink to reddish pink and maximum flavor and nutritional value. Handle and store produce carefully to maintain quality of produce.
6.	Marketing and sales	She developed a marketing strategy to promote her organic products in the target market. Online and advertising, social media marketing, participation in local market, collaborations with different marts.
7.	Certification	Mrs. Santosh Devi obtained certification from Rajasthan Organic Certification Agency (ROCA). After the fulfillment of all criteria of organic farming.

Case-3

	Enterprise	Pickle
S. No.	EEP	Descriptions
1.	Research	She conducted research to identify popular pickle flavors and trends.
2.	Source of Ingredients	Tara Devi sources high-quality ingredients such as fresh vegetables, spices and oil etc.
3.	Select area	She rented a commercial kitchen space and purchased equipment such as large pots, jars, and labels
4.	Unique recipe	She developed unique recipe for a variety of pickles, including mango, lime without use of artificial ingredients.
5.	License	She obtained the necessary license to operate a food business.
6.	Marketing	She marketed her pickles through social media, local markets, food festivals and stall in melas etc.
7.	Feedback to consumer	She received positive feedback from customers and quickly gained a loyal following for her delicious pickles.

Case-4

	Enterprise	Deep Oil Mil
S. No.	EEP	Descriptions
1.	Research and planning	Market research to understand the demand for mustard oil in targeted market. Create a business plan outlining goals, target market, competition, and financial projections.
2.	License	She obtained license to run an oil mil. This may include a business license, food processing license, and environmental permits.
3.	Secure funding	She took a loan from the bank to establish oil mil.
4.	Select suitable location	Select a location for mustard oil mill that is easily accessible to suppliers and customers. Ensure the facility meets all necessary health and safety regulations.
5.	Purchase equipment and machinery	Invest in the required machinery and equipment for mustard oil production, such as oil expellers, filter presses, and storage tanks. purchase high-quality equipment to ensure efficient production
6.	Source of raw materials	Find reliable suppliers of mustard seeds to ensure a steady supply for mill or purchasing directly from wholesalers
7.	Hire staff	Hire skilled workers to operate the equipment and assist with production. Provide training on safety protocols and quality control measures
8.	Set up production process	Develop a production process for extracting mustard oil from the seeds. Implement quality control measures to ensure the oil meets industry standards
9.	Marketing and distribution	She sold mustard oil directly to customers, wholesalers, or retailers.

Case-5

	Enterprise:	Organic Carrot
S. No.	EEP	Descriptions
1.	Research	Mrs. Santosh Pachar conducted thorough research on organic farming practices, market demand for organic carrots, and potential competitors in the area. She also created a detailed business plan outlining her goals, target market, production methods, and marketing strategies.
2.	Land Acquisition	She secured a piece of land suitable for carrot cultivation. She ensured that the soil was fertile and free from harmful chemicals to maintain the organic certification
3.	Seed Selection and Planting	She carefully selected organic carrot seeds from a reputable supplier. She planted the seeds according to the recommended spacing and depth, ensuring proper irrigation and fertilization.
4.	Organic Certification	She applied for organic certification from the relevant authorities to ensure that her carrots met the standards for organic produce. She followed all the guidelines for organic farming practices and kept detailed records of her cultivation methods.
5.	Harvesting and Packaging	She monitored the growth of her carrot crop and harvested them at the right time to ensure optimal flavor and nutrition. She packaged the carrots in eco-friendly packaging to appeal to environmentally conscious consumers.
6.	Marketing and Sales	She promoted her organic carrots through social media, local farmers' markets, and partnerships with organic food stores. She highlighted the health benefits and superior taste of her carrots to attract customers.
7.	Customer Feedback and Improvement	She actively sought feedback from her customers to continuously improve her products and services. She listened to their suggestions and made adjustments to meet their needs and preferences.

Case-6

Enterprise		Millet Products
S. No.	EEP	Descriptions
1.	Research	Conducted market research to identify the demand for millet products in the target market
2.	Product development	Based on the market research findings, Radhha Devi develops a range of millets products such as millet biscuit, millet namkin, millet ladu, millet snacks etc. She focused on created high-quality, nutritious products that appeal to health-conscious consumers.
3.	Sourcing of raw materials	Radhha Devi sources millets from her own field and local farmer. ensure the freshness and quality of the ingredients used in her products
4.	Production setup	Radhha Devi sets up a production facility equipped with the necessary machinery and equipment to manufacture millets products at her home. She ensures that the facility meets all food safety and quality standards
5.	Marketing	She used various marketing channels for her products such as social media, online platforms, and partnerships with local shopkeepers to promote her products.
6.	distribution network	Radhha Devi established a distribution network to reach wider consumers and make her millets products available in different retail outlets, supermarkets, and online stores. She works with distributors and logistics partners to ensure timely delivery of her products.
7.	Feedback from customers	Radhha Devi values customer feedback and continuously seeks input to improve her products and services. She listened to customer preferences and makes adjustments to her products based on their feedback.

Case-7

Enterprise		Amla Murabba
S. No.	EEP	Descriptions
1.	Research	Mrs. Urmila Devi conducted market research to understand the demand of amla murabba in her area, as well as the pricing. She also created a business plan outlining her goal, target market and financial projections.
2.	Business plan	Mrs. Urmila Devi decided to start a business selling amla murabba, a traditional Indian sweet and sour preserve made from Indian gooseberries. She seems a demand for this product in her local community. She can offer a high-quality homemade version.
3.	Registration and Licensing	She registered her business as a sole proprietorship with the appropriate government authorities. She also obtained any necessary license required to sell food products in her area.
5.	Production Process	Urmila Devi followed a traditional recipe for making amla murabba, cooking the ingredients together and then letting the mixture cool and mature for a few days. She ensures that her product is made in a clean and hygienic environment.
6.	Packaging and Labeling	Once the amla murabba is ready, Urmila Devi packages it in jars and labels them with her brand name and product information. She paid attention to attractive packaging to attract customers.
7.	Marketing and Sales	Urmila Devi promoted her amla murabba through local markets, social media, and word-of-mouth. She offered samples to potential customers and builds relationships with local stores and vendors to sold product.
8.	Feedback to consumer	Urmila Devi listened to customer feedback and continuously improved her product based on their suggestions. She explored new flavors and variations to expand her product line.

Enterprise establishment process of farm women entrepreneur.

This stud has explored the establishment and development of various organic and food-based enterprises by rural women in India. Through the detailed analysis of seven case studies, each representing a different type of enterprise, several key themes and insights has emerged. These themes underline the importance of market research, business planning, sustainable practices, and continuous customer engagement in the successful operation of these enterprises. All the women entrepreneurs began their journey with through market research to identify demand, understand competition, and pinpoint potential customer bases. This foundational step enabled them to craft informed business plans that addressed target markets, product ranges, pricing strategies, and marketing plans. The cases of Mrs. Birma Devi’s organic products, Mrs. Santosh Devi’s organic farming, and Mrs. Urmila Devi’s amla murabba particularly

highlight the critical role of initial research and strategic planning.

A common thread among the enterprises, especially those focusing on organic products, is the commitment to sustainable practices. From using organic fertilizers and pest control methods to eco-friendly packaging, these women demonstrated a strong commitment to environmental sustainability. The enterprises of Mrs. Santosh Devi’s organic pomegranate farming and Mrs. Santosh Pachar’s organic carrot farming illustrate the meticulous efforts in adhering to organic standards and obtaining necessary certifications, such as from the Rajasthan Organic Certification Agency (ROCA).

Setting up a production facility that meets health and safety regulations was a significant milestone for all the entrepreneurs. Ensuring that the facilities were equipped with the necessary machinery and adhered to regulatory standards was essential for the smooth operation of their

businesses. This was evident in enterprises like Mrs. Birma Devi's organic product setup and Radha Devi's millet products manufacturing.

Effective marketing strategies were pivotal in reaching target customers and building brand recognition. The entrepreneurs leveraged various channels, including social media, local markets, exhibitions, and collaborations with retailers, to promote their products. The marketing approaches of Mrs. Tara Devi's pickle enterprise and Mrs. Urmila Devi's amla murabba business underscore the importance of diverse marketing tactics in gaining customer traction.

An ongoing engagement with customers through feedback mechanisms allowed the entrepreneurs to refine their products and services continually. This iterative process helped in building a loyal customer base and adapting to market preferences. The cases of Mrs. Birma Devi's organic products and Radha Devi's millet products demonstrate how customer feedback can drive product improvement and innovation.

Beyond business success, these enterprises have also contributed significantly to the economic and social fabric of their communities. By creating job opportunities, sourcing locally, and promoting sustainable practices, these women have set examples of socially responsible entrepreneurship. Their efforts not only uplifted their own economic status but also fostered a sense of community development and empowerment among other rural women.

In conclusion, the experiences of these seven rural women entrepreneurs highlight the potential of combining traditional knowledge with modern business practices to create sustainable and profitable enterprises. Their stories serve as inspirational models and provide valuable insights into the dynamics of rural entrepreneurship, emphasizing the transformative power of women's participation in economic development.

Conclusion

In the present study, seven cases of enterprise establishment processes were taken for in-depth investigation of the process of enterprise establishment. Each enterprise establishment processes were passing from the unique stages. Out of seven enterprise development process processes, most of the processes started due to problem faced by the farm women entrepreneurs or their family members. All seven enterprises were successfully established.

All the seven farm women enterprise development process, all the seven enterprises were communicated to other farm women entrepreneurs even reached out of country and were appreciated by many people, and the farm women entrepreneurs were awarded for their imitative for developing such valuable enterprises. As all the enterprises were developed by farm women using locally available material, no consequences were reported by any farm women entrepreneurs for their developed enterprises.

It can be concluded that, the 'enterprise development process' as employed by the farmers starts from a problem or challenging task which further leads to research, development by trying different experiments by trial-and-error methods and in some cases to commercialization and reached to final stage. Finally, with the help of these seven

case studies and attempt has been made to recognize the efforts of these farm women entrepreneurs.

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