

The Brand of Women Entrepreneurship on Common Development with Special Reference to Tuensang District

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ABSTRACT

This study looks into how Tuensang women entrepreneurs contribute to the district common development. It shows how women perform their part in the past and the present. Tuensang has a unique mixture of cultural traditions. We're moreover sighted anything trials and odds women face in getting capitals, making choices, and breach gender rules, equally in community and at household. We're also observing at how resident labours, like community projects and government help, are trying to make things improved for women in Tuensang. Besides, it discussed the complete changes of women's position and status with the coming of current education, economic development and westernization. It also examined the burden of women in exploring their talent in bringing about the gender equality.

Keywords: Society, Challenges, Development, Employment, equality.

INTRODUCTION:

Women entrepreneurs and its influence on common development has increased momentous contribution not only to economic expansion but also to social transformation by inspiring traditional gender roles and encouraging community change. In the situation of Tuensang district, a district rich in culture and diversity but have less development comparing to others districts, however women's entrepreneurial activities are progressively seen as a spark for empowerment and common transformation. Women entrepreneurs in Tuensang are confident, believable, and ready to take risks, and they have succeeded to achieve in merciless competition with their hard work, diligence, and resolution (Bhardwaj & Kaur, 2014). Regardless of the progress made by women entrepreneurs in Tuensang, there are still several hurdles that they must overcome to achieve equal rights and positions. The lack of direct ownership of property, a poor degree of financial freedom for women, and a limited degree of entrepreneurial skills and finance in economically rich and poor women are among the major issues that impede the growth of women entrepreneurship in India (Karanja, 2017).

In addition, the stormy and uncertain environment of developing economies presents immensely different challenges for female entrepreneurs including dealing with existing institutional spaces, extreme poverty, scarcity of skills and entrepreneurial education and the low status of women in the socio-cultural set up (Goyal & Yadav, 2014). Therefore, to advance research on women entrepreneurs in developing common development context, this study aims to investigate the

entrepreneurial journey of women entrepreneurs while crossing through the challenges of evolving economies.

1.2. Need For The Study. The study is to investigate. The impression of women entrepreneurship on common development in Tuensang district the study aims to gain a deeper understanding of the conditions from social women entrepreneurs who have either created their own business from the scratch or are currently leading and owing a business. Additionally, by doing research we will put a focus on the technology and innovation where social women entrepreneurs must influence new technologies to improve their impact-whether through digital platforms, or innovative delivery models. Hence, this research is hoping to promote with new understanding facts to a much-related problem.

1.3. Statement of the Problem. Tuensang district rich vegetation and natural resources is pointed to emerge as the young and dynamic economy. Despite its favourable condition and market potential of Tuensang district growth is hindered by lack of professional skills and investment, people are more comfortable and confident in stable jobs and don't want to venture into the field of entrepreneurship due to risk and failure. Youth are skeptic and apprehensive because of knowledge and motivation. It is apparent that the social women entrepreneurship sector is not looked at as a viable sector of employment and remains highly unattractive to the Tuensang district youth. Moreover, the rural youths are migrating to cities/towns with little success of securing decent employment, hence ending up worsening the unemployment statistics in the state.

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1.4. Scope of the Study. The finding of this study is likely to show personal within reaches, experiences and knowledge about the district brand of common development in women entrepreneurship. The study will also examine by interviewing women entrepreneurs, they, the study hopes to get together as specific insights as possible to be able to analyse why and how the development of women entrepreneurship is progressing in the district.

1.5. Objectives of the Study

1. To study the impact of women entrepreneurs in Tuensang district
2. To examine the challenges faced by women entrepreneurs within the society.
3. To identify the growth of women entrepreneurs as well as common development in Tuensang district.

1.6. Limitation of the Study.

1. The study will be conducted only in Tuensang district
2. The study about accessibility to social women Entrepreneurs only
3. The Study only in rural and remote areas of Tuensang district,

LITERATURE REVIEW

Women empowerment: Ufuk & Ozgen, (2001) found that once women started their own businesses, they experienced improvements in all facets of their lives, including their professional, social, and personal spheres. According to Pattanaik (2003), Self-Help Groups (SHGs) are always working toward a better future for rural women in terms of their roles as participants, decisionmakers & beneficiaries of life. However, many SHGs are not organized correctly and in an efficient manner because of certain limitations, such as gender inequality, exploitation, and the torturing of women. Padmavati (2002) and Sathyasundaram (2004) came to the conclusion that it is beneficial and necessary for women to receive training to develop good entrepreneurial skills. In addition, researchers such as Abbasian and Bildt (2009) discussed that an entrepreneurship is a hardcore result-oriented profession that can ensure a woman's empowerment in today's modern society. Women who have started their own businesses report higher levels of both psychological and economic independence, which contributes to a greater sense of personal power. According to Shashtri and Sinha (2010), Women entrepreneurs need motivation & support from family, social circles & most of all government. The government ought to get the ball rolling on programmes that will help women start their own businesses by providing financial support. According to Datta and Gailey (2012), Women in developing countries are actively participating in collective entrepreneurship to ensure their economic and personal empowerment. R. & D. Rajan (2014) Women say they have the basic indigenous knowledge, skills, capabilities and resources needed to start and run a business. In addition, they emphasized the role played by the Indian government & respective state

governments in crafting policies aimed at integrating women into mainstream society.

CHALLENGES FACE BY NAGA ENTREPRENEURS:

Tep, S., & Sethupathy, K. (2020)85 their study shows, with 73,903 educated unemployed people registered in Nagaland; there is an obvious need to promote entrepreneurial education. In order to absorb all of the educated graduates, the state (Nagaland) government now promotes entrepreneurship in the education sector, as well as providing skill development workshops, seminars, and other opportunities. Despite all of this, youths must be given ongoing support in developing confidence to cope with shifting circumstances. Thingo, C. (2016)86 this research carries out a comparative analysis of policies for MSMEs in Nagaland with the other North Eastern States; the problems faced by registered MSMEs and also formulate a policy framework for better working of MSMEs in the State. The researcher found that except for Nagaland and Sikkim, the remaining six (6) States have reviewed and formulated their Industrial Policies taking into view the guidelines of the Micro, Small and Medium Enterprises Act-2006. Also stated that problems faced by MSMEs were classified into four categories, financial, production, marketing and labour problems. The research stated that, creation of awareness of the incentive schemes is of utmost importance if the policy initiatives want to reach the targeted sector and make a positive impact. The study also revealed that problems such as difficulty in raising capital, demands from informal groups, dishonest handling of subsidies, inadequate power supply, unavailability of machines/equipment 's, lack of skilled labour are some of the major problems affecting the MSMEs in Nagaland. However, despite these constraints, enterprise owners are optimistic about their ventures, which indicate that MSMEs are not considered just a temporary solution until better job prospects are found.

SOCIETY & DEVELOPMENT:

Discusses the latest patterns of SMEs in Indonesia by Tambunan, T. (2007)30, the paper provides a variety of figures, such as that SMEs account for more than 90 percent of all companies outside the agricultural sector. In Indonesia, it is of great importance and also the largest source of jobs. As compared to the male female entrepreneurs are low and less educated. Lack of working capital and marketing challenges are some main constraints faced by the small entrepreneurs. Efficacy of government programs to help SME growth programs is poor as indicated by most of the current studies. Small business owners with some of their previous experience in running a business or how to succeed in competitive markets should be given the first priority and that the focus should be on fostering modernization, capacity building and size upgrading as part of national efforts to grow highly competitive entrepreneurship. The effect of entrepreneurship on economic growth at the country level was examined and the effects of entrepreneurial activity on economic growth in high income, transition and low-income countries was also evaluated. For the

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report, a sample of 36 countries and their GDP growth over a four-year period was taken. In comparison to transition and high-income countries, the empirical study indicated that especially growth-oriented entrepreneurship appears to contribute strongly to macroeconomic growth, while entrepreneurship does not affect economic growth in low-income countries. Entrepreneurship have shown to be an important determinant of economic growth in countries like Taiwan, India and Brazil (Stam & Stel, 2009)³². All countries have some degree of both opportunity and necessity entrepreneurship, the ratio of opportunity-to-necessity entrepreneurship can be a practical reflection of economic growth, and can be a guide for development policy. It was identified that being forced into entrepreneurship (self-employment) because certain options for employment are either closed or unsatisfactory can also lead to under development. Researchers suggested that policies in less developed

countries should concentrate on improving state or national framework conditions, and in developed economies, policy should focus on improving the entrepreneurial framework conditions, as it was identified that there was a significant relationship between opportunity ratio and GDP per capital (Acs & Szerb, 2007)³³. With an existence of various measures of entrepreneurship, they should still apply and interpreted with caution and precisely for the types of activities being conducted. According to Desai, Eklund, & Högberg, (2009)³⁴, there is growing involvement in categorizing and distinguishing the kind of entrepreneurship being measured and the relationship between economic growth, institutions and entrepreneurship necessitates a detailed research approach, thus there is a need to establish and validate a measure of entrepreneurship that can be used across the countries accurately and consistently.

RESEARCH METHODOLOGY.

Sample design:

A mixed methods approach will be applied for the research and so both qualitative and quantitative research methods will be used to provide a holistic understanding of the topic.

Target area: Tuensang which is known as the largest district in Nagaland.

a) Source of data:

- Population: The population Unknown of Study area.
- Sample Size; 87
- Primary sources of data: Observation and interview.
- Secondary sources of data: Online data base, journals, government survey records, internet etc.

b) Data analysis:

Appropriate scientific techniques applied for data analysis.

Data Analysis and Interpretations

The present study has been limited to one significant district that is Tuensang, which is the largest district under Nagaland state. The important resource of data collection was based on primary and secondary data. Primary data was collected through an interview schedule. Secondary data was tired from several sources such as journals, books, magazines, newspapers, articles, websites, and published and unpublished materials related to the study. The sampling method which was adopted in this study has been based on snowball sampling. The researcher used the snowball sampling method since the population is large, but the sample to be studied is small. A total of 87 respondents were taken from the district to represent the study.

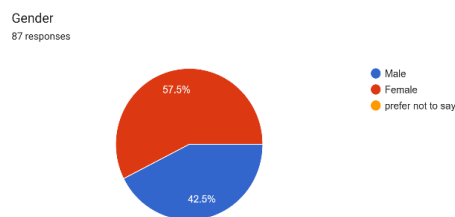
1. Gender

S.No	Particulars	No of Respondent	Percentages
1.	Male	37	42.5%
2.	Female	50	57.5%
3.	Not to say	0	0%
	Total	87	100%

Interpretation:

Figure 1 shows that 57 percent of the respondents are female, and 43 percent of the respondents are male. Whereas 0 percent from prefer not to say.

Figure .1



2. How has women entrepreneurship influence the economic development of Tuensang district?

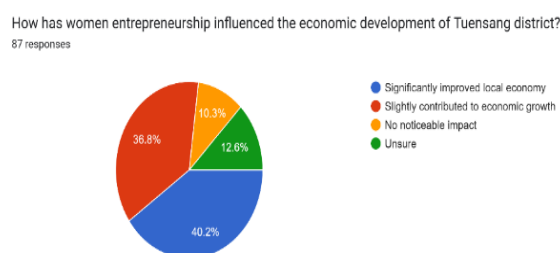
S.No	Particulars	No of Respondent	Percentage
1	Significantly Improved Local Economy	35	40.2%
2	Significantly contributed Economic Growth	32	36.8%
3	Slightly contributed to economic growth	9	10.3%
4	Unusers	11	12.6%
	Total	87	100%

Interpretation:

Base on the responses in figure .2, it shows that; Significantly improved local economy (36.8%): A substantial portion of respondents believe that women entrepreneurs have played a major role in boosting the local economy. This suggests that women-led businesses are making notable contributions, possibly through increased income, employment, and local commerce. Slightly contributed to economic growth (10.3%): Some respondents recognize a positive impact, but it is modest. Women entrepreneurship is contributing to economic activities, albeit at a smaller scale. No noticeable impact (12.6%): A minority view that women entrepreneurship hasn't significantly affected the district's economic development, indicating either limited reach or perception thereof.

Unsure (40%): A significant percentage of respondents are uncertain about the impact, which could point to a lack of awareness or clear data on the influence of women entrepreneurs in the area. Overall, the data suggests that a combined majority (around 47.1%) see women entrepreneurship as having a positive impact—either significantly or slightly—on Tuensang's economy, though there remains considerable uncertainty among many respondents. This highlights potential opportunities for greater awareness and support for women entrepreneurs to enhance their contributions further.

Figure.2



3. What challenge do women entrepreneurs face in Tuensang?

S.No	Particulars	No of Respondent	Percentage
1	Lack of access	36	41.9%
2	Social and cultural barriers	26	30.2%
3	Limited market	16	18.6%
4	All of the above	9	9.3%
	Total	87	100

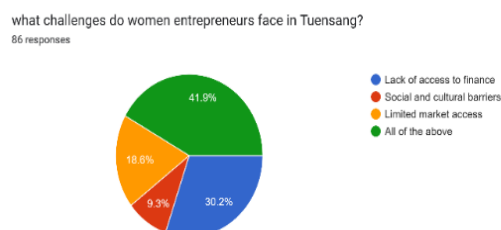
Interpretation:

Provided by the responses, here is what we found out. Lack of access (41.9%): Many women struggle with limited access to resources such as finance, training, and networks essential for business growth. Social and cultural barriers (30.2%):

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Cultural norms and social expectations may restrict women's entrepreneurial activities, affecting their confidence and opportunities. Limited market (18.6%): Women entrepreneurs often find it challenging to reach broader markets, limiting their sales and growth potential. All of the above (9.3%): Some respondents recognize that these challenges are interconnected and collectively hinder women's entrepreneurial progress. Overall, this indicates that multiple factors—resource access, social norms, and market limitations—pose significant hurdles for women entrepreneurs in Tuensang. Addressing these issues through awareness, support programs, and policy interventions could help unlock the full potential of women in the local economy.

Figure .3



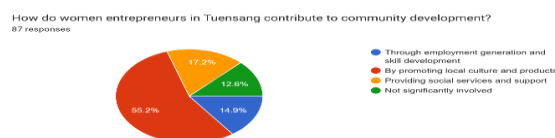
4. How do women entrepreneurs in Tuensang contribute to community development?

S.No	Particulars	No of Respondent	Percentages
1	Contribution through employment generation and skill development,	15	17.2%
2	Promoting local culture (12.6%),	11	12.6%
3	Providing social services and Support	13	14.9%
4	Not significantly involved in community development	58	55.2%
	Total	87	100

Interpretation:

Based on the responses, it appears that women entrepreneurs in Tuensang contribute to community development in several ways, with varying degrees of involvement. A significant portion (87 responses or 17.2%) recognize their contribution through employment generation and skill development, which helps improve local livelihoods and empower others. Some respondents also see their role in promoting local culture (12.6%), which helps preserve and showcase Tuensang's unique heritage. A smaller percentage (14.9%) believes women entrepreneurs contribute by providing social services, such as healthcare, education, or community welfare. However, over half of the respondents (55.2%) feel that women entrepreneurs are not significantly involved in community development, indicating potential areas where their contributions could be expanded or better recognized. Overall, while women entrepreneurs are making meaningful contributions in certain areas, there is room to enhance their involvement in broader community development initiatives.

Figure. 4



5. Do you believe supporting women entrepreneurs can help achieve sustainable development in Tuensang district ?

S.No	Particulars	No of Respondent	Percentage
1	Yes, greatly	14	16.1
2	No, not much	80	81.6
3	Unsure	3	2.3
	Total	87	100

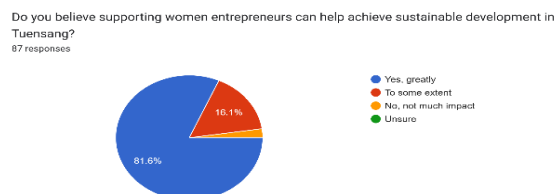
Interpretation

Based on the provided responses, here's what we found through the chart. Yes, greatly (16.1%): A relatively small proportion of respondents believe that supporting women entrepreneurs can significantly contribute to sustainable development in Tuensang. To some extent: While not explicitly quantified in your data, this suggests that a larger portion recognizes some positive impact, but perhaps not as profoundly as they would like. No, not much (81.6%): The majority of respondents feel that supporting women entrepreneurs may have limited effects on sustainable development in the area. Unsure: A segment of respondents are uncertain about the impact. Overall, the data indicates that most people are skeptical

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about the extent to which supporting women entrepreneurs alone can drive sustainable development in Tuensang. This could point to a need for broader strategies that integrate women's entrepreneurship within a comprehensive development framework, or perhaps highlight perceptions that other factors play more dominant roles in sustainability efforts.

Figure. 5



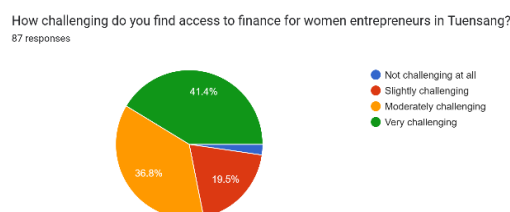
6. How challenging to you find access to finance for women entrepreneurs in Tuensang?

S.No	Particulars	No of Respondent	Percentages
1	Significantly Challenging	36	41.4%
2	Moderately Challenging	32	36.8%
3	Significantly Challenging	17	19.5%
4	Very Challenges	2	2.3%
	Total	87	100

Interpretation:

Based on the responses from 87 participants regarding access to finance for women entrepreneurs in Tuensang, here's an interpretation Not Challenging / Slightly Challenging: 41.4% This indicates that roughly two-fifths of respondents do not perceive access to finance as a significant obstacle, feeling it's relatively accessible or manageable. Moderately Challenging: 36.8% Over a third see access to finance as a moderate challenge, suggesting some hurdles but not insurmountable. Very Challenging: 19.5% Nearly one-fifth find accessing finance very difficult, highlighting a notable barrier for a significant minority. Overall Interpretation: While a substantial portion of respondents (around 41%) do not face major challenges, a combined majority (roughly 56%) (36.8% + 19.5%) experience either moderate or severe challenges in accessing finance. This suggests persistent financial barriers for many women entrepreneurs in Tuensang, though there is also a significant group who do not see finance as a major issue.

Figure.6



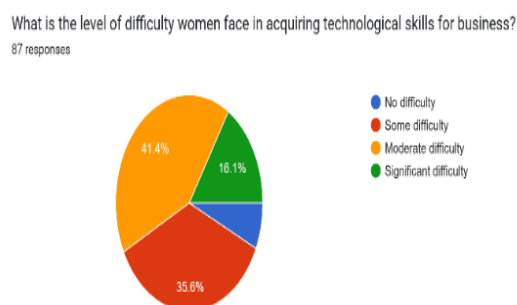
7. What is the level of difficulty women face in acquiring technological skills for business?

S.No	Particulars	No of Respondent	Percentages
1	No difficulty	36	41.1%
2	Some difficulty	14	16.1%
3	Moderate difficulty	31	35.6%
4	Significant difficulty	6	7.2%
	Total	87	100%

Interpretations

Based on the responses, here's an interpretation of the difficulties women face in acquiring technological skills for business: No difficulty: 41.4% of women reported that they do not experience any challenges in gaining technological skills. This suggests that a significant portion already has access to learning resources or existing familiarity with technology. Some difficulty: 16.1% face minor challenges, indicating that while they may have some hurdles, these are not major barriers. Moderate difficulty: 35.6% experience a moderate level of challenge, meaning they encounter noticeable obstacles that could hinder their ability to effectively acquire and utilize technological skills. While a large proportion (around 41%) do not perceive technological skill acquisition as difficult, over half (approximately 51.7%) face some degree of difficulty (either moderate or more). This indicates a substantial opportunity to enhance training programs, provide targeted support, and reduce barriers—especially for those experiencing moderate difficulty—to empower women entrepreneurs with the technological skills necessary for business success.

Figure. 7



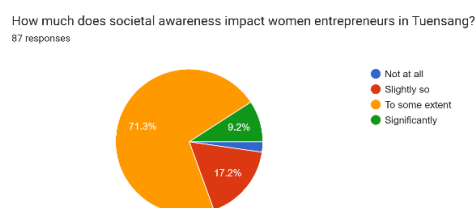
8. how does societal awareness impact women entrepreneurs in Tuensang district?

S.No	Particulars	No of Respondent	Percentages
1	Not at all	62	71.3%
2	Strictly	15	17.2%
3	Significantly	8	9.2%
4	Others	2	2.3%
	Total	87	100

Interpretations

Based on the responses, the impact of societal awareness on women entrepreneurs in Tuensang appears to be quite significant. Here's the interpretation: 71.3% of respondents believe that societal awareness impacts women entrepreneurs "Not at all" or only "Slightly so," indicating a relatively low perceived influence in these categories. 17.2% think it impacts "To some extent," suggesting a moderate level of influence. 9.2% feel that societal awareness impacts women entrepreneurs "Significantly," highlighting that for a smaller but important group, societal awareness plays a crucial role. Overall, while a majority see little to no impact, a notable portion recognizes that societal awareness can significantly influence women entrepreneurs. Enhancing societal awareness could thus be a key lever for empowering women in entrepreneurship within Tuensang.

Figure. 8



9. What is the level of challenges faced by women in balancing family responsibilities with entrepreneurial activities?

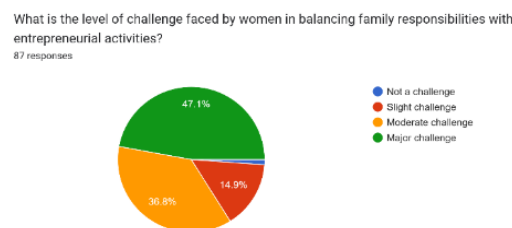
S.No	Particulars	No of Respondent	Percentages
1	Not at challenge	1	1.2%
2	Slight challenge	13	14.9%
3	Moderate challenge	32	36.8%
4	Major challenge	41	47.1%
	Total	87	100

Interpretations

Based on the responses, approximately 47.1% of women do not find balancing family responsibilities with entrepreneurial activities to be a challenge. About 36.8% experience a slight challenge, indicating some difficulty but manageable. A smaller portion, 14.9%, face a moderate challenge, and it appears that the data for major challenges isn't explicitly provided in your summary.

Overall, this suggests that the majority of women respondents either do not see balancing family and entrepreneurship as a significant issue or only face minor difficulties. However, a notable minority still encounter moderate challenges, highlighting that work-family balance remains a relevant concern for some women entrepreneurs in Tuensang. This insight could inform targeted support strategies to help those facing greater challenges.

Figure. 9



10. What factors has mostly significant to the rise of women entrepreneurs in Tuensang district?

S.No	Particulars	No of Respondent	Percentages
1	Govt. support and schemes	38	43.5%
2	Traditional culture practice	21	23.5%
3	Lack of education opportunities	14	16.5%
4	Urbanizations	14	16.5%
	Total	87	100

Interpretations

Based on the responses provided, it appears that several factors have contributed to the rise of women entrepreneurs in Tuensang district. Here's an interpretation of the data:

Government support or initiatives: A significant portion of responses (43.5%) suggests that government policies, schemes, or support programs have played a crucial role in encouraging women to take up entrepreneurship.

Traditional culture: With 23.5% of responses, traditional cultural aspects seem to influence women entrepreneurs either positively by supporting their roles in business or perhaps presenting challenges they overcome to start ventures.

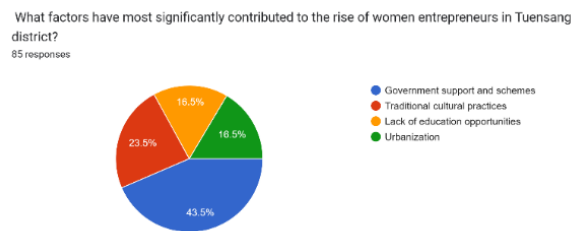
Lack of education: A notable 16.5% indicates that limited education levels might be a factor, possibly motivating women to pursue entrepreneurship as an alternative pathway for economic participation due to limited employment opportunities.

Urbanization: The mention of urbanization suggests that increasing urban development and exposure to different markets and ideas have facilitated women's entrepreneurial activities.

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Overall, these factors—government initiatives, cultural influences, educational challenges, and urbanization—collectively contribute to the growth of women entrepreneurs in Tuensang. Targeted support strategies considering these elements could further bolster their progress.

Figure.10



11. How has women entrepreneurship impact societal development in Tuensang district?

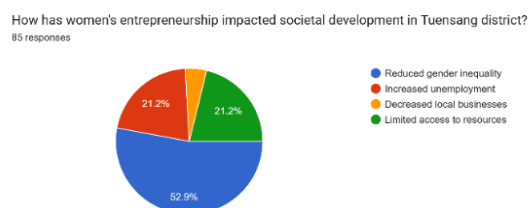
S.No	Particulars	No of Respondent	Percentages
1	Reduce gender inequality	46	52.9%
2	Increase unemployment	18	21.2%
3	Decrease local business	5	4.7%
4	Limited access to resources	18	21.2%
	Total	87	100

Interpretations

Based on the responses: 21.2% suggest that women's entrepreneurship has reduced gender inequalities. This indicates progress toward gender empowerment and greater societal gender balance. 21.2% point to an increase in unemployment, which might imply that despite entrepreneurial efforts, there are challenges or unintended consequences affecting employment rates. 52.9% mention limited access to resources or possibly decreased local business activity, which could indicate that women's entrepreneurship is still facing significant hurdles, such as inadequate support, infrastructure, or market access.

Overall, these responses reflect a mixed impact of women's entrepreneurship on societal development in Tuensang district. While there are positive signs of reducing gender disparities, challenges remain in employment and resource accessibility, highlighting areas where targeted support could enhance positive outcomes further.

Figure.11



12. What challenges does women entrepreneurs in Tuensang district commonly face?

S.No	Particulars	No of Respondent	Percentages
1	Access to finance and credit	62	70.6%
2	Over qualification	8	9.4%
3	Excessive government regulation	9	10.6%
4	Overabundance of support programs	8	9.4%

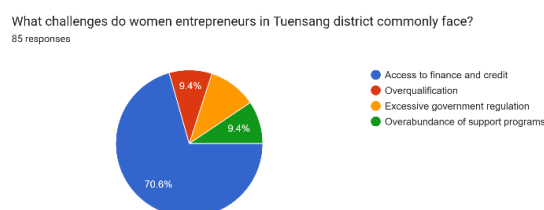
	Total	87	100
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Interpretations

The responses indicate that women entrepreneurs in Tuensang district face several common challenges. The most significant issue, cited by approximately 70.6% of respondents, is "Access to finance and credit." This suggests that many women struggle to secure the financial resources needed to start or expand their businesses.

A smaller yet notable percentage, 9.4%, mentioned issues such as "Overqualification," which could imply difficulties in translating education and skills into business opportunities, or perhaps feeling overqualified for certain entrepreneurial roles. Additionally, 9.4% pointed out "Excessive government regulation," indicating that bureaucratic hurdles might be impeding their entrepreneurial activities. Lastly, some respondents noted an "Overabundance of subprograms," which might suggest confusion or difficulty in navigating multiple initiatives, potentially leading to underutilization or overlap. Overall, the data highlights that improving access to financial resources is crucial for supporting women entrepreneurs in Tuensang. Addressing regulatory challenges and streamlining support programs could also foster a more conducive environment for women's entrepreneurship in the region.

Figure.12



13. In what ways does women entrepreneurship contribute the empowerment in Tuensang district?

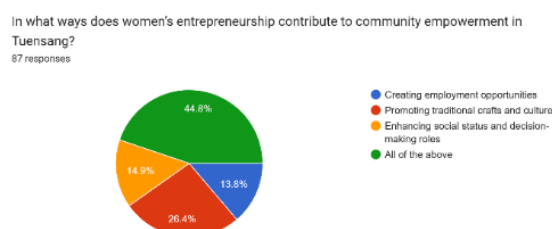
S.No	Particulars	No of Respondent	Percentages
1	Creating employment opportunities	12	13.8%
2	Promoting traditional crafts and culture	23	26.4%
3	Enhancing social status and decision-making roles	13	14.9%
4	All of the above	39	44.8%
	Total	87	100

Interpretations

From the data: 44.8% of responses highlight that women's entrepreneurship creates employment opportunities. Similar percentages (around 13.8% and 26.4%) emphasize promoting traditional crafts and enhancing social status or roles. The option "All of the above" suggests that many respondents believe women's entrepreneurship impacts multiple aspects simultaneously.

Women's entrepreneurship in Tuensang plays a multifaceted role in community empowerment. It not only generates employment but also helps preserve and promote traditional crafts, which are vital cultural assets. Additionally, it elevates women's social status and roles within the community. Overall, these combined effects foster economic growth, cultural preservation, and social upliftment, contributing significantly to the empowerment of women and the broader community.

Figure.13



14. Which measures can further promote the growth of women entrepreneurs in Tuensang district?

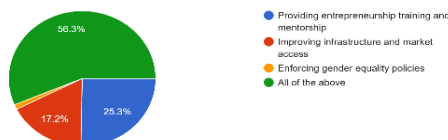
S.No	Particulars	No of Respondent	Percentages
1	Providing entrepreneurship training and mentorship	22	25.3%
2	Improving infrastructure and market access	15	17.2%
3	Enforcing gender equality policies	1	1.2%
4	All of the above	49	56.3%
	Total	87	100

Interpretations

Based on the responses, it seems that a majority of people believe that a combination of measures is essential to promote the growth of women entrepreneurs in Tuensang district. Specifically: 56.3% (87 responses) think that providing entrepreneurship mentorship is crucial. 17.2% support improving infrastructure and access. 25.3% believe enforcing gender equality policies is important. Additionally, some respondents may have selected all the above options, indicating a holistic approach. Overall, the data suggests that to effectively promote women entrepreneurship in Tuensang, a multifaceted strategy—combining mentorship, infrastructure development, and gender equality enforcement—is considered most beneficial by the community.

Figure.14

Which measures can further promote the growth of women entrepreneurs in Tuensang district?
87 responses



DISCUSSION

Women entrepreneurs play a vital role in fostering economic growth, social cohesion, and community well-being in Tuensang. Their ventures often address local needs, create employment opportunities, and promote innovative solutions tailored to the community's unique context. The positive impacts include enhanced household incomes, increased literacy and awareness, and empowerment of other women and marginalized groups. Moreover, women-led businesses contribute to a diversified local economy, reducing dependency on external sources.

The respondents highlighted several hurdles, such as:

Limited access to finance: Difficulty in obtaining loans or credit due to lack of collateral or financial literacy. Socio-cultural barriers: Gender biases and societal expectations restrict women's decision-making power and entrepreneurial pursuits. Lack of technical and managerial skills: Insufficient training and exposure to modern business practices. Inadequate infrastructure: Poor transportation, communication, and market facilities hinder business expansion. Legal and administrative hurdles: Complex procedures for registration, licensing, and compliance might discourage women entrepreneurs.

The data suggests a growing number of women engaging in entrepreneurial activities, driven by increasing

awareness, government schemes, and support networks. This growth positively correlates with broader societal development indicators such as improved household standards, gender equality, and community resilience. As women gain economic independence, societal attitudes shift towards greater acceptance of women's roles beyond traditional boundaries, fostering an environment conducive to sustainable development.

Findings and Suggestions

Findings:

Women entrepreneurs significantly contribute to community development but are under-supported. Socio-cultural constraints remain a major barrier. There is a positive trend in women's entrepreneurial activities, leading to visible societal benefits.

SUGGESTIONS:

Enhance access to finance: Establish women-focused microcredit schemes and financial literacy programs. Capacity building: Conduct regular training workshops on entrepreneurship, digital literacy, and business management. Strengthen support networks: Create mentorship programs and women entrepreneur associations to facilitate experience-sharing and collective bargaining. Policy interventions: Simplify registration and licensing processes, and implement gender-sensitive policies. Promote awareness: Conduct awareness campaigns to challenge gender stereotypes and encourage community support. Improve

infrastructure: Invest in transport, communication, and market access facilities to enable business growth.

CONCLUSION

Base on careful observation and analysis of the data gathered from the field, we conclude that implementing mentorship programs and women entrepreneur associations can provide valuable support networks, foster experience sharing, and empower women to grow their businesses. Simplifying registration and licensing processes will reduce bureaucratic hurdles, making it easier for women entrepreneurs to start and expand their ventures. Gender-sensitive policies can help address specific challenges women face, creating a more equitable environment. Additionally, awareness campaigns are vital for challenging gender stereotypes and encouraging community support, which can lead to broader societal change. Improving infrastructure—such as transportation, communication, and market access—will directly impact women entrepreneurs' ability to reach customers and grow their businesses effectively. Together, these strategies can create a more enabling environment for women entrepreneurs, promoting economic growth and gender equality.

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