

A Study on Entrepreneurship as Means of Livelihood for Women in Arunachal Pradesh

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Abstract:

The landscape of women entrepreneurship is explored in this study in terms of economic activities, sources of finance, motivations, government support, and challenges in Papumpare, Lower Subansiri, and East Siang districts of Arunachal Pradesh state. The socio-economic contribution of women entrepreneurs in the region has increased in recent years. Still, no information has been collected regarding the actual business activities of these entrepreneurs and the reasons behind such entrepreneurship. This research will fill the gap by identifying the primary economic activities that women engage in, looking at various sources of financing they access, and analysing factors influencing their choice of entrepreneurship. The research also explores how much they have utilised government schemes to support small businesses and entrepreneurship.

The research identifies the areas in which businesses are generally operated by women and the areas of significant female business participation. The study further identifies the formal and informal sources of funding. Reasons for women operating businesses. It explains why women-run businesses, with the motivations for the same being economic independence, family influence, or community influence. A deeper look shows it comes with an array of issues; credit constraints, societal norms, entry to the markets, and logistics are part of that array.

The findings of this study would be targeted to inform policymakers and support organisations about the requirements and challenges the women entrepreneurs within those districts face. It will lead towards more focused intervention and more targeted support measures for entrepreneurship, nurturing a healthy and supportive ecosystem for Arunachal Pradesh.

1. Introduction

The trend of increasing women entrepreneurs in Arunachal Pradesh has made a positive impact on all sectors, thereby causing the state to develop fondly towards economic growth and development. It makes them important figures as they break and set new lines of business activities and have challenged the traditional gender roles fiercely by encouraging inclusion within the business environment. In the spirit of their resilience and innovative initiative, the women have a great role in breaking stereotypes and creating social change. These contributions affect the business sector but also the social, cultural, and political spheres. By involvement with policy advocacy and gender activism, these entrepreneurs turned into change agents, indeed successfully redesigning the socio-economic landscape of Arunachal Pradesh.

This has again resulted in job creation and skills among the people, empowerment of fellow women, and hence sustainable development and a feel of economic freedom.

The recognition and awards for these women only signify the value of their efforts and thus become subsequently recognized doing a fair amount of work. Nevertheless, all this could be materialized only

with the sufficient support from the government as well as other private and the stakeholders from society to utilize the full force of women-led enterprises going forward in Arunachal Pradesh. This is possible only through the funding level, technological infrastructure, and networking opportunities so that an enabling environment can be created for women's entrepreneurship.

In addition, their success stories are important inspirational accounts to motivate the emergent generation of entrepreneurs and challenge gender-based stereotypes across the state. On account of this, the entrepreneurial ecosystem of Arunachal Pradesh is steadily growing, becoming more inclusive and diverse. This shift can give a new meaning to the story of women entrepreneurship in India and prove women entrepreneurs as agents of socio-economic change and promoters of innovation and resilience with cultural significance.

1.1 Overview of Arunachal Pradesh

It is one of the most resourceful places in the world, with a rich supply of minerals, forest products, and farming goods that have yet to be touched. This makes it one of the best places to drive economic growth. The abundance of good crops and agricultural products also means that the agricultural industry has a lot of room to grow.

There has also been a clear shift towards growing horticultural and floricultural products, which has led to a lot of growth and attention in both domestic and foreign markets.

However, problems remain, thereby arresting the entire economic promise of Arunachal Pradesh. The rugged landscape is the primary factor that prevents infrastructure development and, by association, transport links necessary for the optimal exploitation of the state's resources. Such problems are further compounded through the state's infrastructure in the form of roads, railways, and other associates. This, therefore, challenges industrial growth and waving efforts to diversify the economy.

1.2 Importance of Women Entrepreneurs

Women entrepreneurs in Arunachal Pradesh epitomize much wider capacities and visions that are much deeper than the notions of conventional economic growth. In the process, they work not only for personal prosperity but serve as catalysts to bring an important change in a large social scenario while securing an all-inclusive growth for the community as a whole.. With projects in targeted education and far-reaching encouragement, this vision of these women can be further realized and deepened to contribute towards creating a society characterized by greater equity, justice, and prosperity.

The effect of empowering women entrepreneurs reaches beyond the case of economic progress into other broader aspects of society. Women-led enterprises do not only make immense contributions toward economic growth and job creation but sometimes also act as an agent of social change in challenging traditional gender norms and institutionalizing greater gender equality. In that case, women Enterprise would change socio-cultural paradigms related to women's roles in the economy and the larger society whenever women in Arunachal Pradesh exercised entrepreneurial activities.

The impact of women entrepreneurship empowerment transcends economic growth to the very fabric of society. It implies, therefore, that a woman-led firm is not only a contributor to economic growth and job creation but is also a force for social change that challenges features of gender subordination and accesses more equal opportunities for women. And by that, women from Arunachal Pradesh are currently involved in active entrepreneurship activities. They now crack up this socio-cultural paradigm and write new roles for women with regard to the economy and societal setup.

2. Review of Literature

In recent years, tremendous interest in the field of women's entrepreneurship has grown. The growth of interest has called for research on various factors that have contributed to the success of female entrepreneurs. Bourne (2010) noted that there is a paradox of gender equality in entrepreneurship, especially within the Swedish context. A significant positive effect of financial inclusion on women's entrepreneurship was shown by the study to provide an avenue for women to start new businesses.

Iakovleva et al. (2013) actually tracked finance access and government support for female entrepreneurship in transitional economies like Russia and Ukraine. According to it, government support becomes very much essential in the development of women entrepreneurs, mainly in transitional economies.

Agarwal and Lenka (2016) conducted an exploratory study on the development of women entrepreneurs in the Indian context, contributing to understanding the factors influencing women's entrepreneurship in India.

Azmat and Fujimoto (2016) focused on the family embeddedness and entrepreneurship experience of Indian migrant women entrepreneurs in Australia. Their study provided insights into the unique challenges and opportunities faced by Indian migrant women entrepreneurs in a new cultural and business environment.

Brush et al. (2017) investigated the role of women's entrepreneurship in contributing to household income, particularly in the challenging situation of the COVID-19 pandemic. Their study focused on the determinants of female entrepreneurial contribution to household income, stressing that human capital factors as well as the context mattered for women.

Kuschel et al. (2017) emphasized the funding challenge for Latin American women founders of start-ups in the technology industry, exploring the financial obstacle that female entrepreneurs face.

Cabrera and Mauricio (2017) reviewed the literature to identify the factors affecting the success of women's entrepreneurship. They found that factors at the internal (individual), micro, meso, and macro environment levels play a crucial role. At an internal level, human capital, education, and experience have been highlighted as important factors influencing opportunity identification. All of these factors indicate that access to micro level resources influences the stages of opportunity recognition, acquiring resources, and entrepreneurial performance with an impact on both quantitative and qualitative indicators of success. The qualitative approach of Agarwal et al., (2020) helped in determining vital factors for the sustainable development of women's social entrepreneurship in India, providing insights into the determinants for women's social entrepreneurship in India.

Cardella et al. (2020) published a systematic review aiming to describe the scope of scientific literature concerning women entrepreneurship in modern Russia and Ukraine, presenting a wide range of managerial information and useful empirical data for policymakers.

Ge et al. (2022) documented the substantial growth in the study of women's entrepreneurship and its contribution to understanding the challenges that women face in undertaking an entrepreneurial career. Their research aimed at exploring women's entrepreneurial contribution to family income, hence underlining how new technologies encourage females' entrepreneurship, especially amid the COVID-19 crisis.

3. Objectives:

1. To identify the economic activities in which women entrepreneurs engaged.

2. To Identify Sources of Finance for the Business.
3. To analyse the factors which influence the women to choose entrepreneurship?
4. To know whether they have availed of any government scheme.
5. To know the challenges faced by women entrepreneurs about their business.

4. Research Gap

Despite this growing recognition of the importance of women's entrepreneurship in economic development, there has been a conspicuous lack of comprehensive studies focusing specifically on the dynamics of women's entrepreneurship within Arunachal Pradesh. Although available literature offers valuable insights about women's entrepreneurship in broader terms, little research examines the unique socio-cultural, economic and geographical actors Influencing Women Entrepreneurs' activities in this region.

In addition, while some studies mention factors influencing women entrepreneurs' activities in India, they tend to overlook regional variations across the country. On account of its particular socio-cultural background, Arunachal Pradesh provides an interesting case for extensive scrutiny to understand specific problems and opportunities faced by women entrepreneurs in the state.

The current literature lacks comprehensive research on the intricacies of women's entrepreneurship in Arunachal Pradesh. More specifically, there is a lack of understanding of how various factors interact to influence entrepreneurial endeavours, the effectiveness of government programs in this context, and the obstacles faced by women entrepreneurs in the region.

5. Need of the study:

For several reasons, it is critical to undertake research on the variables impacting women's entrepreneurship and to solve issues in Arunachal Pradesh. Although women's entrepreneurship has great potential to propel the region's economic development and prosperity, little research has been done particularly on this group in the context of Arunachal Pradesh. To create focused policies and interventions meant to encourage women's participation in and success in business endeavours, it is also crucial to comprehend the distinct socio-cultural, economic, and institutional elements that influence women's entrepreneurial experiences in this varied and dynamic region. by recognising and resolving the difficulties encountered by female entrepreneurs such as hurdles, cultural norms, and funding availability. This study can help promote a more inclusive and equitable entrepreneurial environment in Arunachal Pradesh by identifying and resolving the obstacles experienced by women entrepreneurs, such as institutional obstacles cultural norms, and funding availability. Furthermore, considering the shortage of previous research in the area, this study will close a significant knowledge gap and offer insightful information to practitioners, researchers, and policymakers who aim to empower and assist women entrepreneurs in Arunachal Pradesh.

6. Statement of the problem:

Arunachal Pradesh offers a distinct setting where the factors driving women's entrepreneurial initiatives and the problems they face remain insufficiently understood, despite the rising understanding of the critical role women's entrepreneurship plays in economic development. By examining the complex interactions between sociocultural, institutional, and economic factors that either support or impede women's participation in entrepreneurship within the varied context of Arunachal Pradesh, this study seeks

to close this gap. Through a thorough analysis of these variables, this study hopes to pinpoint the unique difficulties encountered by female entrepreneurs in the area and provide focused solutions to support their empowerment and increase their impact on the socio-economic landscape of Arunachal Pradesh.

7. Research Methodology:

7.1 Research Method and Tools

The study is explorative, descriptive and analytical. Both primary and secondary data have been used for this study. Primary data have been collected through a structured questionnaire. Secondary data have been collected through related literature like journals, magazines, reports and websites.

7.2 Sources of Data

The study is based on both primary and secondary data. A structured questionnaire to the women entrepreneurs in Arunachal Pradesh has collected primary data. Secondary data has been collected through magazines, newspapers, journals, reports, the Internet etc.

7.3 Population

The population of this study are the women who are actively engaged in entrepreneurship in three Districts Papumpare, Lower Subansiri and East Siang of Arunachal Pradesh.

7.4 Sampling technique

The sampling technique used in this study is judgment sampling.

7.5 Sample size

The total number of respondents in this study is 120.

7.6 Area of Study

Area of the study	Sample
Papumpare	80
Lower Subansiri	20
East Siang	20
Total	120

This study is focused on three Districts Papumpare, Lower Subansiri and East Siang of Arunachal Pradesh.

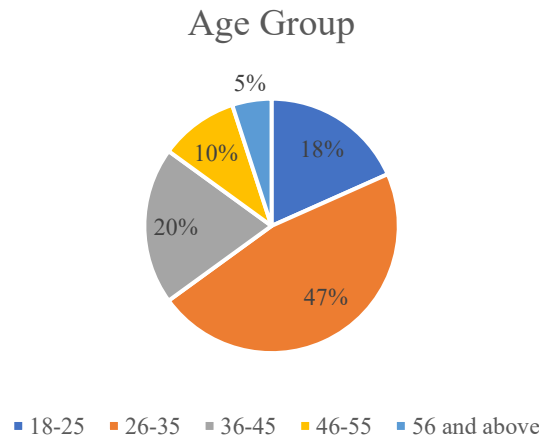
8. Data Analysis and Interpretation

8.1 Demographic Profile of the Respondents

Age group: The age group of the respondents consisted mostly between 26-35 years which is 47% of the total respondents. The second majority age group consisted of 36-45 years total of 20% of the total respondents. The least age group is 56 and above consisting only of 6 respondents, 5% of the total population.

Table no. 1

Age	Frequency
18-25	22
26-35	56
36-45	24
46-55	12
56 and above	6

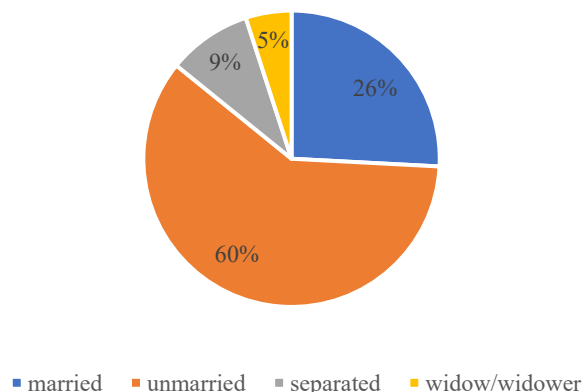


Marital status of the respondents: The distribution of marital status among a subset of people is shown in the table. Seventy-two participants, or 59.5% of the sample, are unmarried. They make up the bulk of the group. After unmarried individuals, there are 31 married people in the group or around 25.6% of the total. In addition, the data indicates that 6 people are categorised as widows or widowers, making up the remaining 4.9% of the surveyed population, and 11 people are separated, or 9.1% of the sample.

Table no. 2

Marital Status	Frequency
Married	31
Unmarried	72
Separated	11
Widow/Widower	6

Marital Status of the Respondents

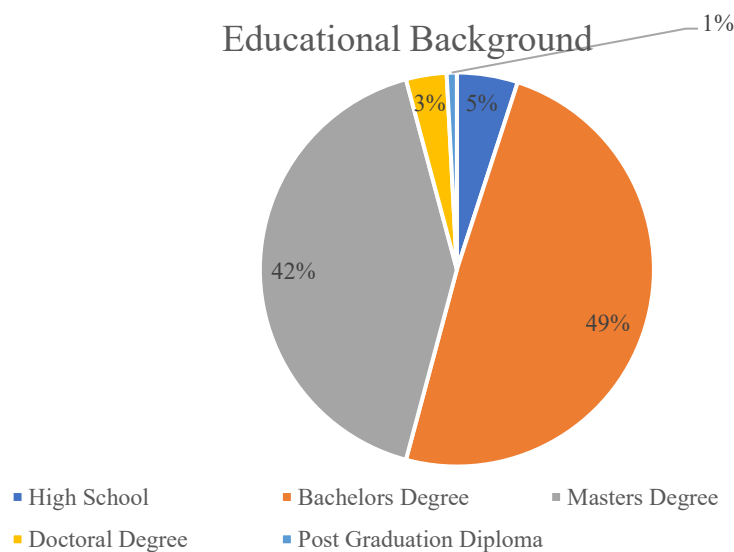


Educational background of the respondents: The distribution of an individual's academic background is shown in the table. Of the participants, 59 people, or around 41.5%, have a bachelor's degree. This is the highest frequency within the group. Next, 50 persons hold a Master's degree or around 35.2% of the entire population. Six people also have a high school degree, which is around 4.2% of the population. In

addition, the group comprises 1 person with a post-graduate diploma, or about 0.7% of the surveyed population, and 4 people with doctorates, which amounts to 2.8% of the total.

Table no.3

Educational Background	Frequency
High School	6
Bachelor's Degree	59
Master's Degree	50
Doctoral Degree	4
Post-Graduation Diploma	1
TOTAL	120

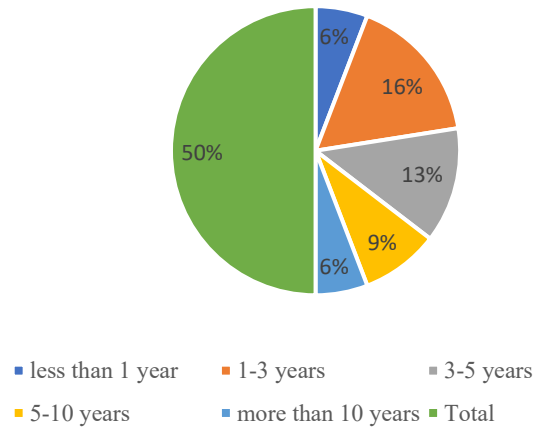


Age of the business: The data provided reveals the distribution of the operational time for a group of businesses. The highest frequency of respondents falls within the range of 1-3 years, accounting for 40 businesses or approximately 33.3% of the total sample size. This is followed by businesses that have been operating for 3-5 years, with 31 respondents representing about 25.8%. Furthermore, businesses operating for 5-10 years make up 21 respondents, constituting around 17.5% of the surveyed businesses. Businesses operating for less than 1 year and those with more than 10 years of operation each have 14 respondents, making up approximately 11.7% of the businesses in each category.

Table no. 4

Age of the business:	respondents
less than 1 year	14
1-3 years	40
3-5 years	31
5-10 years	21
more than 10 years	14
Total	120

Business Age

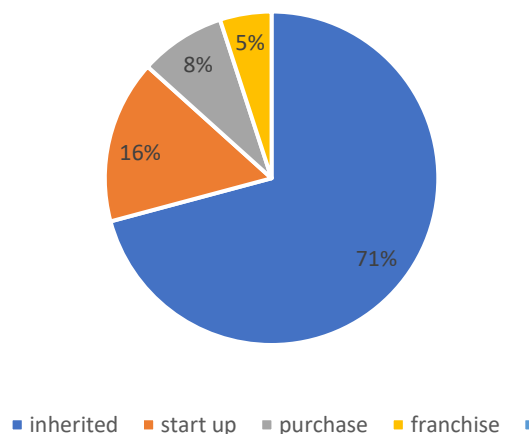


How the business was initially started: The data provided captures the methods by which businesses were initiated. It indicates that a significant majority of businesses, with 85 respondents comprising approximately 70.8% of the sample, were inherited. In contrast, a smaller proportion of businesses were started from scratch as start-ups, with 19 respondents representing roughly 15.8% of the total. Additionally, 10 businesses were established through a purchase, accounting for about 8.3% of the surveyed businesses, while 6 businesses were initiated through a franchise model, equivalent to approximately 5% of the total sample size.

Table no. 5

how did you start your business	respondents
inherited	85
start up	19
purchase	10
franchise	6
total	120

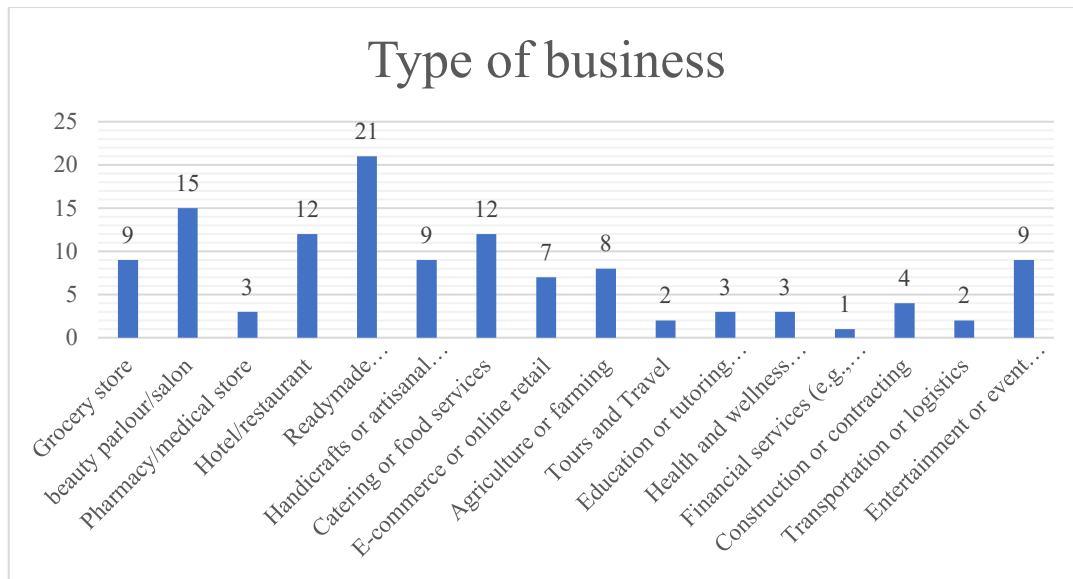
start of the business



Type of Business: The data provided describes the distribution of respondents across different types of businesses. Among the surveyed businesses, the largest number of respondents, 21 individuals (17.5% of the total), are engaged in the readymade garments/textile shop industry. This sector is closely followed by beauty parlour/salon businesses, with 15 respondents (12.5% of the total) operating in this field. Hotel/restaurant businesses are also popular among the respondents, with 12 individuals (10% of the total) involved in this sector. Catering or food services and entertainment or event planning businesses each have 12 respondents (10% of the total sample) in these respective industries. Other industries represented in the data include grocery stores, handicrafts/artisanal products, e-commerce/online retail, agriculture/farming, construction/contracting, transportation/logistics, tours and travel, education/tutoring services, health and wellness services, and financial services, with varying numbers of respondents in each sector.

Table no . 6

Type Of Business	Respondents
Grocery store	9
beauty parlour/salon	15
Pharmacy/medical store	3
Hotel/restaurant	12
Readymade garments/textile shop	21
Handicrafts or artisanal products	9
Catering or food services	12
E-commerce or online retail	7
Agriculture or farming	8
Tours and Travel	2
Education or tutoring services	3
Health and wellness services (e.g., yoga studio, fitness centre)	3
Financial services (e.g., accounting, financial advising)	1
Construction or contracting	4
Transportation or logistics	2
Entertainment or event planning	9

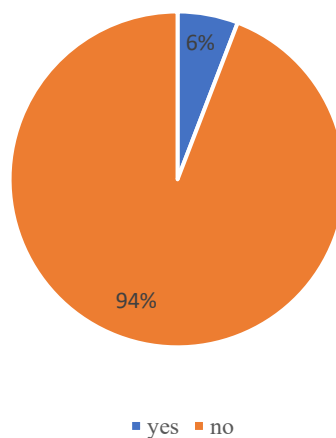


Involved in any secondary activities: Based on the survey results provided, 7 out of 120 respondents (5.83% of the total sample) indicated that they are involved in secondary economic activities. The majority, 113 respondents (94.17% of the total), stated that they are not engaged in secondary economic activities.

Table no. 7

Are you involved in any secondary economic activities	response
yes	7
no	113
total	120

response



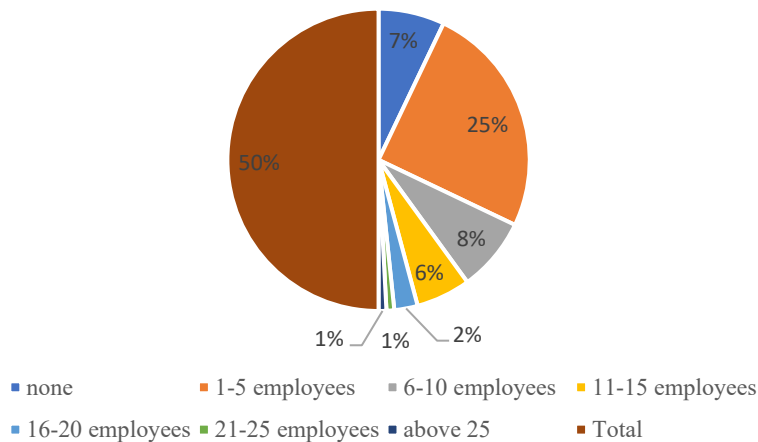
Total employees working under the respondents: Among the 120 respondents surveyed, the distribution of the number of employees in their respective organizations varies. The majority of respondents, constituting 50% of the total, work in companies with 1-5 employees. This is followed by

15.8% of respondents working in companies with 6-10 employees and 11.7% in companies with 11-15 employees. Smaller percentages are seen in companies with 16-20 employees (5%), 21-25 employees (1.7%), and above 25 employees (1.7%). Notably, 14.2% of respondents indicated that their organization has no employees.

Table no. 8

total no. of employees	respondents
none	17
1-5 employees	60
6-10 employees	19
11-15 employees	14
16-20 employees	6
21-25 employees	2
above 25	2
Total	120

no. of employees



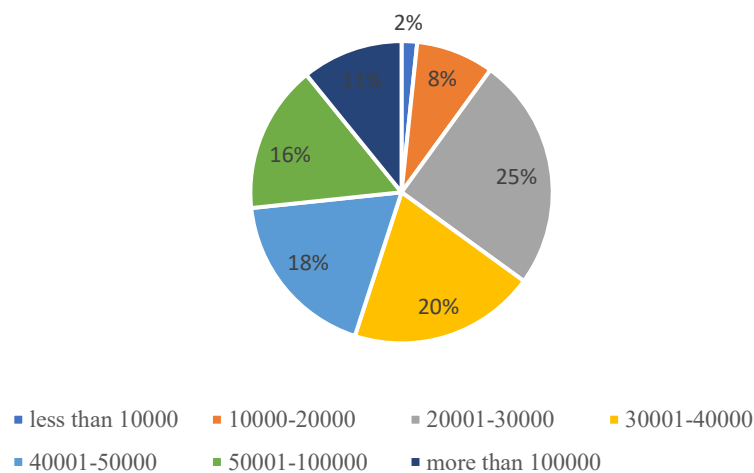
Revenue Generated in a month: The data shows the distribution of revenue generated in a month among respondents. The majority of respondents fall within the range of ₹20,001 to ₹30,000, with 30 respondents representing this bracket. This is followed by the ranges of ₹30,001 to ₹40,000 with 24 respondents and ₹40,001 to ₹50,000 with 22 respondents. On the lower end, there are only 2 respondents in the less than ₹10,000 category. In terms of percentages, the distribution is as follows: less than ₹10000 (2.9%), ₹10000-₹20000 (14.7%), ₹20001-₹30000 (44.1%), ₹30001-₹40000 (35.3%), ₹40001-₹50000 (32.4%), ₹50001-₹100000 (27.9%), more than ₹100000 (19.1%).

Table no. 9

revenue generated in a month	respondent
less than 10000	2
10000-20000	10

20001-30000	30
30001-40000	24
40001-50000	22
50001-100000	19
more than 100000	13

revenue generated in month



Finance for the Business: The data illustrates the sources of finance utilized by respondents for their businesses. The most common source of finance is bank loans, with 47 respondents relying on this option. This is followed by personal savings and family and friends, with 22 and 25 respondents respectively. Self-finance is used by 20 respondents, while government grants are accessed by only 5 respondents. Lastly, venture capital is the least utilized source, with only 1 respondent. Expressing the data in terms of percentages, the breakdown is as follows: self-finance (18.2%), personal savings (20%), bank loan (43.2%), family and friends (22.7%), government grants (4.5%), venture capital (0.9%).

Table no. 10

Finance for the Business	respondents
self-finance	20
personal savings	22
bank loan	47
family and friends	25
government grants	5
venture capital	1

finance for the Business

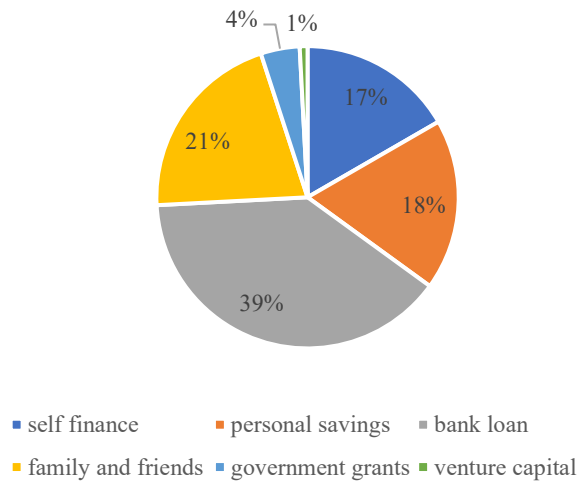
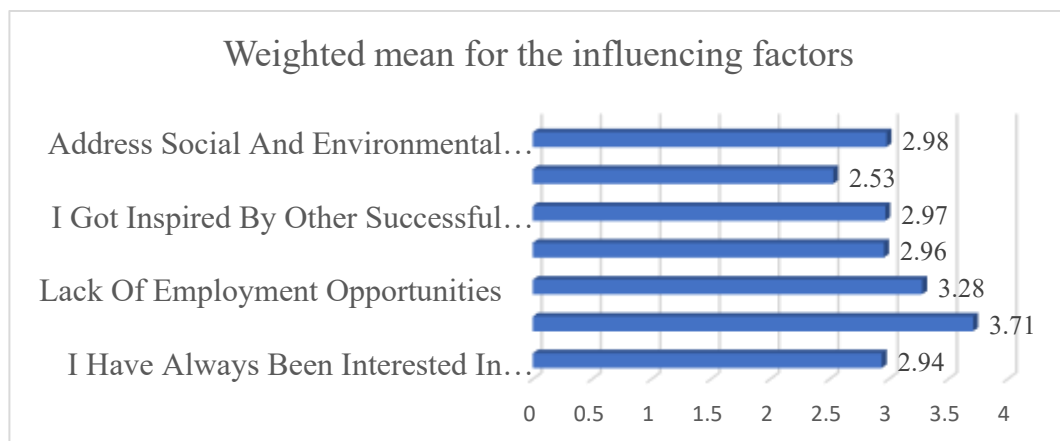


Table. 11: Motivational Factors to become an entrepreneur.

Statement	Weighted mean	Percentage(%)
I Have Always Been Interested In Becoming An Entrepreneur (personal interest)	2.94	65.60%
The Desire To Become Financially Independent	3.71	74.20%
Lack Of Employment Opportunities	3.28	58.80%
To Support My Family	2.96	59.20%
I Got Inspired By Other Successful Women Entrepreneurs	2.97	59.40%
Frustration From Corporate Work	2.53	50.60%
Address Social And Environmental Issue With Your Entrepreneurship	2.98	59.60%



Interpretation

Women's decision to become entrepreneurs is partly influenced by personal interest, manifesting as a tendency to be curious or aspirational. Women attach a strong motivating factor to Financial

independence. The economic independence aspect is significant for women. A moderate factor indicating that some women view entrepreneurship as a way out is that no employment opportunities are available. Family support is a partial influence that reflects the juggling act in which many women engage. The mild influence of the inspiration, such as successful female entrepreneurs, reflects the relative importance of role models. Social and environmental influences are partial factors that reflect more general societal issues with entrepreneurial decisions.

Awareness about Government Schemes: The table provides insights into the awareness and utilization of various government schemes among respondents. The most recognized schemes are Deen Dayal Swavalamban Yojana and Pradhan Mantri Rozgar Yojana, with 20 and 18 responses respectively, accounting for 16.7% and 15% of cases. The Mudra Yojana Scheme is also notable, being mentioned 17 times, representing 14.2% of cases. However, a significant portion of respondents, 53.1%, indicated they were not aware of any of the schemes. Other schemes like Stree Shakti, Dena Shakti Scheme, and Annapurna Scheme had lower frequencies but still contributed to the overall awareness. In terms of percentages, the breakdown is as follows: Dena Shakti Scheme (3.3%), Udyogini Scheme (2.5%), Annapurna Scheme (2.5%), Bhartiya Mahila Bank Business Loan (0.8%), Stree Shakti (5.8%), Cent Kalyani Scheme (1.7%), Mudra Yojana Scheme (14.2%), Pradhan Mantri Rozgar Yojana (15%), Deen Dayal Swavalambam Yojna (16.7%), and Not Aware of Any Schemes (70.8%).

Table. 12 Known Government Schemes Frequencies

		Responses		
		N	Percent	Percent of Cases
Government schemes ^a	Dena shakti scheme	4	2.5%	3.3%
	Udyogini schem	3	1.9%	2.5%
	Annapurna scheme	3	1.9%	2.5%
	Bhartiya mahila bak business loan	1	0.6%	0.8%
	Stree shakti	7	4.4%	5.8%
	Cent 14alyani scheme	2	1.3%	1.7%
	Mudra yojana scheme	17	10.6%	14.2%
	Pradhan mantri rozgar yojana	18	11.3%	15.0%
	Deen dayal swavalambam yojna	20	12.5%	16.7%
	Not aware of any of the schemes	85	53.1%	70.8%
Total		160	100.0%	133.3%

a. Dichotomy group tabulated at value 1.

Received any assistance from the Government: The table shows the distribution of responses from individuals who have received assistance from the government. Out of a total of 120 responses, 13 indicated that they have received assistance, while 107 responded that they have not. In terms of percentages, those who have received assistance account for 10.8% of cases, while those who have not received assistance make up 89.2% of cases. This suggests that a vast majority of the respondents have not received assistance from the government, highlighting a potential gap in reaching and providing support to the population.

Table. 13

Received any assistance from the Government	Responses
Yes	No
13	107

Received any assistance from the Government

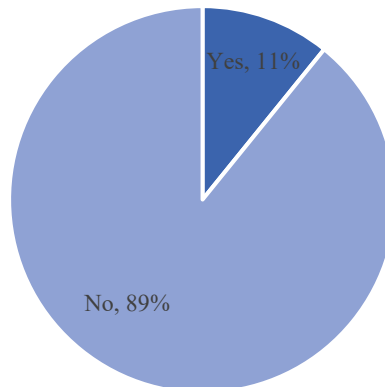
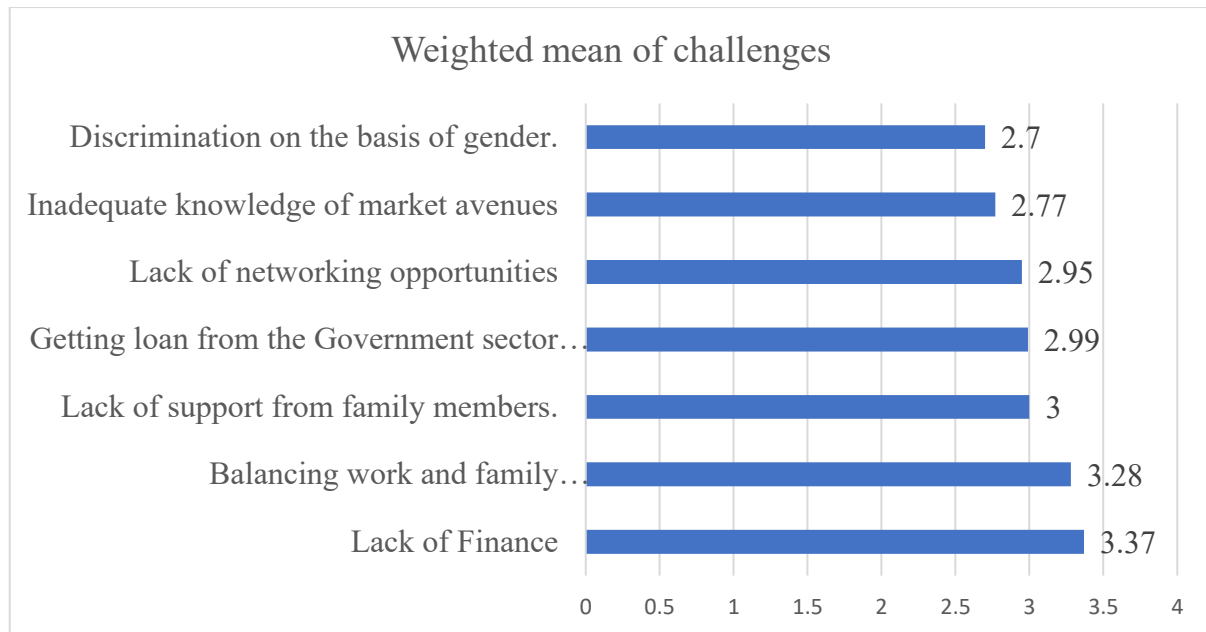


Table 14: Challenges encountered by women as an entrepreneur:

Challenges	Weighted mean	Percentage (%)
Lack of Finance	3.37	67.33
Balancing work and family responsibilities are difficult.	3.28	65.5
Lack of support from family members.	3.0	60
Getting loan from the Government sector is complicated	2.99	59.78
Lack of networking opportunities	2.95	59.0
Inadequate knowledge of market avenues	2.77	55.48
Discrimination on the basis of gender.	2.7	53.96



Interpretation: The most critical issues involved lack of finance with a rating score of 67.33%, followed by work-life balance represented by 65.50%. The results indicate financial constraints and work-life balance as most significant issues related to the respondents. In addition, issues such as having little support by family members had a rating score of 60.00%, with complications in receiving government loans scoring 59.78% and limited networking, 59.00%. These factors are slightly less critical but still pose substantial barriers. Altogether, the conclusions suggest that primary needs of alleviating financial constraints and work-life balance issues should be addressed, while secondary efforts should focus on developing family support, simplifying loan procedures, and improving networking.

Challenges mitigated by the respondents: The table reveals the variety of strategies employed by respondents to mitigate the challenges they face. Among the responses, the most common form of support for overcoming challenges is cited as family support, accounting for 40.8% of cases. This is followed by seeking mentorship at 16.3%, government support at 18.4%, networking at 12.2%, and diversifying products/services at 12.2%. The data underscores the importance of leveraging a combination of resources and support systems to effectively address and navigate challenges in various aspects of life or business.

Table 15: Challenges mitigated

		Responses		
		N	Percent	Percent of Cases
challenges mitigation ^a	Networking	18	12.2%	15.0%
	Seeking Mentorship	24	16.3%	20.0%
	Government Support	27	18.4%	22.5%
	Family Support	60	40.8%	50.0%
	Diversifying Products/Services	18	12.2%	15.0%
Total		147	100.0%	122.5%

Advertisement style used by the respondents: The table shows the various advertisement styles applied by respondents. The most common form of advertisement accounted for by word of mouth is at 30.8% of the cases. Social media advertising occupies the next position at 26.3%, and that of traditional advertising at

23.7%, followed by collaborations at 19.2%. The data emphasizes the need to diversify advertisement mechanisms in order to reach a larger clientele and properly communicate your brand or products.

Table 16 Advertisement

		Responses		
		N	Percent	Percent of Cases
Advertising style ^a	Social Media	41	26.3%	34.2%
	Traditional Advertising	37	23.7%	30.8%
	Word Of Mouth	48	30.8%	40.0%
	Collaborations	30	19.2%	25.0%
Total		156	100.0%	130.0%

Feedback gathering method: The following table shows information regarding the gathering of feedback methods selected by the respondents. Direct interaction was the most selected method, with 36.7% of respondents and accounting for 42.5% of the cases that elicited feedback. Customer reviews were also selected by 33.1% of the respondents, thereby accounting for 38.3% of the cases. Feedback forms were selected by 11.5% of the respondents while surveying was the least favored, at 5.8%.

12.9 percent of respondents reported not using any of the feedback collection methods. The total percentage exceeds 115.8 percent, which indicates that some respondents may have chosen more than one option. These findings inform the significance of soliciting customer opinions through different channels so as to obtain meaningful information in enhancing products or services. The table below shows the number of respondents who use each of the different feedback collection methods. The most preferred method was direct interactions, that came to the attention of 36.7% of the respondents and covered 42.5% of the cases for feedback collection. Customer reviews were also amongst the most selected method with 33.1% of respondents opting for this method and covering 38.3% of the cases. Feedback forms were selected by 11.5% of the respondents, while surveys showed the least preference, at 5.8%.

Interestingly, 12.9% of the respondents reported that they did not practice any method of feedback collection. The statistics indicate the necessity of collecting customers' feedback through various sources to obtain valuable knowledge for offering improvement to products and services.

Table 17. Feedback collection

		Responses		
		N	Percent	Percent of Cases
Feedback collecting process ^a	Surveys	8	5.8%	6.7%
	Customer Reviews	46	33.1%	38.3%
	Feedback Forms	16	11.5%	13.3%
	Direct Interactions	51	36.7%	42.5%
	none	18	12.9%	15.0%
Total		139	100.0%	115.8%

9. Conclusion and Suggestion

The paper on women entrepreneurs in Arunachal Pradesh explains the dynamic role of women entrepreneurs in challenging the traditional existing order and enormously increasing socio-economic activities. Women entrepreneurs in this area drive growth for the economy and lead as change agents in bringing about social change through bringing in inclusivity and empowerment. Their entrepreneurial activity spans a huge spread of sectors that include textiles, beauty, food services, and handicrafts, among others. These women overcome limited resources and difficult geography to launch and sustain their ventures with display of resilience and ingenuity.

Key issues involve funds availability, work and family balance, scarce accessibility to government facilities, and fundamental ignorance of market information. For the most part, women confront difficulties with accessing the support functions of the government and sorting through bureaucratic red tape in order to acquire loans and other forms of benefits. Moreover, a significant portion of the respondents is unaware of any government schemes or has received no assistance, implying a weakness in outreach and support mechanisms.

Despite these challenges, most entrepreneurs utilize family support, mentorship, and networking to overcome the barriers. The study also reveals personal interest, financial independence, and inspiration from other successful women to motivate women towards entrepreneurship. Feedback mechanisms were mostly direct interactions and customer reviews used in business operations to refine and improve it.

Improving awareness and access to government schemes can improve the ecosystem surrounding women entrepreneurs in Arunachal Pradesh. Simplified application procedures and specially designed plans for financial support tailored to the needs of women entrepreneurs would add credibility to propel them over funding bottlenecks. Mentorship programs can fortify support networks through networking events for women entrepreneurs. Skills development programs, primarily in marketing, product diversification, and digital literacy, as well as partnerships with educational institutions, will be focused for women entrepreneurs to develop necessary competencies. Infrastructure development, such as better transportation and digital connectivity, will also make business easier to thrive, especially in remote areas. Establishment of market linkages through e-commerce platforms and domestic/international showcases will add to the expansion possibilities of women-led enterprises. This in turn can challenge stereotypes through community awareness programs and actually work to encourage the potential of successful women entrepreneurs as role models. Finally, with strong monitoring and evaluation mechanisms in place, government interventions are bound to remain effective and responsive to the changing needs of women entrepreneurs in the region. These efforts collectively can promote a more inclusive and supportive entrepreneurial environment for women, thus allowing them to achieve their full potential and making much greater contributions toward the socio-economic development of Arunachal Pradesh.

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