

## Empowerment of Women Entrepreneurs in the Unorganised Sector: Challenges, Opportunities and Policy Imperatives

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### Abstract

The unorganized sector employs over 80% of India's workforce and is an important place for women's economic involvement; nonetheless, it is mostly informal, under-regulated, and vulnerable (Chakrabarti et al., 2024). Women entrepreneurs in this area face numerous systemic challenges, including limited access to capital, digital technologies, markets, and social safety nets (CEDA, 2024; Times of India, 2024). Using a structured questionnaire, this study aims to comprehend the difficulties experienced by women entrepreneurs in the unorganized sectors in Karnataka's Kodagu district. The study's hypothesis was tested using statistical procedures, such as the chi-square test. Using a mixed-methods approach that combines the analysis of secondary data with regional success stories, secondary data is also utilized to frame and propose the models in order to suggest inclusive, scalable policy frameworks. Finally, it makes the case that enabling women entrepreneurs in the unorganized sector is crucial for poverty alleviation, sustainable economic growth, and gender equity.

### Keywords

Unorganised sector, women entrepreneurs, Self-Help Group (SHGs), MUDRA, FPOs, Sustainable economic growth, Poverty alleviation.