

An Empirical Study of Social and Governance Determinants of MSME Sustainability Among Tribal Women Farmers in Telangana, India

Aravazhi Selvaraj

Director, World Vegetable Center, India
aravazhi.selvaraj@worldveg.org

Abstract: *To improve rural livelihoods and empower women, micro, small, and medium-sized businesses (MSMEs) play a significant role in India. Due to limitations in governance, social support, and resource availability, tribal women farmers (TWFs) operating micro, small, and medium-sized enterprises (MSMEs) have challenges in attaining long-term sustainability. In this study, we look at how TWFs in Telangana's micro, small, and medium-sized enterprises (MSMEs) cope with social and governance factors that affect their long-term viability. Using a structured questionnaire, the research collected primary data from 100 respondents about their demographics, enterprise, social aspects, and governance. Micro and small businesses dominated the market, and the descriptive study placed strong emphasis on youth participation and education. According to ordered logistic regression, social characteristics that greatly impact a company's resilience include community involvement, empowerment, inclusion, cultural sustainability, and social well-being. On the same note, determinants of governance such as policy compliance, transparency, accountability, institutional support, and a strong governance structure were identified as having a positive impact on sustainability in MSMEs. The results underscore the importance of combined social and governance systems in promoting enterprise stability and long-term performance. This research has implications on policy and development practitioners who can use it to solidify tribal women-owned MSMEs and point to viable ways of encouraging inclusive and sustainable entrepreneurship in rural setting.*

Keywords: MSMEs, Governance Factors, Social Determinants, Business Sustainability, Tribal Women Entrepreneurs, Institutional Support, Transparency and Accountability, Telangana

