

Problems and Prospects of Women Entrepreneurship in India: An Overview

Urmi Adhikary¹

Dr. Jyotirmoy Koley, WBES²

¹ Research Scholar, Department of Commerce & Management, Seacom Skills University, Bolpur, West Bengal, India. Author's Email: urmiadhikary.phd@gmail.com

² Assistant Professor, P.G. Department of Commerce, Hooghly Mohsin College, Hooghly, West Bengal, India
Corresponding Author's Email: jyotirmoykoley@gmail.com

Abstract

Historically, in India, women had limited scope for economic participation, and their roles were primarily restricted to 3-Hs 'Household chores, Handicrafts, and Harvesting'. However, in recent times, there has been a significant shift in the career choices of women, and they are now exploring in 3-Es 'Electricity, Electronics, and Energy Science'. Many women are taking up technical and professional degrees to meet the market demand. They are playing dominant roles in diversified areas like interior designing, editing & publishing, clothes, and beauty product manufacturing, thereby discovering new ways of participation in economic endeavours. This changing trend of women has fetched the attention of Government bodies, NGOs, and related international agencies on the issue of women's entrepreneurship in India. Women's participation in business in its new form is a significant phenomenon that deserves acclamation, encouragement and support. As per the record of a report by NITI Aayog on Decoding Government Support to Women Entrepreneurs in India, it has been shown that women-led entrepreneurs have played a crucial role in India's economy by creating employment and encouraging innovation along with economic diversity. Women entrepreneurs have contributed 17% to the country's GDP and play a pivotal role in almost all sectors. At present over 20% of India's 63 million MSMEs (Micro, Small, and Medium Enterprises) are led by female business owners, employing around 22 to 27 million of people. This paper aims to outline the success of women business owners who have challenged gender norms and focuses on the constraints they face to promote the idea of "Himmat Se Jeet Hein"

Keywords: Women Entrepreneurship, Origin, Causes, Challenges, Government Schemes, Promotion & Development, etc.

Date of Submission: 25-03-2024

Date of Acceptance: 05-04-2024

I. Introduction:

Women had limited scope for economic participation in India, and their roles were primarily restricted to 3-Hs 'Household chores, Handicrafts, and Harvesting'. However, in recent times, there has been a significant shift in the career choices of women, and they are now exploring in 3-Es 'Electricity, Electronics, and Energy Science'. With the advent of industrialization and globalization, rapid changes took place in the social, political, cultural, and economic fields of the world. Nations are moving along with the idea of *command-to-demand, dictatorship-to-democracy*. This transition has created financial opportunities for female, particularly for those who are interested in owning and operating their own choice of business. Women entrepreneurs, thus are those who have stepped out of traditional roles and are discovering new ways for the development of society. Women are taking up technical and professional degrees to meet the market demand. They are playing dominant roles in diversified areas like interior designing, editing & publishing, clothes and beauty product manufacturing, thereby discovering new ways of participation in economic endeavours. Women entrepreneurs are enriched with skills, knowledge, expertise, talent, and creativity. Above all, they are driven by a strong desire to make a positive impact in the family as well as in society. To increase the number of women in business, Governments need to form a strong support system, and people need to break away from stereotyped mindsets. Women entrepreneurs play a pivotal role in sustaining economic development and social progress in this dynamic world. They are now starting new enterprises, undertaking risks, introducing innovations, coordinating, administrating, and controlling the business. They are providing effective leadership

in all aspects of business. They are proving every day every moment their worth in this traditionally male-dominated society.

II. Evolution of Women-Led Business in India:

The concept of entrepreneurship, particularly "women entrepreneurs," emerged in the 19th century. However, the origin of entrepreneurship can be traced back to ancient India. During the mid-18th century, Indian women managed retail shops, small handloom enterprises, and other businesses. In the 18th and 19th centuries, more women started to break free from societal constraints and establish their businesses. Before the 20th century, women supplemented their income by creating a business. During the 19th century, women were encouraged to start small companies from home, and many of them began their enterprises. Some took up jobs such as making papads, prickles, dry lentil dumplings (Bori in Bengali) pottery, and costume jewellery to increase their income. Families also began to send their daughters to school in many uprising areas, for their enlightenment. Gradually more women entered the world of merchandising in the early 20th century and made remarkable contributions. This novel trend continued all through the 1990s, resulting in higher growth of women in business. Women started applying innovative skills, more capital investment in their existing business, identifying, meeting the market demand, creating employment and other supply opportunities. They started to run small business such as Tea stalls, food joints, xerox shops grocery stores, and many more. This era witnessed notable advancements and was the greatest triumph for women in business.

III. Review of Literature:

Several studies have been conducted by many academicians and researchers on different problems and prospects of women entrepreneurship in India. Some of them are highlighted below:

Kumar and Shobana (2023) focused on the traditional roles of women and the problems they face in becoming entrepreneurs. Socio-economic background along with policy developments have supported the growth of women entrepreneurs in recent times. Job creation and GDP contribution are the outcomes of women's participation in the work field. Societal significance of women entrepreneurs as role models promotes gender equality and women empowerment.

Surangi, et al. (2020) carried out a systematic review of literature on women entrepreneurship. 192 articles have been published and analysed in between 2019 to 2020. This paper provides current knowledge of female entrepreneurship research by citation analysis and thematic analysis.

Yadav and Kumar (2021) found that women must be well aware of their rights which are equal to men in the society. Mother Teresa, Pratibha Patil, and Kalpana Chawla are some eminent role models of successful women in India.

Sahoo (2020) studied on the contribution of women is very crucial for healthy nation. Women led enterprises provides more than 25% of business in India. Since independence upliftment of women has been a policy objective of the government. Women get priorities in SSI sector. Government and non-government agencies are playing pivotal roles in women's self-employment along with industrial initiatives.

Bade and Rao (2020) found that women's entrepreneurship is vital for economic growth of a country. Entrepreneurs provide employment not only for themselves but also for others. Entrepreneurship development is a part of human resource development. The paper explores the conceptual framework of women's entrepreneurship. Governments are rendering schemes for women entrepreneurs but unfortunately many women are deprived of these supports.

Priyanka and Tomar (2020) analysed the factors affecting women's empowerment and the constraints faced by them. The factors are status, health, access to education, exposure to media, decision-making power, economic and legal rights as men. Abilities of women have been encouraged by governments at national level across India with various schemes and initiatives.

Bano (2023) examined those women entrepreneurs who play notable role in globalization and economic liberalization. The rise of educational status of women has change lifestyle of Indian women. Male-domination is a challenge to women entrepreneurs. Lack of property ownership, low financial freedom along with poor entrepreneurial skills are major issues that hampers the growth of women entrepreneurship in India. In spite of the constrains there are many success stories. The article explores challenges and opportunities of women entrepreneurship in India.

Kadambari and Chanderjeet (2019) studied about women commitment towards family, encourages economic development of society as well as nation. Entrepreneurship is a state of mind for those women who wants to channelise themselves for a good cause of the society. This paper is influenced by gender equality, focuses on problems female entrepreneurs are facing, thereby suggesting the way for reduction of hurdles for their growth and development.

Divekar and Mali (2022) examined problems faced by women entrepreneurs particularly, marketing followed by sales problems of female owned Micro and Small enterprises (MSEs). Systematic review was

conducted on marketing strategy over the last decade in India. Women MSEs face many challenges like finance, education, family pressure and male dominance. From business angle Marketing is indeed a challenge to women entrepreneurs. An agenda has been deriving for future research.

Noronha and Nirmitha (2024) analysed the challenges opportunities and contributions of women entrepreneurs operating in the unorganized sector in rural areas. It focusses on entrepreneurial ability of women in socio-economic conditions and cultural influences. The paper highlights the key roles played by women entrepreneurs in the unorganized sector that includes impact on economic growth, employment generation, and community well-being.

Roy Choudhury (2022) focused on the three main dimensions of women's empowerment like level of education, role in labour market and governance. Education is a key element of skills development of women entrepreneur in India. Second factor of women's empowerment is the position of women in labour market. Poor Labour Participation rates of women in the labour market in India is a major constraint. political participation of women is the third important factor that encourages women's decision-making power in India.

IV. Objectives of the Study:

The objective of the study is to overview the problems and prospects of women entrepreneurship in India.

V. Methodology:

The study is purely a theoretical one. It is based on secondary data. The data have been collected from various existing literature on the subject, including books, research publications, journal articles, newspaper reports, reports of concerned committees and institutions, reports of MSMEs, articles of INDIFY, NITI AAYOG guidelines, and web-based resources.

VI. Materials and Discussions:

6.1 Why Do Women Choose the Business as their Profession?

There are innumerable reasons behind the cause of women's decision to choose business as their profession. It is difficult to mention all at a time but the major reasons were their background, both personal and situational which are interconnected and dependable on one another. Background is the circumstantial on which is personal and situational cause dependent. A person's previous life experiences and social status replicate his or her personality, perspective, and decision-making authority. Without background factors, there is no motivation for progress. Public speaking and interaction often help a woman to be an entrepreneur. People changes with situations and situations changes with people. Environment is thus another reason which is subjective and dependent on individual. So, we can say subjective reality and individual interpretation affect the decision of an entrepreneur. Huuskonen, (1992) has excellently explained the background factors along with others. He further added that individuals are motivated to pursue entrepreneurship when they perceive favourable situations.

6.1.1 Background Factors:

Background factor basically refers to the entrepreneur's way of looking at life and business. It includes their work experience, family background, inspiration their decision-making authority. Their profile including age, income, employment status, education level, knowledge of other entrepreneurs, and awareness of existing opportunities are all very important reasons behind their motivation and success story.

6.1.2 Personal Factors:

Behaviour entrepreneurship is very much influenced by several personal factors. These factors can be classified into (1) active (2) withdrawal actions. Personal factors that motivate an entrepreneur are risk-taking appetite, achievement goals, self-independence, values, and beliefs, along with internal and external control of business.

6.1.3 Situational Factors:

Situational factors are objective reality, which includes work environment, social marginality, and individual's incident in life. Different working environments, along with personal, social, and economic factor influence the motivation of a women entrepreneur to be successful in business.

6.1.4 Pull Factors:

6.1.4.1 Self-Independence:

The dream of becoming self-independent motivates women to become entrepreneurs. She is her OWN BOSS; this perception makes her confident to work according to her own plan and schedule. She is bold enough to take responsibility for their actions and has full control over her life. She is not a puppet in a male's hand scholars like Cromie (1986) opined the same.

6.1.4.2 Self Confidence:

Entrepreneurs are ambitious by nature; they have strong belief in their own abilities. They intend to bring solutions to problems raised while establishing and sustaining business. In order to achieve success, they

maintain a positive outlook and are self-confident. Greater is the risk Greater is the Return for entrepreneurs.

6.1.4.3 Earnings:

Women entrepreneurs are motivated to work harder to increase their own earnings. They can now take financial responsibilities of the family on their own shoulders. This monetary support helps them to gain a better position in the family.

6.1.4.4 Position and Recognition in the Society:

Underestimation and Inequality are the two words women entrepreneurs are very much accustomed with, since inception their abilities have not been estimated due to their low status in society. They are even deprived of the same level of acclamation as that of men for the same job.

6.1.4.5 Self-Creativity:

Women entrepreneur fulfils their dream of becoming successful by improving their work situation hereby achieving their goals.

6.1.5 Push Factors:

6.1.5.1 Financial Insufficiency in Family:

Financial insufficiency in families often pressurizes women to take financial burden on their shoulders thereby demanding additional income.

6.1.5.2 Unemployment and Unmatched Job Profile:

Unemployment and unmatched job profile creates a feeling of dissatisfaction that motivates entrepreneurs to do some things big in life. Entrepreneurship is a wise option for those who want to establish their career, improve their lifestyle even re-establishing their career after taking a break in life.

6.1.5.3 Flexible Timing and Easy Work Operation:

Women entrepreneurs are motivated by the Flexible Timing and easy work operation that balances family life and work. It is essential for those women entrepreneurs who do not want to sacrifice their family life for the sake of careers.

6.1.5.4 Better Option for Employment:

In adverse economic condition business is the only option for employment. Women are forced to be entrepreneurs to earning their bread

6.2 Problems of Women Entrepreneurs in India:

6.2.1 Financial Constraints:

Finance is the most crucial part of a business, be it large, medium or micro. Women entrepreneurs often face a shortage of fund because of two reasons. 1) women generally do not possess property in their name to use as collateral security for obtaining funds from any financial institution or bank as a result they have limited access to finance. 2) Banks and other financial institutions often consider women less creditworthy than men. They consider women to be less professional who can leave their business at any time. Under his circumstances, women entrepreneurs have to rely on their own savings and jewellery.

6.2.2 Male-Dominated Society:

Though the Constitution of India proclaims equality between genders, male chauvinism still prevails in our country. Women are regarded as weak and are subjected to gender-based stereotypes, which restrict their roles, ability, and capacity. In a male-dominated society like India, women are not treated equally which acts as a barrier in business.

6.2.3 Rigid Competition:

Due to limited financial resources, women entrepreneurs are unable to invest in advertising sales promotion. As a result, they face tough competition from both organized companies as well as male entrepreneurs. This rigid competition often results in the failure of women-owned business.

6.2.4 Lack of Proper Education and Training:

More than 60% of Indian women are illiterate, which is a major cause of socio-economic issues. Due to poor standard of education and lack of proper training, women are unable to cope with the advanced technology and moreover, not able to meet the market need.

6.2.5 Restricted Mobility:

Women Entrepreneurs have restricted mobility mainly due to safety and security reasons. Many women entrepreneurs give up their dreams due to these harass mental issue.

6.2.6 Scarcity of Raw Material:

Many times, women-led business suffers due high cost of raw materials together with shortage supply of materials during production. This problem often increases the production cost and women entrepreneurs fail to meet the market demand.

6.2.7 Role in Family:

Women are typically responsible for taking care of children and family, for married women, it is challenging to balance their business and family life together. Many times, their family involvement defocuses them from

business.

6.2.8 Low Risk-Appetite:

Many women entrepreneurs prefer a secured life and so they hesitate to take necessary risks in starting and running their business. Furthermore, inadequate infrastructure, power shortages, high production costs, societal attitudes, low levels of achievement motivation, and socioeconomic constraints also act as barriers to women's entrepreneurship. These challenges must be overcome to create a more supportive environment for women to start and grow their businesses. Women in India prefer a secure life. Due to lack of quality education and limited financial access women entrepreneurs reduce their ability to bear risk involved in sustaining their business. Risk-bearing appetite is a vital requisite of a successful entrepreneur. Inadequate infrastructural facilities, shortage of power supply, high cost of production, social status, low need for achievement, and socioeconomic problems hold women back from entering the world of business

6.3 Prospects for Women Entrepreneurs in India:

6.3.1 Government Measures:

Both Central Government has introduced fund aided programs to support women entrepreneurship, like Mudra Yojana scheme, that provides loans support to women-owned enterprises, and Mahila e-Haat platform, a digital platform for female entrepreneurs to exhibit and sale their products at a reasonable rate.

6.3.2 Policy Amendment:

Regular policy amendments are made to create a favourable atmosphere for the female entrepreneurship. Making regulatory processes easy, encouraging gender-inclusive policy measures, support gender equality among the work team, are crucial for sustaining and expanding the growth of women-led businesses.

6.3.3 Skill Development Programme:

Multiple skill development programs are being conducted to gear up women with required entrepreneurial skills. These programs include business planning, finance and marketing management along with technical training.

6.3.4 Helpful Ecosystem:

Ecosystem consist of incubators, accelerators, coworking spaces, and networking is a strong support specially crafted to fulfil the needs of the women entrepreneurs. These platforms provide services like mentorship, networking and access to markets.

6.3.5 Digital Advancements:

e-commerce, social media platform and digital marketing facilitates women to start businesses with basic infrastructure and reaches large scale consumers. Global digital revolution has paved a new way for women entrepreneurs in India.

6.3.6 Changing Societal Status:

Gradually there is a change in societal status of women in business. Their capabilities are now being judge on the basis of their talent. They are receiving greater recognition for their ability as business leaders and decision-makers. This changing mindset motivating more women to opt entrepreneurial ventures and break stereo type gender role.

6.3.7 Role Models:

The live stories of successful women entrepreneurs are inspiration and motivation for upcoming women entrepreneurs. These role models are the icons of determination, creativity, resilience and willpower for all women entrepreneurs.

6.3.8 Industrialisation and Advancement of Information Technology:

With today's industrialization and advancement of information technology, the structure of organizations are undergoing radical transformation thereby providing women entrepreneurs independence, economic stability, and social success they need. This independence and economic stability are not just limited to individuals but have significant implications for a nation's future economic prosperity and their impact on the world's global economy cannot be overstated.

VII. Various Schemes and Policies of Government of India for Women Entrepreneurship:

In India, various organizations like Micro, Small & Medium Enterprises Development, State Small Industries Development Corporations, nationalized banks, and NGOs, are conducting diversified programmes for the encouragement and sustainable development of women entrepreneurship. Some them are mentioned here. Entrepreneurship Development Programs (EDPs) to provide support to potential business woman, DC (MSME)'s Women Cell provides assistance to women entrepreneurs facing various problems. There are several other schemes of the government at central and state levels that provide assistance for setting up training-cum-income generating activities for needy women, making them economically independent. The Small Industries Development Bank of India (SIDBI) has been implementing special schemes for women entrepreneurs. Along with special schemes, various government schemes for MSMEs are here to provide incentives and concessions

to women entrepreneurs. The government has made several relaxations for women to encourage the participation of women in Government schemes. Under MSE Cluster Development Programme by the Ministry of MSME, the contribution from the Ministry of MSME varies between 30-80% of the total project in case of hard intervention. Moreover, women entrepreneurs can avail up to 90% of the project cost in case of clusters owned and managed by contribution of Ministry of MSMEs. Under the Credit Guarantee Fund Scheme for Micro and Small Enterprises, the guarantee cover is generally up to 75% of the loans extended. However, the extent of the guarantee cover is 80% for MSEs operated and/or owned by women. Fair, Exhibitions, and Campaigns under promotional packages for Micro & Small enterprises approved by CCEA are arranged to provide marketing support to women entrepreneurs. Government and its agencies are supported by NGOs that are playing an equally important role in women empowerment. In spite of all encouragements, there are certain gaps. Women entrepreneurs have moved a long way for their empowerment yet more miles to go. Some of these schemes include Khadi and Village Industries Commission (KVIC):

- Training of Rural Youth for Self-Employment (TRYSEM),
- Prime Minister's Rojgar Yojana (PMRY),
- Entrepreneurial Development programmes (EDPs),
- Management Development programmes, (MDP),
- Women Development Corporations (WDCs),
- Marketing of Non-Farm Products of Rural Women (MAHIMA),
- Assistance to Rural Women in Non-Farm Development (ARWIND) schemes,
- Trade-Related Entrepreneurship Assistance and Development (TREAD),
- Working Women's Forum Indira Mahila Yojana, Indira Mahila Kendra Mahila Samiti Yojana,
- Mahila Vikas Nidhi, Micro Credit Scheme,
- Rastriya Mahila Kosh,
- SIDBI's Mahila Udyam Nidhi,
- Mahila Vikas Nidhi,
- SBI Stree Shakti Scheme,
- NGO Credit Schemes,
- Micro & Small Enterprises Cluster Development Programmes (MSE-CDP),
- National Banks for Agriculture and Rural Developments Schemes,
- Rajiv Gandhi Mahila Vikas Pari yojana (RGMVP),
- Priyadarshini Project- A program for Rural Women's Empowerment
- Livelihood in Mid Gangetic Plains,
- NABARD-SEWA Bank project.

VIII. Conclusion:

The paper is a short attempt to overview the problem and prospect that women Entrepreneurs come across while establishing and sustaining their business. Limited access to finance, male domination, rigid completion, lack of proper training, low risk appetite are some major constraints faced by the women entrepreneurs. Whereas Supportive government policies, growth of resources, advance networking, technological advancements, changing societal attitudes towards women in business are the prospect they have in India. Global increase in the number of women entrepreneurs is notable and India is a prime example of it. Significant contribution of women to the Indian economy is worthy of praise and their impact is undeniable. Though there are problem to overcome, the prospects of women entrepreneurs in India are promising and has created a favourable environment for women entrepreneurs in India's economy.

IX. Suggestions:

- i. **Keep Pace with Trend:** It is essential to educate Women entrepreneurs so that they can keep pace with the changing trends, and challenges of the global market.
- ii. **Enhance Participation:** Efforts are necessary to encourage the development of women entrepreneurs and enhance their participation in entrepreneurial activities.
- iii. **Quality Education:** Swami Vivekananda stated that education is the manifestation of perfection already in man. If quality education is being imparted to women, they will handle the rest parameters themselves and prove them as True Daughters of Mother India.
- iv. **Management and Vocational Training:** Women must have access to adequate training programs on management skills and vocational training to understand the production process and management.
- v. **Professional Training:** Women entrepreneurs must get professional competence and leadership skills so that they can understand marketability and profitability.
- vi. **Training on State Financial Institution:** Women entrepreneurs should receive training from State Financial institutions on trade-related issues.

- vii. **Open-ended Financing:** Women entrepreneurs should have access to open-ended financing, which would allow them to make noteworthy contributions to Indian economy.

“A WOMAN WITH A VOICE IS BY DEFINITION A STRONG WOMAN”

References:

Books:

- [1]. Dhameja, S.K. (2002). “Women Entrepreneurs: Opportunities, Performance and Problems”. Deep and Deep Publications.
- [2]. Vasanthagopal, R. & Santha, S. (2008) “Women Entrepreneurship in India”. New Century Publications.
- [3]. Kaur, H. (2021). “Women and Entrepreneurship in India: Governance, Sustainability and Policy”. eBook Publication, ISBN 7810031078.

Journal Articles:

- [4]. Singh, S. & Saxena, S. C. (2000). Women entrepreneurs of Eastern up: Challenges and Strategies of Empowerment. *Indian Journal of Industrial Relations*, 36(1), 67-78.
- [5]. UNDP (2013). *The Rise of the South: Human Progress in a Diverse World*”. Human Development Report. <https://hdr.undp.org>.
- [6]. Saraswathi, S. & Vasantha Gopal, R. (2008). *Women Entrepreneurship in India*. New Century Publications (2) ISBN: 978-81-7708-182-4.
- [7]. Das, M. (2008). Women Entrepreneurs from India: Problems, Motivations and Success Factors. *Journal Of Small Business & Entrepreneurship* 15(4), 67-81.DOI:10.1080/08276331.2000.10593294.
- [8]. Deshpande, S.& Sethi, S. (2009). Women Entrepreneurship in India (Problems, Solutions & Future Prospects of Development. *Shodh, Samiksha aur Mulyankan*. II, (9-10).
- [9]. Greene, P.G. et al. (2003). *Women Entrepreneurs Moving Front and Center: An Overview of Research and Theory*. Research Gate Publications. <https://www.researchgate.net/publication/253659404>.
- [10]. Srivastava, K. et al. (2020). Domestic Violence and Women Empowerment. *Law Mantra Think Beyond Others*. 3(5). <https://journal.lawmantra.co.in/wp-content/uploads/2020/08>.
- [11]. Singh, S. et al. (2010). Challenges in Female Entrepreneurial Development - A Case Analysis of Nigerian Entrepreneurs. *Journal of Enterprising Culture*, 18(4), 435-460. DOI:10.1142/S0218495810000628.
- [12]. UNDP, (1995). *Human Development Report. Gender and Human Development*. <https://hdr.undp.org/content/human-development-report-1995>.
- [13]. Singh & Pal (2008). An Insight into the Emergence of Women-owned Businesses as an Economic Force in India. Presented at Special Conference of the Strategic Management Society, December 12-14, 2008, Indian School of Business, Hyderabad.
- [14]. Rao, C.H. (1991). Promotion of women entrepreneurship. *SEDME*, 18(2), 21-28. [Journals.sagepub.com](https://www.sagepub.com).
- [15]. Deshpande, S. et al. (2009). Women Entrepreneurship in India: Problems, Solutions & Future Prospects of Development. *International Research Journal*, II (9).
- [16]. Bidnur, V. & Kalse, A. (2023). A Review on Women Entrepreneurship in India-Problems, Prospects and Government Support. Research Gate Publication, 6. <https://www.researchgate.net/publication/372767802>
- [17]. Kumar, J.S. & Shobana, D. (2023). Evolution and Significance of Women Entrepreneurs in India. *World Journal of Advanced Research and Review*, 19(2),1445-1458.
- [18]. DOI: <https://doi.org/10.30574/wjarr.2023.19.2.1554>
- [19]. Surangi H.A.K.N.S. et al. (2020). Systematic Literature Review on Female Entrepreneurship: Citation and Thematic Analysis. Open access article distributed under the Creative Commons Attribution License. <https://orcid.org/0000-0002-2671-2212>. DOI: <http://doi.org/10.4038/kjm.v9i2.7643>
- [20]. Yadav, D. S. & Kumar K. (2021). The Role of Women in Today's Society: A Review. *Quest Journals Journal of Research in Humanities and Social Science*, 9(1),32-37. ISSN(Online):2321-9467 www.questjournals.org.
- [21]. Sahoo, C. (2020). Women Entrepreneurship in India: An Insight into Problems, Prospects and Development. *International Journal of Engineering Research & Technology (IJERT)*, 9(09), 586. <http://www.ijert.org> ISSN 2278-0181.IJERTV9IS090224
- [22]. Bade & Rao (2020). Women Entrepreneurship Development- A Conceptual Framework. *International Journal of Innovative Research in Science, Engineering and Technology (IJIRSET)*. 9(8). www.ijirset.com.
- [23]. Piryanka, and Tomar (2020). The Overview of Women Empowerment in India. *International Journal of Management (IJM)*, 11(12), 3046-3054. <http://iaeme.com/Home/issue/IJM?Volume=11&Issue=12>

- [24]. Bano, S. (2023). Women Entrepreneurship in India – Opportunities and Challenges. International Journal of Creative Research Thoughts, 11(8). 2320-2882. www.ijcrt.org.
- [25]. Kadambari & Chandrjeet. (2019). A Study on Women Entrepreneurship: Opportunities and Challenges. Asian Journal of Managerial Science, 8(2), 129-133. www.trp.org.
- [26]. Divekar & Mali (2022). A Study on Marketing Problems Faced by Women Entrepreneurs. JETIR, 9 (5). www.jetir.org
- [27]. Noronha & Nirmitha (2024). Women Entrepreneurs in the Unorganized Sector and Their Contribution to Rural Development. International Research Journal of Modernization in Engineering Technology and Science. 06 (01). www.irjmets.com. DOI: <https://www.doi.org/10.56726/IRJMETS48826>.
- [28]. Roy Choudhury, K. (2022). Study of the Trends of Women Empowerment in India “SIES (Nerul) College of Arts, Science and Commerce, Department of Economics. DOI: 10.47750/pnr.2022.13.S07.908

Annual Reports and Press Releases:

- [29]. NITI Aayog. (2022). Decoding government support to women entrepreneurs in India. <https://www.niti.gov.in>.
- [30]. Bain & Company, (2020). Powering the economy with her: Women Entrepreneurship in India. <https://www.bain.com>.
- [31]. Ministry of Statistics and Programme Implementation, (2022). Reconceptualizing Women’s Work in the National Sample Survey. <http://mospi.gov.in> publication.
- [32]. UNDP, (2020). Women entrepreneurs, India’s Game Changers: <http://www.undp.org>.
- [33]. MSME, (2021). Women Entrepreneurs. <https://msme.gov.in>

Websites Consulted:

- [34]. <https://www.startupindia.gov.in>
- [35]. <https://wep.gov.in/>
- [36]. <https://www.womenentrepreneursindia.com/>
- [37]. <https://scholar.google.com>
- [38]. <https://msme.gov.in>
- [39]. <https://www.niti.gov.in>
- [40]. <https://www.bain.com>
- [41]. <https://togetherwomenrise.org>