



A STUDY ON HOW WOMEN ENTREPRENEURS ARE INFLUENCING THE FUTURE OF THE NATION AND THEIR CONTRIBUTION TOWARDS ECONOMIC DEVELOPMENT

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Abstract

A modern, competitive economy's concern for entrepreneurship is fast growing, and it is widely acknowledged for its positive economic impact. However, it's worth considering that in India, it's typically thought of as an exclusively male concept. And those who launch business ventures as women encounter certain obstacles to growth. The entrepreneurial spirit of women is viewed as an effective instrument for their economic independence. Women in our country remained economically underdeveloped for several years and the thought of women emerging as entrepreneurs has gained momentum very recently. For many decades, women in our country were economically underdeveloped, and only recently has the idea of more women becoming proprietors of businesses gained momentum. Despite the fact that our government has undertaken a number of programme to promote women's engagement in economic as well as personal

development, the participation rate has not increased to a higher level. This could be as a result of the practical issues that women today are dealing with, and this study makes an effort to assess these facts as well as potential solutions. Additionally, it places emphasis on prospective pathways for their development.

Keywords: Women, Leaders, Entrepreneurship, Challenges, Prospects

Introduction

The educated women do not intend to confine their life to the confines of the home. From their partners, they expect reciprocal respect. The sociological structure of Indian society has historically been one in which men have predominated, so Indian women still have a long way to go to acquire equal rights and position. In India, women make about 50% of the entire population. Despite all the social obstacles, there are countless examples of successful women in India. They stand out from the rest of the group and receive praise for their accomplishments in their specialized sector. Indian women had to alter their way of life due to the changing social fabric of Indian society, which was brought about by the growing educated standing of women and their diverse desires for a better life. In every sphere of life, she has faced off against man and prevailed, and business is no exception. Historically, business has been a male-dominated phenomena. However, as time has progressed, women have gained prominence and generated some of today's most notable and inspirational women entrepreneurs. The assets of Indian women entrepreneurs include their willingness to take risks and learn from them, their persuasion skills, their open problem-solving approach, their



ability to inspire others, and their ability to win and lose politely. The goal of this study is to evaluate a variety of research papers to find experts' opinions on the challenges faced by women entrepreneurs, government programme aimed at fostering women's entrepreneurship, and the contribution of women entrepreneurs to economic growth of the nation.

Objectives of the study

- To comprehend the idea of entrepreneurship and women entrepreneurship
- To assess the challenges that business women in our country confront
- To examine various government initiatives aimed at assisting female entrepreneurs
- To examine the current status and potential future for the growth of Indian women

entrepreneurship

Methodology

This article reviews the existing literature available on the subject area over the period 2013 to 2023. Scopus and Google was used as the primary source of search engines to locate the pertinent Indian and International peer reviewed research articles, case studies and literature review papers. The search term used to find research publications included "women

entrepreneurship in India." Also certain information required for the study was gathered from books, journals and websites that had been published online.

THE ENTREPRENEURSHIP CONCEPT

An entrepreneur is someone who discovers and launches a business with the goal of turning a profit. Josep A. Schumpeter defined an entrepreneur as "one who innovates, raises money, assembles inputs, and starts the organization with the ability to identify them and opportunities which others are not able to fulfil such economic opportunities". P.F. Drucker asserts that "he is one who always searches for change, reacts to it, and seizes opportunity." Priyanka Sharma (2013) provided these definitions in her article. "An entrepreneur is one who brings together the factors of production and combines them into a product," according to J.B. Entrepreneurship is the capacity and willingness to plan, launch, and manage a business venture despite any inherent risks in order to turn a profit. The establishment of startups is the most notable example of entrepreneurship. Entrepreneurship, in the words of A.H. Cole, is defined as "the purposeful activities of an individual or a group of associated individuals undertake to initiate, maintain, or organize a profit-oriented business unit for the production or distribution of economic goods and services."

Entrepreneurship, according to Jainendra Kumar Varma (2013), has a positive effect on economic development in a number of areas, including capital formation, employment creation, raising people's standards of living, creating wealth and distributing it, boosting India's export rate, and others. The growth of entrepreneurship is crucial for improving the Indian economy. According to Amrit Dhaliwal's (2016) research, "Entrepreneur acts as a trigger head to give spark to economic activities" through his entrepreneurial efforts.

CONCEPT OF WOMEN ENTREPREUNERSHIP



Researchers have turned to developing a thorough definition of women entrepreneurs as a result of the rise of women in the industry. Women who take on the responsibility of organizing and managing the resources of their businesses and taking all risks in the hopes of making a profit are referred to as women entrepreneurs. Women are referred to as entrepreneurs when they set out to start, organize, and manage their own business (Suganthi, 2009). The Government of India defines women entrepreneurs as "an enterprise owned and controlled by women having a minimum financial interest of 51% of the capital and giving at least 51% of the employment generated in the enterprise to women."

Women who are entrepreneurs do so because of push and pull elements that support women having independent careers and standing on their own two wheels. This inclination is motivated by a desire to make independent decisions about their lives and careers. Former President APJ Abdul Kalam once said, "Empowering women is a necessity for developing a good nation; when women are empowered, society would be stable. Women's empowerment is crucial since it fosters the growth of good families, societies, and ultimately nations because of the way women think and value things. Women are highly renowned for their leadership qualities, and as a result, they predominate in modern industries like electronic manufacturing, where they make up more than 50% of the workforce due to their higher levels of productivity and high-precision work. The value of women in the modern workforce has also been highlighted by their work ethic and remarkable commercial ability.

THE INDIAN WOMEN ENTREPRENEURS

The surge in the number of women-owned businesses and their significant contribution to economic growth over the past three decades have given women's entrepreneurship a boost. India's social and economic demographics have been greatly impacted by the growing number of female entrepreneurs there. The inclusion of women in the labour sector has helped millions of families escape poverty and created jobs. In India, there are 23.3% women in the workforce who own MSMEs, or 20.37% of all business owners. As the foundation of the economy, they are seen as vital. McKinsey Global estimates that by raising women's labour force participation rates, India could potentially boost the global GDP by US\$ 700 billion. In contrast to the male workforce, more women than men work in industry and agriculture. These industries are frequently credited with lifting families out of poverty and boosting household income.

Further highlighting the nation's promising future is the 8.8% increase in literacy rates among women in FY21. With 432 million women of working age and 13.5 to 15.7 million women-owned companies in India, 22 to 27 million individuals are directly employed. In addition, women are running a number of enterprises. The Boston Consulting Group estimates that over a five-year period, start-ups created or co-founded by women bring in 10% greater overall revenue. These start-ups employ 3 times as many women as men and have a more hospitable work environment. In addition, it is predicted that in the coming five years, women-led firms will grow by 90%. (2014), R. Balasubramani and V. Krishna Moorthy In their study, they found that motivating factors play a role in women's success in entrepreneurship. They are aspiration,

aptitude, knowledge, and assistance from loved ones, access to markets,



independence, government support, and contentment.

SOME OF THE KEY BUSINESS RUN BY WOMEN IN INDIA

Over 50,000 of the start-up businesses in India, or 45% of all businesses, are run by women. In 2021, the nation saw the greatest number of women-founded start-ups succeed. The following list contains notable female-run start-ups.

KEY REASONS WHY WOMEN ARE INSPIRED TO START BUSINESSES

50% of India's start-up ecosystem is now led by women entrepreneurs, as a result of:

Recognition and Identity

Women entrepreneurs are motivated by admiration, regard, esteem, and reputation as forms of recognition. More than 45% of Indian women in rural areas, according to a poll by Bain & Company, were motivated to launch a business by the need to be recognized. A woman is more inclined to take risks and explore business opportunities when she has self-confidence in who she is and what she can do.

Brand	Founder / Co-founder	Date of Establishment
 BYJU'S The Learning App	Divya <u>Gokulnath</u>	2011
 NYKAA	Falguni Nayar	2012
 Jobikwik	<u>Upsana</u> Taku	2009
 zolo	Isha Choudhry	2015
 thrillophilia	Chitra Gurnani Daga	2009

Social support

Women usually rely on their social networks to help them get through challenging times. These networks give women emotional and constructive feedback, which motivates them to take on new objectives. Women who have access to strong networks are more likely to pursue business opportunities.

Role modelling

A child's growth, including their inclination to become an entrepreneur, is greatly influenced by role modelling, which is one of the most potent effects on youth. When a woman is exposed to powerful female role models, she will be more inclined to follow her own business endeavors.

Development of self esteem

When it comes to entrepreneurship, self-esteem is crucial for both men and women, but because to the discrimination that women experience in the workplace, it is crucial for them in particular. Women who are confident in themselves are more likely to take chances and pursue business opportunities.

Fulfilling their needs

One of the main contributing factors is women's innate need to support their families. Women are motivated by the need to create a better lifestyle because they make 85% of the purchasing decisions.

PROBLEMS ENCOUNTERED BY WOMEN ENTREPRENEURS

Gender Inequality :India is a traditionally male-dominated nation where women are not expected to have the same rights as males. They are viewed as being beneath husbands and other men, physically frail, and without the self-assurance needed to



handle the responsibilities of being an entrepreneur.

Lack of financial assistance

For women, access to finance is a major concern. One of the biggest challenges women entrepreneurs encounter is getting finance, especially when establishing a business. For many reasons, including a lack of collateral, a refusal to accept household assets as security, and loan officers' unfavourable attitudes of female entrepreneurs, women frequently have less

opportunities than males to acquire finance (Mahbub, 2000). Women business owners struggle greatly to raise and meet the company's financial needs. Due to their lower credit worthiness, banks, creditors, and financial institutions do not step forward to offer financial aid to female borrowers. They also experience financial issues as a result of blocked monies in inventory, raw materials, work-in-progress, finished goods, and untimely customer payments.

Fear of bearing risk

Our educational system is extremely archaic when it comes to educating people about women's abilities and untapped economic potential. Because they lack the necessary competencies and risk-taking skills, the majority of women do not engage in entrepreneurial activity. The level of risk required to manage a business is too great for women to handle. Lack of education, skills, and outside financial backing also lessen their capacity to accept the risk associated with an enterprise.

Legal procedures

Due to the prevalence of unethical practices in government offices and the lengthy

application processes for numerous licenses, power, water, and shed allotments, women entrepreneurs find it difficult to complete the legal requirements necessary for operating a business. Women entrepreneurs struggle to focus on the smooth operation of the business in such circumstances.

Lack of self confidence

Due to their innate character, female entrepreneurs lack the self-confidence that is required for successfully operating a business. Striking a balance between running a family and running a business is something they have to work very hard at.

Cut throat competition

Women entrepreneurs must contend with fierce competition from both the business world and their male rivals. For women business owners, surviving this fierce competition and attaining the goal of providing high-quality goods at reasonable prices is no simple challenge.

Low literacy levels

In India, women are considerably behind men in terms of education. Those who have access to education receive either a lesser or insufficient education than their male counterparts for a variety of reasons, including early marriage, sons' greater education, and poverty. Due to a lack of adequate education, female business owners are unaware of advancements in technology,

production techniques, marketing, and other governmental initiatives that will help them succeed.

INITIATIVES BY THE GOVERNMENT TO PROMOTE PARTICIPATION BY WOMEN



- Bharatiya Mahila Bank Business Loan
- Dena Shakti Scheme
- Udyogini Scheme
- Women Entrepreneurship Platform
- Pradhan Mantri Mudra Yojana
- Indira Mahila Yojana
- Indira Mahila Kendra
- Mahila Samiti Yojana
- Mahila Vikas Nidhi
- Micro Credit Scheme
- Rashtriya Mahila Kosh

PROSPECTS FOR THE GROWTH OF WOMEN ENTREPRENEURS IN THE FUTURE

It has been noted that there are much more women entrepreneurs than there were five years ago. In India, it is clear to see how women are starting businesses and growing, and they have made a sizable overall contribution to the country's economy. Radical changes are being made to the industrial structure and the businesses. The basic process of conducting individual business has changed thanks to information technology.

Women can achieve the freedom and economic and social success they desire through business ownership. For the country's future economic growth, company ownership is crucial. Women are improving, leading, and reshaping how business is conducted today on a global scale. In the end, female company owners need to be acknowledged for who they are, what they do, and how much of an impact they have on the global economy. Women entrepreneurs should be given leadership and professional competence training. Women should be trained in activities that emphasize their marketability and profitability. Legislation should permit State Finance Corporations and other financial

institutions to offer women entrepreneurs strictly commercial financing. In addition, Women Development Corporation has to have access to open-ended financing.

Suggestions and Future scope

The economic development of the nation is greatly influenced by women's entrepreneurial endeavors. Women have benefited from government initiatives that support their economic independence and encourage them to launch their own enterprises. According to Vanita Yadav and JeemolUnni (2016), there is a need to create transnational research and practise networks because the majority of collaboration in the area of women's entrepreneurship is still confined to national boundaries.

- To educate women, awareness-raising campaigns on entrepreneurship should be run.
- For the growth of women entrepreneurs, a positive business climate should be encouraged.
- A suitable forum where issues faced by female entrepreneurs can be addressed is needed.
- In order to advance the position and level of women entrepreneurs in the nation, women

should be encouraged to take advantage of policy measures put in place by the government.

- The government, financial institutions, society, and family should all support and encourage women entrepreneurs.

Conclusion

Every state should aim to use women as facilitators of economic growth and development because



they are a crucial part of the nation's human resource pool. One way to do this is to support female entrepreneurs. But regrettably, it is evident that the traditional mind-set of the society and the state's and the relevant authorities' negligence are significant barriers to the growth of women's entrepreneurship in India. By implementing numerous policies and initiatives to encourage women's engagement in the economy, the government has boosted the value of women. Women are a growing economic force as lives are accelerated by technology; policymakers cannot ignore this force.

Women entrepreneurs can find new opportunities and improve the viability and profitability of their businesses if they receive support and encouragement from their families, communities, governments, and financial institutions. Women entrepreneurs have a much higher chance of becoming very successful business people than males do if their concerns are appropriately addressed. Programme should therefore be created to address societal changes in people's

attitudes and mind sets. To help women's economic circumstances, it is crucial to encourage entrepreneurship. Education is a great tool for bringing out a person's entrepreneurship qualities, which makes it possible to achieve this goal. Additionally, at all levels, efforts should be made to encourage, support, and inspire female entrepreneurs. Establishing training facilities that may improve the degree of job knowledge, risk-taking skills, and capability enhancement should be done to provide women with the proper training. In order to

raise the calibre of the entrepreneurs being generated in the nation, it is necessary to continuously review and enhance training programme after the establishment of training institutes.

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