



## Women Entrepreneurship in India: Empowering Change and Driving Economic Growth

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**Abstract:** *Women entrepreneurs may be defined as a “Woman or a group of women who initiate, organize and run a business enterprise”. Government of India has defined women entrepreneurs based on women participation in equity and employment of a business enterprise. Women entrepreneur constitute 10 % of the number of the number of entrepreneur in the country. This has been a significant growth in self-employment of women with women now starting new ventures at three times the rate of men. They constitute 50% of the population of our country with a lower literacy rate than men. One way of achieving is by making women come out and become entrepreneurs. In the traditional society, they were confined to the four walls, playing household roles, but in the modern society, they are coming out to participate in all sorts activities. Normally, women entrepreneurship is found in the extension of their kitchen activities, mainly in preparing commercially the 3“P”s namely, Pickles, Papads and Powder. Few of them venture into services industry relating to hospitality, catering, educational services, consultation or public relations, beauty clinics, etc Women Entrepreneurs may be defined as the women or a group of women who initiate, organize and operate a business enterprise. The Government of India has defined women entrepreneurs as —an enterprise owned and controlled by women having a minimum financial interest of 51 percent of the capital and giving at least 51 percent of the employment generated in the enterprise to women. Women entrepreneurs engaged in business due to push and pull factors which encourage women to have an independent occupation and stands on their on legs. A sense towards independent decision-making on their life and career is the motivational factor behind this urge. Saddled with household chores and domestic responsibilities women want to get independence. Under the influence of these factors the women entrepreneurs choose a profession as a challenge and as an urge to do something new. Such a situation is described as pull factors. While in push factors women engaged in business activities due to family compulsion and the responsibility is thrust upon them.*

**Keywords:** *Women Entrepreneurs, Government of India, Economic Growth, Independent Occupation.*

**Introduction:** Women entrepreneurs may be defined as a “Woman or a group of women who initiate, organize and run a business enterprise”. Government of India has defined women entrepreneurs based on women participation in equity and employment of a business enterprise. Women entrepreneur constitute 10 % of the number of the number of entrepreneur in the country. This has been a significant growth in self-employment of women with women now starting new ventures at three times the rate of men. They constitute 50% of the population of our country with a lower literacy rate than men. One way of achieving is by making women come out and become entrepreneurs. In the traditional society, they were confined to the four walls, playing household roles, but in the modern society, they are coming out to participate in all sorts activities. Normally, women entrepreneurship is found in the extension of their kitchen activities, mainly in

preparing commercially the 3“P“s namely, Pickles, Papads and Powder. Few of them venture into services industry relating to hospitality, catering, educational services, consultation or public relations, beauty clinics, etc Women Entrepreneurs may be defined as the women or a group of women who initiate, organize and operate a business enterprise. The Government of India has defined women entrepreneurs as —an enterprise owned and controlled by women having a minimum financial interest of 51 percent of the capital and giving at least 51 percent of the employment generated in the enterprise to women. Women entrepreneurs engaged in business due to push and pull factors which encourage women to have an independent occupation and stands on their own legs. A sense towards independent decision-making on their life and career is the motivational factor behind this urge. Saddled with household chores and domestic responsibilities women want to get independence. Under the influence of these factors the women entrepreneurs choose a profession as a challenge and as an urge to do something new. Such a situation is described as pull factors. While in push factors women engaged in business activities due to family compulsion and the responsibility is thrust upon them.

**Objectives of the Study:** The study is based on secondary data which is collected from the published reports of RBI, NABARD, Census Surveys, SSI Reports, newspapers, journals, websites, etc. The study was planned with the following objectives. To evaluate the factors responsible for encouraging women to become entrepreneurs To study the impact of assistance by the government on women entrepreneurship.

To study the policies, programmes, institutional networks and the involvement of support agencies in promoting women’s entrepreneurship. To critically examine the problems faced by women entrepreneurs. Women entrepreneurship in India is gaining momentum, contributing to economic growth, innovation, and job creation. This comprehensive study explores the status, challenges, and opportunities of women entrepreneurs in India. Drawing upon a review of existing literature, it outlines the research objectives, methodology, expected outcomes, and implications for policy and practice.

India, a nation with a rich cultural heritage, is witnessing a transformative shift in its entrepreneurial landscape, with an increasing number of women venturing into business ownership. The rise of women entrepreneurship in India is not just a demographic shift but a socio- economic transformation with significant implications for the country’s growth and development. This research aims to delve into the multifaceted aspects of women entrepreneurship in India, assessing the current scenario, identifying challenges, and exploring the opportunities it presents.

### **Significance of Women Entrepreneurship**

The significance of women entrepreneurship in India cannot be overstated. Historically, women in India have faced socio-cultural constraints that limited their participation in economic activities. However, the changing socio-economic landscape and government initiatives have paved the way for women to break through these barriers and contribute meaningfully to the nation’s economic progress. Understanding the dynamics of women entrepreneurship is crucial for policymakers, academics, and society at large.

### **Literature Review**

#### **The Changing Landscape**

A comprehensive review of the literature reveals a significant shift in the landscape of women entrepreneurship in India. While patriarchal norms have historically restricted women’s participation in business, there is now a surge in women-led enterprises across sectors.

#### **Challenges and Barriers**

Despite progress, women entrepreneurs in India continue to face a range of challenges. These include limited access to finance, cultural and societal biases, and inadequate support networks. The literature underscores the need to address these barriers systematically.

## Government Initiatives and Policies

Government initiatives such as Stand-Up India, Mudra Yojana, and the National Policy for Women have played a pivotal role in fostering women entrepreneurship. A review of these policies provides insights into their impact and effectiveness.

## Education and Mentorship

Education and mentorship programs have emerged as critical factors in promoting women entrepreneurship. The literature highlights the role of education in building entrepreneurial skills and mentorship in providing guidance and support to aspiring women entrepreneurs.

## Aims and Objectives

**Primary Aims:** This research has the following primary aims:

- To assess the current status of women entrepreneurship in India.
- To identify and analyze the key challenges faced by women entrepreneurs.
- To evaluate the impact of government policies and initiatives on women entrepreneurship.
- To explore the role of education and mentorship in promoting women entrepreneurship.
- To examine the economic and social outcomes of women-led businesses.

**Research Methodology:** This study adopts a mixed-methods research design, combining quantitative and qualitative approaches. It encompasses surveys, interviews, and case studies to provide a comprehensive understanding of women entrepreneurship in India.

**Sampling Strategy:** A diverse sample of women entrepreneurs representing various sectors and regions of India will be selected to ensure inclusivity and a holistic analysis.

**Data Collection and Analysis:** Quantitative data will be collected through structured surveys, and qualitative data will be gathered through in-depth interviews and case studies. The data will be analyzed using appropriate statistical and qualitative analysis techniques.

## Expected Outcomes (Results)

**Insights into the Current Landscape:** The research is expected to yield insights into the current status of women entrepreneurship in India, including the number of women-led enterprises, their geographic distribution, and the sectors they operate in.

**Challenges and Opportunities:** A detailed analysis of the challenges faced by women entrepreneurs, such as access to finance, gender biases, and societal constraints, will be provided. Opportunities for growth and development will also be identified.

**Policy Implications:** The study will evaluate the effectiveness of government policies and initiatives in promoting women entrepreneurship, providing recommendations for improvements.

**Educational and Mentorship:** Insights into the role of education and mentorship programs in fostering women entrepreneurship will be discussed, along with best practices and success stories.

**Socio-economic Impact:** The research will analyze the socio-economic impact of women-led businesses, including job creation, innovation, and empowerment.

## Conclusion:

In conclusion, women entrepreneurship in India is a dynamic and evolving phenomenon that holds immense potential for the country's economic growth and social development. While challenges persist, the concerted efforts of women entrepreneurs, government policies, and support networks are contributing to a brighter future for women in business. This research aims to shed light on the journey, obstacles, and triumphs of women entrepreneurs in India, providing a roadmap for continued progress.

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