

## COMPREHENSIVE STUDY ON PROSPECTS AND CHALLENGES OF WOMEN ENTREPRENEURSHIP IN INDIA

Ashutosh Singh

Research Scholar

Department of Commerce, Christ Church College, Kanpur

### ABSTRACT

*This research study thoroughly examines the situation of female entrepreneurship in India, focusing on its evolution, present state, challenges, and promising prospects. It meticulously examines the socio-cultural, economic, and regulatory barriers women entrepreneurs face, as well as the significant, positive impact of government efforts and policy assistance specifically designed to support female-led firms. It also highlights the socioeconomic contributions of women entrepreneurs, particularly in terms of economic growth, social empowerment, and community development. The study concludes with a set of recommendations for improving access to funding, mentorship, regulatory reforms, and cultural change in India, all aimed at fostering a more conducive environment for women entrepreneurs. The findings highlight the significant advancements in women's entrepreneurship in India, characterised by burgeoning participation and expansion into diverse industries. Female entrepreneurs are not just making socio-economic contributions; they are also driving economic expansion, promoting social empowerment, and fostering community development. Despite these achievements, they face persistent obstacles such as socio-cultural impediments, budgetary limitations, a lack of guidance, and regulatory hurdles. However, the potential of women entrepreneurs to overcome these challenges and contribute even more to India's progress is immense. Addressing these issues through ongoing government assistance, legislative overhauls, inclusion in financial services, skill enhancement, and societal transformation is crucial for establishing a more comprehensive and vibrant entrepreneurial environment. The promotion of the economic and social advancement of women entrepreneurs is not just a necessity but a beacon of hope for achieving long-term and equitable progress in India.*

**Key Words:** Women Entrepreneurs, Women Empowerment, Entrepreneurship

### INTRODUCTION

Entrepreneurship has a vital role in fostering economic growth, promoting innovation, and generating employment opportunities, making a substantial contribution to the general advancement of society globally. In recent decades, significant changes have been seen in India's entrepreneurial ecosystem, including a sharp rise in new businesses and increased participation from various demographic groups. Women entrepreneurs have become crucial and influential, contributing distinct viewpoints, creative concepts, and robust business strategies.

The presence of women entrepreneurs in India is not a recent occurrence. Throughout history, women have actively engaged in many entrepreneurial endeavours, frequently operating within the informal sector and making substantial contributions to their houses and communities. Nevertheless, the acknowledgement and assistance provided to female entrepreneurs have seen significant advancements driven by socioeconomic shifts, regulatory initiatives, and worldwide patterns.

The increasing presence of female entrepreneurs in India signifies a favourable change toward gender inclusiveness in business. Recent figures indicate that women make up around 14% of the overall population of entrepreneurs in the country, representing a significant rise compared to past decades. These firms, run by women, cover several areas, including traditional industries like textiles and handicrafts and modern disciplines like technology, healthcare, and e-commerce. Even with the advancements made, female entrepreneurs in India encounter several obstacles that impede their complete potential. Their significant challenges are socio-cultural barriers, financial limits, lack of mentorship, and regulatory impediments. It is essential to tackle these issues to establish a more favourable climate that promotes and fosters women-managed enterprises.

This study article thoroughly examines women entrepreneurship in India, exploring its historical background, contemporary situation, and the obstacles and prospects it entails. The article aims to provide valuable insights into the dynamics of women-led firms in India by examining the socioeconomic effect of women entrepreneurs and showcasing successful case studies. Moreover, the study will examine the many government programs and policy measures to assist women entrepreneurs and assess their efficacy. Ultimately, it will suggest suggestions for improving the entrepreneurial ecosystem to support and empower women entrepreneurs more effectively, guaranteeing their ongoing development and achievement.

Within India's vibrant nation, women's entrepreneurship has significant potential to stimulate economic advancement, encourage creativity, and advance gender equality. By comprehending and resolving female entrepreneurs' distinct obstacles, stakeholders may uncover novel growth opportunities and provide a more inclusive and fairer entrepreneurial environment.

## **HISTORICAL CONTEXT OF WOMEN ENTREPRENEURSHIP IN INDIA**

Women entrepreneurship in India has a long history dating back to ancient times when women actively participated in many commerce and artisan activities. Their entrepreneurial drive has undergone substantial transformation throughout the ages, shaped by socio-cultural, economic, and political shifts.

### **Ancient and Middle Ages**

During ancient times in India, women held significant positions in agricultural endeavours, handicraft production, and small-scale commerce. They frequently participated in the production of textiles, ceramics, and several other handicrafts, therefore making significant contributions to the economic endeavours of their families and communities. The allocation of tasks was primarily influenced by caste and community customs, which also dictated the extent and characteristics of women's labour. In the medieval era, women faced increasing socio-cultural restrictions, limiting their involvement in official economic endeavours. Nevertheless, women persisted in making contributions through informal and household-based businesses, especially in rural regions. Women frequently collaborated in collaborative economic endeavours, demonstrating a prevailing emphasis on self-help and community-based work groups.

This period of history was characterized by the establishing and controlling colonies by European powers in various parts of the world. The Indian economy underwent enormous transformations throughout the colonial period, characterized by the establishment of novel industries and markets. Women started to join the labour sector in more significant quantities, particularly in metropolitan regions. The emergence of sectors like textiles presented fresh prospects for women. However, their positions were sometimes limited to low-wage and less specialized occupations. Several women rose to prominence as noteworthy entrepreneurs throughout this era, utilizing their conventional expertise in textiles and crafts to develop prosperous enterprises. Although they encountered cultural and familial limitations, these women successfully established their presence in the entrepreneurial realm.

## Period following independence

Post-independence, India witnessed significant socio-economic changes, opening up new avenues for women entrepreneurs. The Indian government, in its commitment to gender equality and women's empowerment, introduced a range of policies and programs to encourage women's participation in the economy. These initiatives have played a crucial role in creating a supportive environment for women entrepreneurs.

The cooperative movement gained traction in the 1960s and 1970s, allowing women to participate in joint economic endeavours. Organizations such as SEWA (Self-Employed Women's Association), established in 1972, significantly impacted the organization of women workers in the informal sector and the advancement of their entrepreneurial endeavours. During the 1980s and 1990s, the Indian economy underwent a process of liberalization, which created opportunities for women entrepreneurs to explore. The expanded accessibility of education and vocational training for women and the increasing recognition of women in the labour market led to an upsurge in firms managed by women. Nevertheless, women's entrepreneurship involvement continued to focus on conventional industries, such as textiles, food processing, and handicrafts.

## Current advancements

The onset of the 21st century has seen a significant shift in the field of women's entrepreneurship in India. The swift progress of technology, the widespread use of digital platforms, and the emergence of the startup ecosystem have generated unparalleled prospects for female entrepreneurs. Women are carving out a significant presence in various industries, including technology, finance, healthcare, education, and e-commerce. Initiatives like the Startup India program, the Stand-Up India plan, and state-level legislation have provided substantial support to women entrepreneurs, equipping them with capital, mentorship, and market opportunities. These developments paint a promising picture for the future of women-led enterprises in India.

Despite the strides made, the journey of women entrepreneurs in India is still marked by hurdles. Socio-cultural norms, financial constraints, and limited access to resources continue to pose significant challenges. However, the resilience and determination of female entrepreneurs, coupled with supportive regulations and a changing cultural landscape, paint a promising picture for women-led businesses in India.

Ultimately, the historical backdrop of women's entrepreneurship in India is a testament to the indomitable spirit of Indian women. They have triumphed over numerous obstacles, making significant contributions to the economy. Their journey is a continuous evolution, adapting to shifting socio-economic situations and regulatory contexts, from traditional crafts to modern corporations. To fully unlock the potential of women entrepreneurs and foster inclusive economic growth, India must recognize and address the unique challenges they face.

## RESEARCH OBJECTIVE

The research objective of the study is to know the present state of women's entrepreneurship in India, the socio-economic impact of women's entrepreneurship, obstacles to optimising the socio-economic influence, and Indian government measures to boost women's entrepreneurship.

## RESEARCH METHODOLOGY

This research aims to describe the present state of women's entrepreneurship in India, the socio-economic impact of women's entrepreneurship, obstacles to optimising the socio-economic influence, and Indian government measures to boost women's entrepreneurship. Therefore, the research followed a descriptive research design, and

this study is purely based on secondary data collected from various reliable sources like journals, research papers, theses, books, newspapers, websites, and reports.

## RESULT AND DISCUSSION

This section provides and describes the present state of women's entrepreneurship in India, the socio-economic impact of women's entrepreneurship, obstacles to optimising the socio-economic influence, and Indian government measures to boost women's entrepreneurship.

### THE PRESENT STATE OF WOMEN ENTREPRENEURSHIP IN INDIA

The rise and change in women's entrepreneurship in India have been remarkable in recent decades. As the significance of gender diversity in the economic realm becomes more widely acknowledged, a growing number of women are entering the entrepreneurship field. Their involvement is not only beneficial to the economy but also stimulates innovation in other industries. This section offers a comprehensive summary of the present state of women entrepreneurship in India, focusing on demographic analysis, sectoral allocation, and support infrastructure.

#### Demographic insights

According to current data, the proportion of women entrepreneurs in India has increased significantly compared to past decades, with women now accounting for around 14% of the total. The expansion may be ascribed to several causes, such as enhanced educational opportunities, favourable government legislation, and a progressive change in society's perceptions of women in the economic sector. Nevertheless, women-led businesses primarily focus on micro, small, and medium companies (MSMEs), with less representation in more prominent organizations and growth startups.

Female entrepreneurs in India originate from various backgrounds, encompassing urban and rural locations, varying educational attainments, and distinct socio-economic conditions. Urban regions have more women entrepreneurs because they have easier access to resources and opportunities. However, there is a noticeable increase in rural women participating in entrepreneurial activities, primarily through self-help groups (SHGs) and cooperatives.

#### Sectoral Distribution

Sectoral distribution refers to the allocation of economic activities among different sectors of an economy. Female entrepreneurs in India are establishing themselves in several areas, including conventional and new industries. The distribution of firms led by women is categorized by sector.

- *Traditional Sectors:* Numerous female entrepreneurs are involved in conventional industries such as textiles, handicrafts, food processing, and agriculture. Historically, women have actively participated in many fields, utilizing their inherited abilities and expertise.
- *Service Industry:* The service industry, encompassing sectors such as education, healthcare, hospitality, and beauty and wellness, has witnessed a significant presence of female entrepreneurs. The growing need for customized and high-quality services has opened avenues for women to develop thriving enterprises in these sectors.

- *Technology and electronic commerce:* The emergence of the digital economy has created fresh opportunities for female entrepreneurs in technology and e-commerce. Startups founded by women in the financial, educational, health, and online retail sectors are becoming more popular. This is due to their use of creative ideas and digital platforms to access larger audiences.
- *Social companies:* Many women entrepreneurs are engaged in social companies, which prioritize tackling social problems such as education, healthcare, sanitation, and environmental sustainability. These firms frequently function locally to generate a beneficial influence on nearby communities.

### Ecosystem of support

The support network for female entrepreneurs in India has strengthened over time, with many parties playing a vital role in creating a favourable climate. Essential elements of this ecosystem comprise:

- *Government Initiatives:* The Indian government has implemented several plans and programs to assist and encourage women entrepreneurs. Significant endeavours encompass the Stand-Up India Scheme, which furnishes monetary aid to female entrepreneurs, and the Women Entrepreneurship Platform (WEP) by NITI Aayog, which gives an all-encompassing support structure via mentorship, networking, and market access.
- *Financial institutions:* Women entrepreneurs continue to need help in obtaining access to financial resources. Nevertheless, several financial institutions and banks have implemented customized financial solutions and loans without the need for collateral to assist firms managed by women. Microfinance institutions and non-banking financial firms (NBFCs) are crucial in supporting women entrepreneurs financially, especially in rural regions.
- *Incubators and Accelerators:* Business entities that support and nurture the growth of startups and early-stage companies: An increasing number of incubators and accelerators specifically aim to help women entrepreneurs. These organizations offer mentorship, training, networking opportunities, and access to investors, assisting women in expanding their enterprises and navigating the obstacles of entrepreneurship.
- *Non-Governmental Organizations (NGOs):* Non-governmental organizations (NGOs) and non-profit organizations have played a crucial role in advancing women's entrepreneurship locally. The organization provides programs to enhance the skills and capabilities of women, including training in financial literacy and connecting them to market opportunities, enabling them to establish and expand their enterprises.
- *Corporate Sector:* The business sector has increased its efforts to assist women entrepreneurs through corporate social responsibility (CSR) initiatives, diversity and inclusion programs, and collaborations with women-led enterprises. Several significant businesses are allocating resources to support innovation programs specifically targeted at women, including mentorship and financing possibilities.

### The Impact of Technology

The utilization of technology has had a significant impact on the advancement of women's entrepreneurship in India. The widespread adoption of cell phones and internet connectivity has empowered female entrepreneurs to get information, establish market connections, and utilize digital tools for company operations. E-commerce platforms have created an equitable environment for women to exhibit and market their items, overcoming regional limitations and accessing worldwide consumers.

Digital payment methods, social media marketing, and online training programs have further empowered women entrepreneurs, which have enhanced their company capacity and competitiveness. The COVID-19 epidemic



expedited the acceptance of digital technologies, emphasizing their significance in guaranteeing businesses' uninterrupted operation and durability.

### Obstacles and possibilities

Even with the advancements, female entrepreneurs in India persistently encounter several obstacles that impede their complete potential. The following items are included:

- *Socio-cultural obstacles:* Gender norms, cultural expectations, and family duties sometimes restrict women's capacity to participate in business endeavours. A fundamental change in culture and more assistance from families and communities is necessary to overcome these obstacles.
- *Access to Finance:* Access to finance poses a significant challenge for women entrepreneurs, as they often encounter obstacles in acquiring loans and investments due to insufficient collateral, limited credit history, and perceived increased risk.
- *Lack of Mentorship and Networking:* More mentorship and networking opportunities are needed to ensure the progress of enterprises managed by women. Establishing robust support networks and facilitating the connection between women entrepreneurs, men, mentors, and industry experts is essential for their growth and progress.
- *Regulatory and Policy Challenges:* Women in the informal sector need help with the complex regulatory framework. It is crucial to streamline regulatory procedures and establish inclusive and supportive rules for women entrepreneurs.

However, India offers a multitude of options for women entrepreneurs.

- *Government and Institutional Support:* Sustained and improved backing from governmental bodies and financial organizations may furnish the essential resources and infrastructure for the prosperity of women entrepreneurs.
- *Emerging Markets and Sectors:* Emerging markets and sectors, such as renewable energy, sustainable agriculture, health, and ed-tech, provide fresh prospects for women entrepreneurs to pioneer and take charge.
- *Global Markets:* Expanding into worldwide markets through e-commerce and international trade may provide women entrepreneurs with new opportunities for development and higher income.
- *Collaboration and Partnerships:* Collaboration and partnerships benefit women entrepreneurs by providing opportunities to connect with other entrepreneurs, industry leaders, and organizations. This connection allows them to get access to valuable resources, information, and new markets.

The state of women entrepreneurship in India is currently critical, with notable advancements achieved and immense untapped potential remaining. India has the potential to establish a more comprehensive and active entrepreneurial environment that enables women to play a significant role in driving economic growth, innovation, and social change by tackling current obstacles and making use of available possibilities. However, this can only be achieved through a collaborative effort between the government, financial institutions, corporate sector, and civil society. Such collaboration is crucial for creating a favourable climate that promotes women entrepreneurs' growth and achievements, enhancing their ongoing impact on the nation's progress.

## SOCIO-ECONOMIC IMPACT OF WOMEN ENTREPRENEURSHIP

The phenomenon of women entrepreneurship in India has wide-ranging socio-economic ramifications that extend beyond the achievements of individual women. The societal benefits of women's participation in entrepreneurial endeavours, such as fostering economic expansion, promoting social empowerment, and advancing communal development, are significant. This section analyzes several aspects of the socio-economic influence of women entrepreneurship in India, highlighting its importance for the overall advancement of the nation.

### Economic Contribution

Women entrepreneurs are essential for stimulating economic growth through job creation, income generation, and innovation promotion. By actively engaging in the entrepreneurial ecosystem, they bolster economic variety and resilience, making a substantial contribution to a stronger and more dynamic economy.

- *Job Creation:* Enterprises managed by women have a crucial role in generating employment, especially in industries such as textiles, handicrafts, education, and healthcare. Women entrepreneurs contribute to the reduction of unemployment and underemployment, particularly among marginalized populations, by generating work possibilities. Consequently, this results in higher household earnings and enhanced living standards.
- *Income Generation:* Entrepreneurship empowers women to generate their income, therefore enhancing household financial security and fostering economic autonomy. This financial empowerment enables women to make more knowledgeable and independent choices concerning the welfare, education, and healthcare of their families.
- *Innovation and Market Diversity:* Women entrepreneurs provide distinct viewpoints and inventive strategies to the corporate landscape, frequently targeting specialized sectors and untapped demands. Their contributions to product and service innovation have the potential to foster the emergence of novel sectors and market segments, therefore bolstering the overall competitiveness of the economy.

### Social empowerment

Entrepreneurship enables women to achieve financial autonomy, exert authority in decision-making processes, and cultivate a distinct sense of self. Additionally, it plays a role in dismantling gender stereotypes and advancing gender equality.

- *Financial Independence:* Women entrepreneurs attain financial independence by creating their income, a crucial element of personal empowerment. Women's financial independence empowers them to allocate resources towards their growth and that of their families, resulting in enhanced health, education, and social achievements.
- *Decision-Making Power:* Economic empowerment results in increased authority to make decisions within homes and communities. Female entrepreneurs have a higher probability of exerting influence on decisions about the education, healthcare, and general well-being of children, so making a good impact on society.
- *Challenging Gender Stereotypes:* Successful women entrepreneurs defy conventional gender norms and prejudices, acting as exemplars and motivating other women to follow their entrepreneurial aspirations. The

change in cultural perspectives towards women in the business sector has the potential to provide increased recognition and encouragement for women's involvement in the economy.

### Community development

Female entrepreneurs frequently reinvest in their communities, providing financial support for local development and philanthropic initiatives. By generating job opportunities and fulfilling specific local needs, their enterprises have the potential to foster community development.

- *Local Employment:* Women-led enterprises, especially in rural regions, generate local job prospects, therefore mitigating rural-urban migration and fostering the stability and advancement of local communities. The establishment of jobs in the local area helps to keep skilled individuals and valuable resources within the community.
- *Social Initiatives:* Numerous female entrepreneurs actively participate in social businesses that tackle urgent social issues, including education, healthcare, sanitation, and environmental sustainability. These entrepreneurs contribute to the general development and improvement of their communities by prioritizing communal well-being.
- *Role Models and Mentors:* Women entrepreneurs frequently act as role models and mentors for other women and girls within their communities. Through the act of sharing their experiences and expertise, they serve as a source of inspiration and support for the upcoming generation of women entrepreneurs, so establishing a beneficial cycle of empowerment and economic growth.

### OBSTACLES TO OPTIMISING THE SOCIO-ECONOMIC INFLUENCE

Although the socioeconomic effect of women's entrepreneurship is significant, certain problems must be tackled to exploit its potential fully:

- Limited access to financial resources continues to be a significant obstacle for several female entrepreneurs. Enhancing the availability of financial resources by offering customized financial solutions, loans without the need for collateral, and credit guarantee programs is crucial for promoting the expansion and long-term viability of enterprises managed by women.
- The lack of sufficient mentorship and access to professional needs for more might impede the success of women entrepreneurs. Implementing strong mentorship initiatives and networking platforms may offer women the necessary direction and assistance to achieve success.
- Women entrepreneurs face problems due to socio-cultural barriers, including conventions and preconceptions related to gender. Efforts to enhance consciousness, advocate for gender parity, and foster societal transformation are important to provide a more conducive milieu for women in the business sector.
- Women entrepreneurs, especially those in the informal sector, need help navigating the regulatory framework. Streamlining regulatory procedures and ensuring that laws are equitable towards women entrepreneurs helps foster a more favourable climate for company expansion.

In conclusion, The presence of women entrepreneurs in India has a significant socio-economic influence, as they contribute to the expansion of the economy, the empowerment of society, and the development of communities. India can boost the contributions of women to the economy and society by tackling the obstacles faced by women entrepreneurs and making use of the available possibilities. Establishing a conducive atmosphere that encourages



and fosters enterprises run by women is crucial for fully realizing the potential of women's entrepreneurship, promoting inclusive economic growth, and attaining sustainable development.

## INDIAN GOVERNMENT MEASURES TO BOOST WOMEN'S ENTREPRENEURSHIP

The Indian Government has several programmes and legislation to promote women's entrepreneurship, recognising its importance to economic and social advancement. These programmes address the unique challenges women entrepreneurs face and help them succeed. This section covers key government policies and regulations boosting women's entrepreneurship in India.

**Financial aid schemes:** The 2016 Stand-Up India Scheme streamlines bank loan distribution from INR 10 lakh to INR 1 crore to a minimum of one SC or ST borrower and one female borrower per bank branch. These loans are for startup businesses. Women entrepreneurs can borrow up to INR 10 lakh for non-farm income-generating companies under the Pradhan Mantri Mudra Yojana (PMMY). The approach contains three categories, Shishu, Kishor, and Tarun, to satisfy the demands of organisations at different growth stages. The Small Industries Development Bank of India (SIDBI)'s Mahila Udyam Nidhi Scheme helps female entrepreneurs start small-scale businesses. Favourable conditions and low-interest loans are offered.

**Skill-building and training programmes:** Pradhan Mantri Kaushal Vikas Yojana (PMKVY) aims to train young women in skill development to boost their employment and entrepreneurship. The programme offers short courses, recognition of prior learning, and distinctive activities. The National Skill Development Corporation (NSDC) offers women-specific skill development programmes with other training organisations. These programmes teach women how to start and run businesses in retail, healthcare, beauty and wellbeing, and handicrafts. The Women Entrepreneurship Platform (WEP) of NITI Aayog strives to help Indian women entrepreneurs achieve their goals. The platform covers funding, nurturing, education, and guiding.

**Market access and Internet trade measures:** The Ministry of Women and Child Development's Mahila E-Haat internet marketing platform helps women's enterprises. It allows women to sell directly to customers, boosting their market share. The Digital India project empowers women entrepreneurs through digital literacy and infrastructure. By promoting e-commerce and online business methods, the initiative helps women entrepreneurs build their businesses.

**Making professional relationships and learning from experts:** The TREAD Scheme empowers women entrepreneurs through trade-related training, information, and counselling. The programme helps non-governmental organisations educate and guide female entrepreneurs and provide financial aid for startups. Women entrepreneurs may network, learn from mentors, and collaborate on the WEP. It connects female entrepreneurs with industry experts, successful businesswomen, and mentors who can help.

**Policy and Regulation Support:** The National Policy for Women's Empowerment aims to empower women entrepreneurs. It advocates for gender equality, promotes education and skill development, and assists women in business with legal and policy issues. The Government has simplified business registration and reduced regulatory requirements. The GST has streamlined the tax system, making it easier for female businesses to navigate regulations.

**Industry-Specific Programmes:** Female entrepreneurs starting coir enterprises receive financial assistance from the Coir Board's Coir Udyami Yojana. The goal is to increase the coir sector and encourage rural women to start

coir companies. The Handloom Weavers' Comprehensive Welfare Scheme helps female weavers with financial aid, skill development, and market penetration. Improve handloom women's livelihoods.

**State and regional initiatives:** The State Bank of India's Annapurna Scheme provides loans to women entrepreneurs starting food service businesses. The financing covers daily operations and machinery purchases. The Women Development Corporation's Udyogini Scheme helps rural and urban women entrepreneurs with funding and training. Its goal is to empower economically disadvantaged women to become entrepreneurs.

In conclusion, the Indian Government has not only implemented numerous initiatives but also provided robust support and guidance to promote women's entrepreneurship. Recognizing its significance for economic and social advancement, these initiatives aim to equip women entrepreneurs with the necessary tools and resources, including financial aid, knowledge, market access, networking, and regulatory processes. By addressing the unique challenges faced by women in business, these projects are fostering a more inclusive and thriving entrepreneurial climate in India. The Government's unwavering commitment, coupled with the support of financial institutions, NGOs, and the private sector, is creating an environment where women entrepreneurs can thrive and contribute significantly to national growth.

In conclusion, The state of women entrepreneurship in India is currently at a critical point, having achieved notable advancements but yet holding immense untapped potential. India can foster a more comprehensive and vibrant entrepreneurial environment by tackling the obstacles encountered by women entrepreneurs and capitalizing on the existing prospects. Facilitating improved availability of financial resources, guidance from experienced mentors, necessary changes in policies, proficiency in digital skills, and transformation in society attitudes are crucial for creating a conducive ecosystem that promotes the success of women entrepreneurs. The collaboration between the government, financial institutions, corporate sector, and civil society is crucial in bolstering women-led companies, fostering economic expansion, and advancing social empowerment. India can attain sustainable growth and inclusive prosperity by empowering women entrepreneurs, therefore creating a brighter future for everybody.

## CONCLUSION

Women's entrepreneurship in India has transformed, boosting economic growth, social empowerment, and community development. Female entrepreneurs' journey from traditional sectors to technology and digital platforms shows their persistence, resourcefulness, and determination to overcome many challenges. Women's entrepreneurship has major socioeconomic impacts. Women-owned businesses provide jobs, money, and innovation, enhancing economic diversity and resilience. By being economically independent, breaking female stereotypes, and influencing family and community decisions, these entrepreneurs strengthen society. Female entrepreneurs also improve their communities by meeting local needs and reinvesting. However, several impediments must be overcome to maximise women's entrepreneurship. Women-led businesses confront socio-cultural barriers, financial constraints, lack of mentorship and networking, and legal issues that hinder growth. Regulatory reforms, financial support, mentorship, and efforts to change corporate views of women are needed to address these issues.

Women entrepreneurship in India has a bright future. Women entrepreneurs may lead in technology, sustainable development, and global markets. Government, financial institutions, business sector support, and digital literacy programmes can boost women's entrepreneurship. Women entrepreneurship in India has great potential to boost economic growth, innovation, and social transformation. India can create a more inclusive and thriving

entrepreneurship climate by overcoming present impediments and maximising opportunities. Empowering women entrepreneurs is crucial for individual success and the nation's sustained growth and inclusive prosperity. The united efforts of all stakeholders would make women's entrepreneurship in India promising and prominent. This will make society fairer and wealthier.

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