

**A STUDY ON WOMEN ENTREPRENURS IN KERALA**

**Dissertation Submitted to**

**Mahatma Gandhi University, Kottayam in partial fulfillment of**

**requirements for the Degree of**

**MASTER OF SOCIAL WORK**

**SPECIALIZING FAMILY AND CHILD**

**Submitted by**

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**(Affiliated to Mahatma Gandhi University, Kottayam)**

**2021 -2023**

## CERTIFICATE

This is to certify that this dissertation titled ‘A Study on Women Entrepreneurs In Kerala’ is a record of genuine and original work done by Fathimathu Suhana of IVth Semester Master of Social Work Course of this College under my guidance and supervision and it is hereby approved for submission.

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Submitted to Viva- Voce Examination held on.....

External Examiner.....

## DECLARATION

I **FATHIMATHU SUHANA** hereby declare that the research work titled “*A Study on Women Entrepreneurs In Kerala*’ submitted to the MG University, Kottayam, is a record of genuine and original work done by me under the guidance of, **Dr. Elsa Mary Jacob**, Assistant Professor, Bharata Mata School of Social Work Thrikkakara, and this research work is submitted in the partial fulfilment of the requirements for the award of the degree of Master of Social Work specialising in **Family And Child Welfare**.

I hereby declare that the results embedded in this research have not been submitted to any other University or Institute for the award of any degree or diploma, to the best of my knowledge and belief.

Place: Thrikkakara

Date:

Fathimathu Suhana

## **ACKNOWLEDGEMENT**

*“Find the smartest people you can and surround yourself with them.”* – Marissa Meyer, CEO, Yahoo!

Before beginning... I am thankful to all those who supported me in doing this study.

First, I would like to thank the management, Bharath Mata College headed by **Rev. Fr. Abraham Oliapurath** and Principal **Dr. Johson K.M.** and **Dr. Sheena Rajan Philip** Head of the Department for supporting me to complete my work as part of my curriculum.

I am indebted with utmost gratitude to **Dr. Elsa Mary Jacob** , my research guide, who has been instrumental in moulding my research work. I deeply acknowledge her timely interventions and motivations she has showered upon me, which had been significant in completing the research in successful manner.

I am also thanking for the co-operation received from the staff, in the library and computer lab of Bharath Mata College for their wholehearted co-operation.

I would like to express my deep senses of gratitude to my respondents, who took time to answer the long questionnaire, and also to my friends and their timely help, encouragement and assistance.

I express my sincere and genuine gratitude to my parents who provide me with more and monetary support for the completion of the work.

I am thankful to all respondents who helped me to conduct this study successfully

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## INTRODUCTION

An entrepreneur is an existent who starts their own business grounded on an idea they've or a product they've created while assuming the utmost of the pitfalls and reaping the utmost of the prices of the business. The entrepreneur simply means “a person who starts a business and is willing to risk loss in order to make plutocrat” or it carries a fresh connotation of farsightedness and invention. Entrepreneurship is the capability and readiness to develop, organize and run a business enterprise, along with any of its misgivings in order to make a profit. The most prominent illustration of entrepreneurship is the starting of new businesses. In economics, entrepreneurship connected with land, labor, natural coffers, and capital can induce a profit. The entrepreneurial vision is defined by discovery and threat-taking and is a necessary part of a nation’s capacity to succeed in an ever-changing and more competitive global business.

The entrepreneur is defined as someone who has the capability and desire to establish, administer and succeed in an incipiency adventure along with the threat entitled to it, to make gains. The stylish illustration of entrepreneurship is the starting of a new business adventure. Entrepreneurs are frequently known as a source of new ideas or originators, and bring new ideas in the request by replacing old with some new inventions.

It can be classified from small or home businesses to transnational companies. In economics, the gains that an entrepreneur makes are with a combination of land, natural coffers, labor, and capital.

In a nutshell, anyone who has the will and determination to start a new company and deals with all the pitfalls that go with it can come to an Entrepreneur.

### **Characteristics of Entrepreneurship**

Not all entrepreneurs are successful; there are definite characteristics that make entrepreneurship successful. Some of them are mentioned below

**Ability to take a risk-** Starting any new adventure involves a considerable quantum of failure threat. Thus, an entrepreneur needs to be valorous and suitable to estimate and take pitfalls, which is an essential part of being an entrepreneur.

**Innovation-** It should be largely innovative to induce new ideas, start a company, and earn gains out of it. Change can be the launching of a new product that's new to the request or a process that does the same thing but in a more effective and provident way. Visionary and Leadership quality- To be successful, the entrepreneur should have a clear vision of his new adventure. still, to turn the idea into reality, a lot of coffers and workers are needed. Then, leadership quality is consummate because leaders conduct and guide their workers toward the right path of success.

**Open-Minded-** In a business, every circumstance can be an occasion and used for the benefit of a company. For illustration, Paytm recognized the graveness of demonetization and conceded the need for online deals would be more, so it utilized the situation and expanded largely during this time.

**Flexible-** An entrepreneur should be flexible and open to change according to the situation. To be on the top, a businessperson should be equipped to grasp change in a product and service, as and when demanded.

**Know your Product-** A company proprietor should know the product immolations and also be apprehensive of the rearmost trend in the request. It's essential to know if the available product or service meets the demands of the current request, or whether it's time to tweak it a little. Being suitable to be responsible and also alter as demand is a vital part of entrepreneurship.

### **Significance of Entrepreneurship**

**Creation of Employment-** Entrepreneurship generates employment. It provides an entry-level job, needed for gaining experience and training for unskilled workers.

**Innovation-** It's the hub of invention that provides new product gambles, request, technology, quality of goods, etc., and increase the standard of living of people.

**Impact on Society and Community Development-** A society becomes lesser if the employment base is large and diversified. It brings about changes in society and promotes installations like advanced expenditure on education, better sanitation, smaller slums, and an advanced position of homeownership. thus, entrepreneurship assists the organization towards a more stable and high quality of community life.



**Increase Standard of Living-** Entrepreneurship helps to improve the standard of living of a person by adding income. The standard of living means an increase in the consumption of colourful goods and services by a household for a particular period.

Supports exploration and Development- New products and services need to be researched and tested before launching in the request. thus, an entrepreneur also dispenses finance for exploration and development with exploration institutions and universities. This promotes exploration, general construction, and development in frugality.

### **Businessman and Entrepreneur**

It's a common supposition that businessmen and entrepreneurs are the same, but both words relate to a different individual enjoying a distinct approach to business. put is in other words, a businessman follows a set path engraved by some other person with an epigenetic idea, whereas an entrepreneur thinks and believes in making his own path with new ideas.

In the future, an entrepreneur can come a businessman. still, between businessman and entrepreneur, there's a thin line difference businessman is a request player, whereas, the entrepreneur is a request leader. In the below composition, we will help you understand the differences between businessmen and entrepreneurs.

### **Businessman**

A businessman is an existent who operates or starts a business with the same old business idea. The businessman chooses to do business that's high in demand or gives him maximum gains in return. The establishment faces stiff competition because numerous companies formerly living in the request have the same business ideas. still, the threat factor is veritably less as the conception has been tried and tested by other being companies, so the chance of failure is low.

### **Entrepreneur**

An entrepreneur is an existent who has an exclusive idea to initiate and establish a new adventure and bring a change in the world. An entrepreneur is largely creative and innovative, takes a threat, and endures the unpredictability of business. The business started by entrepreneurs with a new conception for the first time is known as launch-up. The entrepreneur is an integral part of the operation, who builds and deploys the other functions of the operations i.e. labour, land, and capital. latterly in the future, the entrepreneur becomes a businessman.

### **The 4 Types of Entrepreneurship**

**Small Business Entrepreneurship-** These businesses are a hairstylist, grocery stores, trip agents, advisers, carpenters, plumbers, electricians, etc. These people run or enjoy their own businesses and hire family members or original hands. For them, the profit would be suitable to feed their family and not make 100 million business or take over an assiduity. They fund their business by taking small business loans or loans from musketeers and family.

**Scalable incipency Entrepreneurship -** This start-up entrepreneur starts a business knowing that their vision can change the world. They attract investors who suppose and encourage people who suppose out of the box. The exploration focuses on scalable business and experimental models, so, they hire the most stylish and the brightest workers. They bear further adventure capital to fuel and back their design or business.

**Large Company Entrepreneurship -** These huge companies have defined life- cycles. utmost of these companies grow and sustain by offering new and innovative products that revolve around their main products. The change in technology, client preferences, new competition, etc., make pressure on large companies to produce an innovative product and send it to a new set of guests in a new request. To manage the rapid-fire technological changes, the organizations either buy invention enterprises or attempt to construct the product internally.

**Social Entrepreneurship -** This type of entrepreneurship focuses on producing products and services that resolve social requirements and problems. Their only aphorism and thing is to work for society and not make any gains.

## **Social Entrepreneur**

The conception of social entrepreneurship describes how individuals, start-ups, and entrepreneurs work to develop and fund results that address social issues. It can also be known as an association that uses business styles with the end of addressing a social or environmental problem in an innovative. It's each about feting social problems and achieving social change by employing entrepreneurial principles, processes, and operations.

‘Social Entrepreneurship’, as the name indicates, is absolutely influenced by the entrepreneurial spirit of business enterprises that exploit openings to enhance social wealth.

According to Alvord, Brown, and Letts (2004), “Social entrepreneurship creates innovative solutions to immediate social problems and mobilizes the ideas, capacities, resources, and social arrangements required for sustainable social transformations.”

In order to ameliorate the living standard of the people and society, social entrepreneurship combines commerce and social issues. With an acute understanding of social requirements, social entrepreneurs fulfil the needed requirements through creative association. Social entrepreneurs don't measure their success in terms of profit alone but their success is also shown by enhancement of social value and standards.

The entrepreneurs involved in social entrepreneurship are associated with non-profit sectors and associations but without barring the motive of making a profit. The major focus of social entrepreneurship is on creating social capital without measuring performance in terms of profit or return. In an analogous way, social entrepreneurship also focuses on environmental problems and offers new ideas in business for wide-scale social and environmental impact.

### **Types of Social Entrepreneurship**

Some of the types of social entrepreneurship are as follows

- i. Non-profit organization
- ii. Co-operative societies
- iii. Social Enterprise
- iv. Community project
- v. Special purpose business

### **Characteristics of Social Entrepreneurship**

Social entrepreneurs aim of contributing to society for the long-term business conditioning in society. Their main focus is on creating social capital without measuring performance in terms of profit. Some of the characteristics of social entrepreneurship are as follows

***Achieve Social Change:*** Social entrepreneurship is considered the means of achieving change in society. It recognizes social problems and achieves social change by employing entrepreneurial principles, processes, and operations.

***Initiative Innovative:*** There's the inauguration of social entrepreneurship towards the invention of new generalities, ideas, and models for working social problems. The problems like health, education, severance, natural disasters, etc. are considered social problems. There's the generation of new styles and ways for resolving social problems and issues by social entrepreneurs.

***Create Value:*** The main end of social entrepreneurship is creating value for society. It focuses on creating social capital without measuring performance in terms of profit or return. Entrepreneurs perform similar business conditioning that can produce and maintain value of the society.

***Change Agent:*** Social entrepreneurs are the change agent of society. They support society through their innovative new conception, ideas, and knowledge. They understand the social requirements and fulfil them through creative association. They measure their success through the enhancement of social value and standards, not only in terms of profit.

***Feel Satisfaction:*** The operation of innovative, practical, sustainable, request-grounded approaches is emphasized by social entrepreneurship which supports to fulfill the requirements of under-served populations. In the present time, it has come the precedence for decision-makers in most elderly situations.

## **Impact and Performance of Social Enterprises**

In order to produce and sustain social enterprises there should be an assessment of the impact and performance of social enterprises. The dimension of impact and performance of enterprises give information that would be probative for taking directorial decisions. This facilitates fixing responsibility and maintaining translucency about the conditioning of enterprises to all the stakeholders conforming of workers, investors, guests, levies, and the community at large. Some of the common tools which are used for measuring the impact and performance of social enterprises are as follows

### ***Social Return on Investment (SROI)***

The SROI tool is used for measuring the value of social enterprises in society. It incorporates social, environmental, and profitable costs and benefits in terms of financial value. Its main

motive is to assign financial values to results that are social and environmental issues. The stages which are carried out for doing SROI analysis are as follows

- a) Establishing a compass and relating key stakeholders
- b) Mapping Outcomes
- c) Evidencing issues and giving them a value
- d) Establishing Impact
- e) Calculating SROI
- f) Reporting to the concerned authority

### ***Social Accounting and Audit (SAA)***

Social Accounting and Audit tool is concerned with examining and reporting the performance of social enterprises to the concerned authority for evaluation. It can also be considered as the main source that involves detailed documents, data, authentic fiscal information, and accounts of the impact the associations have on society. It also involves four-way conforming of planning, account, auditing, and reporting. The introductory principles that should be considered in SAA are as follows

- a) Defining the area of operation
- b) Stakeholders involved
- c) Determining data, numbers and information
- d) relative with other associations or the same association over time
- e) Making transparent all the information
- f) Verifying all books of accounts
- g) Inclusive all the conditioning of an association
- h) Fulfill all the processes of reporting
- i) Verified by the people external to the associations

### ***Logic Model***

A logic model is a planning and program tool that defines the inputs, labour, and issues of the program enforced by the social enterprises. Its focus is on the assessment of the program tends to be on labor rather than issues. It also provides the framework that enables enterprises to fit performance evaluation and assessment into the program and through the life cycle process of the social program. This model involves three factors i.e. Inputs, labour, and issues. therefore, it provides a common approach to integrate planning, programs, perpetration, and evaluation of social conditioning along with a clear description of ways of enforcing social programs in an effective way.

### ***Social Impact Assessment (SIA)***

SIA fashion is used for measuring social impact through observing, assaying, and managing anticipated and unanticipated social consequences of the perpetration of a plan. The idea of this fashion is to know the factual impact of the performance of social enterprises. Some of the crucial rudiments that should be considered in SIA tools are as follows

- a) Identification and operation of social issues
- b) Project description and analysis of policy
- c) Legal, and executive frame
- d) Stakeholder identification and analysis
- e) Socio-artistic, profitable, literal, institutional, and political environment, etc.

### ***Balance Scorecard***

The balance scorecard tool is a performance dimension tool that incorporates different confines to balance fiscal and non-financial issues. Short-term and long-term issues of social enterprises are also measured by a balanced scorecard. It generally initiates four confines to develop objects and dimension of performance issues, which involves fiscal, client/ stakeholder, internal business process, and literacy and growth.

## **DIMENSIONS OF SOCIAL ENTREPRENEURSHIP**

### ***Social Mission***

The social entrepreneur's charge is to induce a positive future for underserved communities. Indeed, the notion of social change defines their reason for actuality in society.

### ***Social Innovation***

It includes the design and perpetration of new results for societal problems while contributing to well-being of individuals and communities.

### ***Social Change***

In social entrepreneurship environment, social change seeks to produce a positive change, which involves First- order change and Alternate- order change. While First- order change includes changes at a particular position to fix social issues, Alternate- order change includes changing the social systems that are responsible for the issues. On the whole, the sequence of change is wide and sustainable.

### ***Entrepreneurial Spirit***

The term 'entrepreneur' has been derived from its French roots 'entreprendre,' which means 'to take into one's own hands' or 'one who undertakes'. In fact, the term 'entrepreneurship' was coined two centuries ago by French economist Jean-Baptiste Say, who viewed that the entrepreneur shifts economic resources from low productive to high productive mode so as to achieve greater yield. In fact, entrepreneurs have been perceived, as job generators and not, as job campaigners and, as someone who adds value to society. The determination to resolve undoable problems, similar as, poverty, ill- health, etc

### ***Personality***

Social entrepreneurs are most likely to be threat- seeking and they view the problem through a different lens. They never back out from taking pitfalls rather they work to change the station and behaviour of others. In general, social entrepreneurs resolve those issues that were regarded, as undoable.

## **INDIAN CONTEXT**

When it comes to the Human Development Index (HDI) which quantifies the nation's health, education, and norms of living, India ranked 131st among 189 countries in 2020 (Economic Times, 2020). Grounded on this fact, it can be inferred that despite being the fastest-growing major economy in the world, India is still grappling with socio- profitable issues, similar as,

poverty, illiteracy, shy healthcare, malnutrition, unemployment etc. In fact, socially and economically deprived communities haven't been suitable to reap the benefits of the profitable growth of the country.

With the end to ensure sustainable livelihood for all citizens of the country and to scale up the professed workforce, the Government of India has come up with the National Policy on Skill Development and Entrepreneurship in 2015. Specifically, the Policy intends to produce a dynamic entrepreneurial economy so as to induce wealth and formal pay envelope employment. In fact, similar social policy interventions can be considered as an instrument applied by governments to support people at the base of the aggregate. One of the core objects of the Policy is to empower individuals irrespective of estate, religion, persons with disabilities, gender, etc., and enable them to actualize their full eventuality. To illustrate, the Policy seeks to ensure complete skilling requirements of the economically and socially deprived communities, similar as, women, non-ages, persons with disabilities, Scheduled Castes (SCs), Scheduled Tribes (STs), Other Backward Castes (OBCs), etc. To achieve this, the government seeks to unite with social entrepreneurs and originators

Indeed, for the purpose of easing social problems, the Policy seeks to promote social entrepreneurship and grassroots inventions. Through social entrepreneurship, the Policy entails the poor to pierce investors, banks, etc. Thus enabling the deprived communities to be active actors rather than passive resistant donors. To foster social entrepreneurship at a large scale and to encourage the growing entrepreneurial aspiration of the citizens, the Policy intends to produce a vibrant ecosystem. Some of them involve

- To encourage universities and academic institutions to launch a course on Social Entrepreneurship (including distance education) so as to promote further vibrant spaces for aspiring youths and citizens;
- To promote social adventure fund so as to grease expiring social entrepreneurs to pierce credit;
- To produce social business incubators across the country.

In this regard, social entrepreneurship as a development process can induce a positive impact on society, especially, the socially and economically deprived communities by furnishing varied results to socio-profitable challenges. For illustration, under the Deendayal Disabled Rehabilitation Scheme (DDRS), the Department of Disability Affairs, Ministry of Social Justice, and the commission had handed entitlement- in- aids to the third sector for vocational



training, sheltered shops, special seminars for Persons with Disabilities (PwD), home-grounded recuperation programs. From the discussion above you can understand that governments are open and active to unite with non-state actors like social entrepreneurs.

## **SOCIAL ENTREPRENEURSHIP AND SUSTAINABLE DEVELOPMENT GOALS(SDGS)**

Global goals or also known as Agenda 2030 is a universal call adopted in 2015 with the commitment to end poverty cover the earth and promote peace and good through hook-ups in multiple situations. The SDGs cater to social problems, similar as, poverty, non-accessibility to quality education and healthcare, terrain declination, etc. According to United Nations Development Programme (UNDP), “the creativity, moxie, technology and fiscal coffers from all of society is necessary to achieve the SDGs in every environment UNDP Website).” Having understood that social entrepreneurship is an effective instrument in resolving social problems, it can be inferred that social entrepreneurship has also the eventuality to realize the SDGs.

In this environment, United Nations has committed itself to coordinate and grease with Catalyst 2030, a network of social change originators to accelerate progress towards the United Nations Sustainable Development Goals (SDGs). Catalyst 2030 believes in co-create and supporting structures for achieving SDGs. This global movement was started in 2019 involving social entrepreneurs, Non-Government Organizations (NGOs), interposers, funders, and other social change innovators. It aims to make meaningful hook-ups among global and original stakeholders in multiple situations. One of their objectives is to catalyze collaborations by perfecting connectivity and translucency between social entrepreneurs so that they would reach out to further systems and partnerships.

### **Women Entrepreneurship**

Women entrepreneurs may be defined as a woman or a group of women who initiate, organize and run a business concern.

Government of India – “A woman entrepreneur is defined as an enterprise possessed and controlled by a woman having a minimal fiscal interest of 51 percent of the capital and giving at least 51 percent of the employment generated in the enterprise to women.”

women entrepreneurs are those women who suppose a business enterprise, initiate it, organize and combine factors of product, operate the enterprise and take over pitfalls and handle profitable queries involved in running it.

According to the Government of India, “A Woman enterprise is the one possessed and controlled by a woman having the minimal fiscal interest of 51 of the capital and giving at least minimal 51 of generated employment to women”.

### ***Women Entrepreneurship – Common Features***

1. most women with small incomes are likely to become entrepreneurs
2. Women with small installations are likely to become entrepreneurs
3. A majority of women entrepreneurs are married. With the support of their hubby, they accepted entrepreneurship.
4. Most mates face difficulties in carrying fiscal support to start their enterprises.
5. A large number of women with little or no education and training enter the business field.
6. numerous women come entrepreneurs out of profitable necessity.
7. Women’s sincerity and hard work are the cause for sustainability and growth.
8. Women entrepreneurs are security acquainted rather than growth acquainted
9. utmost women prefer stabilization of income and minimization of threat
10. Business enterprises of women warrant working capital, which causes low-profit periphery

### ***Why do women come entrepreneurs?***

1. To come economically independent
2. To establish their own enterprise
3. To establish their identity in society
4. To achieve Excellency in their endeavors
5. To make confidence in themselves
6. To develop threat assuming capability
7. To claim equal status in society

8. To secure lesser freedom and mobility

### ***Women Entrepreneurship – Need and Factors***

In ultramodern days, particularly in India, there's a great need for women entrepreneurs. Several factors are responsible for compelling the women members of the family to set up their own gambles.

These factors suggest their need can be astronomically classified into two groups

I) Motivational factors or needs and

II) Facilitating factors or needs.

#### **(I) Motivational Needs**

##### ***1) Economic Necessity***

In business, the entry of women is fairly a new miracle. Because of the break-up of the common family system and the need for fresh income for maintaining the living norms in the face of affectation or rising prices, women have started entering the most competitive world of business. therefore, because of the profitable necessity, women have begun entering the business field for earning some income and adding their family income in ultramodern days of affectation.

##### ***2) Desire for High Achievement***

Another motive force compelling women to enter the business world is their strong desire for high achievement in their life. In ultramodern days, though women are educated, they aren't suitable to find jobs in the request place or they may not be suitable to go out of their homes for working nearly differently because of family problems.

Thus, a woman is tempted explosively by a desire to achieve commodity high and precious and prove herself as an asset and not a liability to the family. This is the strongest motivating force for a woman to come an entrepreneur.

##### ***3) Independence***

Another strong motive force compelling a woman to come an entrepreneur is to lead an independent life with tone- confidence and tone- respect. The power and control of a successful business provide a woman entrepreneur with a prestigious status, particular character, and a sense of independence in society.

#### ***4) Government Encouragement***

The Government and non-government bodies have started giving adding attention and stimulant to women's profitable conditions through tone-employment and business gambles.

They've formulated colourful programs and programs and introduced colourful incitement schemes to promote women entrepreneurs in the country. similar stimulant and incitement schemes have convinced women to take over as business instructors.

#### ***5) Education***

Women have been taking up colourful kinds of specialized, vocational, artificial, marketable, and specialized education so as to qualify themselves to be self-employed in some kind of trade, occupation, vocation, or business. installations are also being handed to women in areas where they can grow and blossom as persons in their own right. Women have proved in ultramodern days that they're no lower than men in effectiveness, hard work, or intelligence or indeed they can surpass men in several fields.

#### ***6) Model Role***

Women, like men, are also desirous of contributing their might to the profitable development of their country. also, our women in India would like to play a crucial part model. They've formerly entered other fields like politics, education, social field, administration, etc. Now they've started entering the business field where they can also show their significance as in other fields.

#### ***7) Family Occupation***

Family occupation is an important factor motivating a woman member to share in the family business, along with her hubby and other members of the family. There's a great need for women to take over profitable exertion or business of the family and support their families in family occupation or family business so as to reduce the charges of the family business and increase its income.

#### ***8) Employment Generation***

Another impacting factor that motivates women to come entrepreneurs is the creation of employment openings. Women entrepreneurs generally take up labor ferocious small scale and village diligence or crafts and they've high eventuality in employment generation. thus, they serve as a result of the wide problem of women's severance to some extent.

### ***9) Self-Identity and Social Status***

Women desire to enjoy some social status and recognition in society. Women entering business can achieve such a position of self-identity and recognition of social status because they come in contact with high-position officers, ministers, authorities, and others holding high positions.

### ***10) Growing Awareness***

With the spread of education and the growing mindfulness among women, women entrepreneurs have been adding, not only in the kitchen extension conditioning i.e. the 3 Ps viz. pickles, powder (masala), and papad or the traditional cabin diligence, similar to a toy- timber, handbasket- making, etc. as they bear lower specialized know- style, but they're entering also into engineering, electronics and numerous other diligence which bear high position specialized skill. therefore, women entrepreneurs are set up in similar specialized diligence as T.V. capacitors, electronic ancillaries, and small foundries.

Therefore, in ultramodern days, women don't want to stay within the four walls of a house but they want to come, like their male, counterparts, achievement-oriented, career-inclined, and economically independent so that they would be suitable to give expensive high positions in medical and specialized education to their children and, lead a high standard of living in their life.

## **(II) Facilitating Needs**

Easing requirements are the requirements for furnishing colourful installations for the successful working of women's enterprises. These are given below

### ***1) Acceptable Financial Facilities***

Finance is the lifeblood of any business, whether it's run by men entrepreneurs or women entrepreneurs. The Government has set up artificial estates for women. It should thus give the needed fiscal installations to the women entrepreneurs so as to motivate them to start their business or assiduity in similar estates. Several fiscal schemes like Mahila Udyam Nidhi, Marketing Development Fund, etc., have been set up only for women entrepreneurs. In

addition, banks and development finance institutions also give fiscal backing to women entrepreneurs. Women will be tempted to start their own business gambles when similar installations are fluently available to them.

### ***2) Innovative Thinking***

Innovative thinking in women motivates them to come entrepreneurs. Women who have entrepreneurial gifts and who have innovative thinking are naturally convinced to take up small business or assiduity to convert their innovating and gift into a position of entrepreneurship rather than employment.

### ***3) Support and Cooperation of the Family***

Another important factor that induces women to take up entrepreneurship is the full cooperation and stimulant of the family members, particularly, hubby, father-in-law and mother-in-law, grown-up sons and daughters, and other members, if any. In an ultramodern educated family, women members generally enjoy more liberty and profitable freedom. So naturally, they will be anxious to have their own source of income from their business.

### ***4) Availability of Experienced and Skilled Women***

Women entrepreneurs would be suitable to give educated and professed people to family occupations. thus, women will be motivated to come entrepreneurs.

### ***5) Development Programmes***

The Central and State Governments have started several development and training programs, particularly for women so as to enable them to come entrepreneurs. similar training and development programs give all types of installations to women to start their businesses independently.

## REVIEW OF LITERATURE

*“If you push through that feeling of being scared, that feeling of taking risk, really amazing things can happen”*

– **Marissa Mayer** (CEO, Yahoo)

Women entrepreneurs are the one who brings up their ideas and creativity into a new initiative under proper organization, production and risks. Women entrepreneurs are the one with burning desires and act confidently to achieve their dreams and economic independency in midst of any risks and huddles. It can also be defined as *“a woman or a group of women who organise, initiate, organise and run a business enterprise”*. According to Schumpeterian concept of innovative entrepreneurs, women who innovate, imitate or adopt a business activity are defined as ‘women entrepreneurs’.

The Progressive period – 1890’s through 1920’s

From the 1870’s through 1920, women came leaders in social, political, and business movements. In 1873 Lydia Pinkham brewed her Vegetable emulsion from five spices – pleurisy root, life root, fenugreek, unicorn root and black cohosh and launched the LydiaE. Pinkham MedicineCo., a home remedy business run by and for women. She was the first woman to put her own likeness on her product. MadameC.J. Walker came the first Black woman millionaire in America with her line of hair care products. Coco Chanel took the assiduity by storm, popularizing comfortable, yet fashionable women’s apparel including what we now know as the “ little black dress. ” Elizabeth Arden independently established the American beauty assiduity in 1910.

1930s

The notorious actress, Virginia Payne, brought the character “ Ma Perkins ” to life in further than 7,000 occurrences of her radio cleaner pieces. Her character was a tone-sufficient widow who possessed and managed a timber yard and created a new model of womanish entrepreneurial success for a generation of youthful girls. At the same time, a real widow, Olive Ann Beech,co-founded Beech AircraftCorp. with her hubby and took over after his death. She grew the business and numerous of their Model 17 Staggerwings were manufactured for theU.S. Army during WWII. Rose

Blumkin innovated the Nebraska Furniture Mart in 1937 and vended it to Warren Buffet's company in 1983. Warren Buffet said about Rose " Put her up against the top graduates of the top business seminaries or principal directors of the Fortune 500 and, assuming an indeed start with the same coffers, she 'd run rings around them. " In 1938 Gertrude Boyle innovated Columbia Sportswear Co. In 1989, Gert Boyle, stepped down as chairman of Columbia, allowing her son, Tim, to take Columbia into the 1990's. She passed away at age 95 in 2019.

## WWII

From 1940 to 1945, the chance of working women in America rose by nearly 10 due to manly investiture in the war leaving gaps in the pool. The movement was n't just Rosie the Riveter types; womanish entrepreneurship boomed, with women starting home- grounded businesses, numerous of which backed the war trouble. After the war, numerous women continued their businesses. Ebby Halliday, considered The First Lady of Real Estate, started then in Dallas in 1945 and grew it into one of the largest singly possessed domestic real estate companies in the nation. Ebby was an anchor in the communal and artistic life in Dallas until she passed away at the age of 104 in 2015. In 1940, Deborah Szekely innovated Rancho La Puerta in Tecate, Mexico and in 1958 innovated the exclusive retreat, Golden Door Spa in Escondido, California to educate nutritive, pensive and life habits. The gyms were vended in 2012 to Joanne Conway, woman of billionaire Bill Conway. Deborah is presently age 98 and lives in California. In 1946 Estee Lauder innovated her skincare company which went public in 1995, and she was given the title of launching chairwoman. She passed away in 2004 at the age of 97.

## 1950s

In the age of domesticity, the home came a source of alleviation for new businesses and new consumer goods that would enhance the lives of people. Women subsidized on this movement, creating home- grounded businesses while taking care of homes and families. ultimately some of these businesses grew out of their homes and made millions. Lillian Vernon launched her roster while pregnant with her first child from her kitchen table in 1951. Her company came the Lillian Vernon Corporation in 1965 and went public in 1987 – the first company to be innovated by a woman to be intimately traded on the American Stock



Exchange. She passed away at the age of 88 in 2015. In 1956 Bette Nesmith Graham constructed Liquid Paper( firstly called Mistake Out). She grew the Liquid Paper business right then in Dallas, Texas. I indeed flash back going on a stint of her installations in Dallas in 1979(?) and being so impressed with what she had fulfilled. also at the age of 56, Bette passed away from a stroke. Her son, Michael Nesmith of the Monkees, kept the business going until it was vended in 1980. In 1957, Mary Crowley, another Dallas entrepreneur started Home Innards and Gifts in 1957 and it came one of the largest direct deals home furnishing operations in theU.S. She passed away in 1986 at the age of 71. In 1956, attorney Louise Raggio, then in Dallas, Texas joined her hubby Grier to establish one of the country's top family law enterprises. At the time there were no jobs for women attorneys so the many women who graduated from law academy started their own enterprises. Louise is credited with changing the laws in Texas to eventually allow women to enjoy property in their own names.

1960s

The women's movements in the 60's gave women renewed purpose and a sense of power to pursue further entrepreneurial gambles. numerous were innovated around feminist principles –Ms. Magazine, Feminist Press and numerous were starting to break into areas not traditional womanish orders. In 1969 Judi Sheppard Missett started Jazzercise, a new take on cotillion and exercise, combining the two for people who weren't trying to be professional hop. She started franchising her program, and has erected it into a\$ 100 million business which at age 75, she still runs. In 1965, Ruth Fertel bought Chris Steak House in New Orleans with no experience in the eatery business and in 1977, vended her first ballot which ballooned into over 80 locales in theU.S. and overseas. She vended the chain in 1999 after getting ill and she passed away in 2002 at the age of 75. In 1967 Muriel Siebert opened her company, the first woman- possessed brokerage establishment in New York City and the first woman to enjoy a seat on the New York Stock Exchange. She was a trailblazer who failed in 2013 at the age of 84. Mary Kay Ash innovated Mary Kay Cosmetics then in Dallas in 1963 and it came the 6th largest direct marketing establishment in the world in 2018. She passed away in 2001 at the age of 83.

1970s and 80s

This is where the low drift becomes the rattle with the rapid-fire growth of woman possessed enterprises. A huge bubble of women started their first businesses in the 70's and 80's fueled by the instigation of the women's movement from the 60's, increased experience in business and an violent interest in being financially independent and charting their own path. In 1975 the National Association of Women Business Owners formed in WashingtonD.C. NAWBO was responsible for the first Women's Business Conference in Houston, Texas in the 80's; the first National Public Affairs Days and in 1988, was necessary in the passage of HR 5050 the Women's Business Power Act which boosted women entrepreneurs' access to capital. The legislation led to a 30 percent swell in the number of women- possessed businesses over the coming 20 times.

NAWBO was also responsible for the creation of the National Women's Business Council, SBA Office of Women's Business Ownership, the Women's Business Center Program, the Center for Women's Business Research and the National Foundation for Women Business Owners. The Dallas Chapter of NAWBO started in 1985 and I served as President in 1986-87.

TheDallas Chapter was a great association that helped women business possessors learn, break business issues, make connections, grow their businesses and advocate for change. Some Dallas women entrepreneurs who started their first businesses during this time have gone on to start further businesses – Dorothy Miller Shore, The Miller Agency in 1981 and now Prime Women Media; Catherine Marrs, LiaisonInc. and now Marrs College Admissions counsels; Anita Porco, Nurses Today and now works with UCP; Lin O'Neill, O'Neill Enterprises author of numerous businesses, Gail Warrior Suchy, Warrior Group and now CASPR Group; and Patricia Rodriguez Christian, CRC Group and Texas Standard Commercial Construction. Other extremely successful Dallas entrepreneurs are Trisha Wilson, interior architectural design establishment; Judy Sims author of Software Spectrum who vended the company in 2002, and Kathryn Hall of Hall Wines. These women and numerous others in Dallas and each over theU.S. were part models and settlers for the women starting businesses moment. Because of NAWBO and the advocacy of numerous women business possessors, the geography for

the women entrepreneurs of moment has noway been more positive.

1990's to moment

Since the 1990's, the history of women entrepreneurs continues to be written as increased credibility and access to openings, capital, and education make women entrepreneurs stronger, bigger and much more visible.

In 2005, the first adventure establishment in Texas to give growth capital to women business possessors, Texas Women gambles, was started by four women entrepreneurs.

Since also the number of adventure and private equity enterprises who are concentrated on investment in women possessed enterprises has grown exponentially and will clearly make a difference in the capability of women authors to expand.

numerous of the achievements in womanish entrepreneurship throughout American history have been fulfilled in malignancy of significant roadblocks although numerous challenges still live. moment, further than 12.3

million U.S. businesses were possessed by women employing nearly 10 million people and generating \$1.8 trillion in deals (NAWBO). Women entrepreneurs are critical to our country's profitable stability and growth.

## **A LOOK AROUND TO WOMEN ENTREPRENEURS IN THE WORLD**

Women's entrepreneurship is also on the rise in developing countries. According to World Bank's Entrepreneurs Resource Point, her 8 to 10 million small and medium sized enterprises in developing world have at least one female owner.

Outside the agricultural sector, about one third of women worldwide are self-employed and informal. These are typically domestic small business focused on industries such as retail and services. Telecommuting helps women "meet competing demands on their own time", says the World Bank. This includes the sharing of housework and childcare. Barriers facing women entrepreneurs in developing countries include lack of access to finance and legal inequalities, including restrictions on property ownership and control. According to the World Bank, there is only one in three women owned companies in the world.

According to the Business Global (GEM) Women's Entrepreneurship report 2012/2022, the rate of female entrepreneurship fell by 15% between 2019 and 2010 and will remain

unchanged in 2021. Men are willing to start a business in three years, and the total number of entrepreneurs increased in 2020, but not in average income. Based on an analysis of the patterns of women's entrepreneurship in 50 countries, the findings of this report show that policy makers can do to support women entrepreneurs. The report highlights the gender composition of start-ups, the impact of the spread of male and female entrepreneurs, and the structural and environmental inequalities that need to be addressed at the policy level. The report was written by nine GEM National Team researchers from eight countries and is based on data gathered from 2021 GEM Adult Population Survey (APS) and the GEM National Expert Survey (NES).

Entrepreneurship is a part of the economy where women still play an important role. It is important for educators, managers and policy makers to understand the drivers of gender inequality in the labour market. Globally, women account for nearly one-third of growing entrepreneur's new business focuses on local and international markets. Women in middle-income countries represent the world's most innovative, growing entrepreneurship as well as the balance of global trade as a man. During the two-year epidemic, female unemployment rose from 2.9% to 3.6%, while male rates were higher from 3.5% to 4.4%. Women in middle-income countries have the biggest impact on the economy, increasing 74% from 2019 compared to 34% for men.

In all analysed countries, women are less likely than men to become entrepreneurs and there will be less relevant investments. While the greatest gender inequality exists in low-income countries, women in middle-income countries are closest to gender equality. Most national experts agree that the working environment for women entrepreneurs in many countries is very bad. This may explain why women are slightly less likely to perceive entrepreneurship as a career option than men. The countries with the most expertise also have the most interest in starting a business.

- Women entrepreneurs are underrepresented in traditionally male-dominated sectors. To address this, policy makers can provide equal support for women entrepreneurs in all sectors and countries, especially the male-dominated sectors that lead to bad things.
- One-third of potential entrepreneurs are women, so planning should be done to encourage financial and other support for women's activities where my mother is currently working.

- The problem process can be addressed directly to debunk negative stereotypes about female entrepreneurs, as research shows that women who like men will be successful, when they start similar jobs in similar business.
- Whether it is family or many companies' women have a great influence on society. With the development of technology and social development, women have become an important part of the country's economy and progress. According to Incfile Business report, by 2012, 49% of start-ups will be founded by women. This means that women's advancement in men's jobs proves that women have better access to the economy.
- Local experts participating in the survey agree there is currently little support for women entrepreneurs. It is important to celebrate and support successful women as role models.

Here we can look into the top 5 female entrepreneurs who are transforming the world and changing the notion

#### 1. Oprah Winfrey

*“When you undervalue what you do, the world will undervalue who you are”*

Oprah is a famous host of the American show “The Oprah Winfrey Show”. Oprah is one of the leaders in the list of businesswomen with a profit of \$2.49 billion. She founded Harpo Production, The National Media Company we admire today. She is also the executive producer of many ABC talk shows and movies.

#### 2. Debbi Fields

*“The important thing is not being afraid to take a chance”*

Debi could turn a cookie recipe into a multi-million-dollar business. Mrs. Field Bakery, founder has launched a \$450 million cookies business. Her company operates the largest retail chain in United States with 650 bakeries nationwide. But her talent and strong business approach have caught the attention of the nation.

#### 3. Rihanna

*“There's something so special about a woman who dominates in a man's world”*

Rihanna is not just a pop star; she is also a woman who creates so that women can be good in everything in the world. Rihanna's current estimated net worth is \$1.7 billion, making her the highest-paid female musician in the United States. She is the founder of the cosmetics company, and the Lingerie brand (Fenty x Savage) and the owner of luxury group (LVMH). She is a women empowerment activist and the most iconic woman on the planet. I mean richest also.

#### 4. Zhou Qunfei

*“I have encouraged many difficulties and setbacks as an entrepreneur. If I gave up setbacks as an entrepreneur. If I gave up, then, there wouldn't have been Zhou Qunfei or Lens technology.”*

She is one of the strongest businesswomen who founded a multinational company recognized in the mobile phone industry today with a value of 4.99 billion euros. The screens of major phone companies such as Apple, Samsung and Huawei all come from Lens Technology. She is China's most successful self-made billionaire.

### Coco Chanel

*“Don't spend time beating on a wall, hoping to transform it into a door”*

You must have heard of the world of the luxury brand "Coco Chanel." The luxury celebrity fashion brand was innovated by Coco Chanel, who no way had the life she conceived of. So, she ended up erecting one for her. With a net worth of \$ 100 million, the French developer revolutionised the entire fashion industry with classic yet iconic fashion products for women. She predicated the trend of women being confident, independent and rebellious to live on their own terms.

### WOMEN ENTREPRENEURSHIP INDIA

We're seeing this instanced in our Indian entrepreneurship ecosystem. The once many times have seen a growth of women venturing into and succeeding as entrepreneurs and nothing begets success like success. According to media reports, over 20 of MSMEs are possessed by women entrepreneurs in India which amounts to 23.3 of the labor force. Also intriguing is that 50 of India's launch-up ecosystem is empowered by women in some way

Falguni Nayar of Nykaa has become a role model to women and indeed entrepreneurs all over. An entrepreneur, who started a company and took it to IPO, and an Entrepreneur who said there is no "no". Women are seeing this and believing they can also make it be. Entrepreneurship is considered as one of the most important factors contributing to the development of society. India has been ranked among the worst performing countries in the area of women entrepreneurship in gender-concentrated global entrepreneurship check, released in July 2013 by PC maker Dell and Washington predicated consulting establishment. Global Entrepreneurship and Development Institute (GEDI). Of the 17 countries surveyed India ranks 16th, just above Uganda. Countries like Turkey, Morocco and Egypt have outperformed India. Status of advanced education in women in India came out to be lower than utmost countries in the world. At present, women's entrepreneurial part is limited in the large scale industry and

technology predicated businesses. But indeed in small scale industry, the women's participation is truly low. As per the third all- India tale of Small Scale industriousness, only 10.11 of the micro and small enterprises were held by women, and only 9.46 of them were managed by women. While the number of women operating their own business is adding encyclopaedically, women continue to face huge obstacles that trick the growth of their businesses, analogous as lack of capital, strict social constraints, and limited time and skill. Challenges faced by women entrepreneurs conflicts between Work and Domestic Commitments-

Women's family scores also bar them from getting successful entrepreneurs in both developed and developing nations." Having primary responsibility for children, home and aged dependent family members, numerous women can devote all their time and powers to their business"( Starcher, 1996) Gender gaps in education While women are making major strides in educational attainment at primary and secondary situations, they frequently warrant the combination of education, vocational and technical chops, and work experience demanded to support the development of largely productive businesses.

Lack of finance- Access to finance is one of the most common challenges that entrepreneurs face and this is especially true for women who are further Women Entrepreneurship in India 1145 impeded by lack of particular identification, lack of property in their own name and the need for their husband's word on multitudinous documents. Legal constraints in family law- The institutional and legal terrain is critical to the growth of womanish- held enterprises.

Laws regulating the private sphere specifically those regarding marriage, heritage and land can hinder women's access to means that can be used as collateral when securing a loan. Heavy ménage arrears leave a demand on women especially those in pastoral areas who have farther children. They are demanded to perform their traditional part as housewives and therefore, they have lower hours of free time than men, both during the weekend and on weekdays. An ILO report on women entrepreneurship identifies the following problems faced by women entrepreneurs. Lack of family support- sometimes the family may make the women feel shame faced of neglecting ménage duties in her pursuit of business scores. Cultural traditions may hold back a woman from venturing into her own business. Lack of capital-traditional sources of finance like banks are reticent to advance to women entrepreneurs especially if they do not have any manlike or family backing. This is especially true of lower income ladies. Women do not have respectable finance or legal knowledge to start an enterprise. Lack of confidence and

faith- lack of part models undermines the confidence of women entrepreneurs. The exertion of selling is considered contemptuous to the womanish gender. Lack of right public/ private institutions-utmost public and private impulses are misused and do not reach the woman unless she's backed by a man. Also multitudinous trade associations like ministries, chambers of commerce do not feed to women awaiting women's associations to do the necessary thing.

There are almost five types of women Entrepreneurs in India:

1. Affluent Entrepreneurs
2. Pull factors
3. Push factors
4. Self-employed entrepreneurs
5. Rural entrepreneurs

### AFFLUENT ENTREPRENEURS

Affluent entrepreneurs are born into wealthy entrepreneurial families. They are little girls, parents-in-laws, sisters, sister-in-laws, and spouses of wealthy individuals. A good number of them are engaged in salons, interior design, book distribution, film distribution etc. the family supports the above business idea to carry out its duties.

### PULL FACTORS

Women in urban areas and cities see entrepreneurship as a demand for experimentation and a demand for experimentation and financial independence. These fall into the category of pull factors. They are a group of educated women who mostly venture into low-risk, small and medium sized ventures. According to this classification, women usually start running schools, kitchens, cafes, basic grocery stores etc. these women live in urban areas and may or may not have work experience. They are willing to take risks and have the financial institutions and commercial banks. They actively challenge themselves and work hard to become financially independent.

### PUSH FACTORS

There are some women entrepreneurs who have proven to overcome financial problems through creativity. Family circumstances prevent them from supporting existing private companies or starting new business to improve the family's financial situation. This classification of business people is named as Push Factors.



Facilitators are factors that prevent women from dreaming of work. He has financial problems. Family responsibilities, family problems (death of spouse or father, separation etc.) However, this situation makes women entrepreneurs less than before.

### SELF-EMPLOYED ENTREPRENEUR

Poor and desperate women in towns and cities rely on themselves to find food. it can be used for making toothbrushes, candles, providing tea and espresso to offices, ironing clothes, sewing jobs, assembly companies etc. This business doesn't need any special skills and also doesn't need capital investment with a low degree of risk.

### RURAL ENTREPRENEURS

Women entrepreneurs are mostly below the poverty line. They prefer small business that they can control and manage to support their families. Women in provincial/town regions entered employment with the minimum required skills and low risk. Dairy products, pickles, organic juiced, pappad and jiggery fall under the rural market category.

### REASONS FOR POOR WOMEN ENTREPRENEURSHIP IN INDIA

There are numerous challenges faced by businesswomen. The developing country like India also faces numerous phenomenal challenges for women entrepreneurship and some of them are banded then as the reasons for poor women entrepreneurship in India

- . 1. Devotion of time. Most of the women work force are obliged with family duties and family scores. This chain is current both in developing and developed husbandry. In India, the child and old age family members are the two walls for utmost of the women which incline the women entrepreneurship
2. Type of Education The station of the parent towards girl child is discouraging because the parent assumes that the life commitment is conducting the marriage for their son but not the education. Vocational, Specialized and professional education are refused to utmost of the womanish scholars.
3. Marriage Marriage is a contract between bridegroom and bride in which islands are anticipated to earn plutocrat and only the working or business man are offered for the marriage. But in case of bridegroom, the prospects are different. She should be amenable, beautiful and fit for the familyetc., earning women are voluntary but not obligatory.

Businesswomen are the last option in the marriage world. That's why, parents and elders are discouraging their ward to do business.

4. Access to Finance Most of the businesswomen find delicate to accumulate finance for the business as documents of title are in parents name or hubby name. utmost of the financial institutions are asking counter sign of hubby " s or father " s hand for attestation.

5. Lack of family support The social miracle of the life contend that women are liable for all the ménage duties and once she move from the hearthstone to plant, affects the routine of the family commitments. thus utmost of the family won't support for the women entrepreneurship. Apart from these reasons, an ILO report on women entrepreneurship identifies the following problems faced by women entrepreneurs a) Cultural traditions may hold back a woman from venturing into her own business. b) Traditional sources of finance like banks are reticent to advance to women entrepreneurs especially if they do not have any manly or family backing. This is especially true of lower income ladies. Women don't have acceptable finance or legal knowledge to start an enterprise. c) Lack of confidence and faith- lack of part models undermines the personality confidence of women entrepreneurs. d) The exertion of selling is considered despicable to the womanish gender. e) Most public and private impulses are misused and don't reach the woman unless she's backed by a man. Also numerous trade associations like ministries, chambers of commerce don't feed to women hoping women " s associations to do the necessary thing.

### ANCIENT PERIOD TO MODERN DAY

Women are described as the better half on men. They play a crucial part in the conservation of introductory life support systems like land, water, foliage, and fauna. In Hindu Holy Writ, women are described as the personification of Shakti that means a source of power. moment, their part has changed. A woman is a motorist of a family and in turn nation. And, they do not want to bid their lives in the four walls of the room. They're leaving their marks in different corridor of life, and the entrepreneurial world isn't an exception. In the 21st century, business women as entrepreneurs are the loftiest rising entrepreneurial populations in the country.

Women entrepreneurship has been recognized as an important source of the profitable process. They produce new employment themselves and others and spring up with amazing results for society to operation, association and business problems. They make a strong donation to the frugality in the well- being of the family and communities, reducing poverty, and women's commission. As it's said, Rom wasn't erected in a day. The development of

women in the business world is a long process; it starts from the early centuries and reaches in ultramodern India after going through a lot of changes and transformations. History The conception of entrepreneur came into enlightenment in the 19th century especially the term "women entrepreneurs". The story of entrepreneurship development begun in ancient India. Entrepreneurship basically incorporates the function of seeing investment and producing occasion, organizing an enterprise to take over gambles on product and service. Considering the participation of women in ancient India, it's set up that the Rig Vedic Age women were the co-partners in life. Study indicates that Indian woman enjoyed a high status during the early Vedic period surpassing contemporary societies. The traditional part of a Hindu woman was precisely laid down in Hindu Literature. In earlier societies, women's part was limited to family; they played an effective part as partner.

18th- 19th Century During the medial 18th century, Indian women used to enjoy certain businesses like retail shops, and small handloom business and more. During the 18th and 19th centuries, further women came out from under the domination of society's limits and began to rise into the public eye. But before the 20th- century women were running a business as a way of supplementing income. In ultramodern India, however during British era reforms have been made to extemporize the status of women, it was only after independence, they enjoyed boons. According to the constitution, women as analogous to men, and colorful virtues are introduced for upliftment.

20th Century In the early 20s, the involvement of women and their donation were enough conspicuous. The figure of businesswomen has expanded, substantially in the 1990s. Women came forward to use ultramodern ways, investments, chancing a niche in the request and creating sizable employment or other. The Industrial Policy Resolution of 1991 has highlighted the need to grow women entrepreneurship programs. As per the 1981 Census Report, there were 1.5 lakhs tone- employed women in India that were 5.2 of the total tone- employed people of the country. According to Government of India reports, " Women start small- scale diligence simply run by a womanish, there are further than 2, 95,680 business women claiming 11.2 of total 2.64 million entrepreneurs in the country during 1995- 96.

manifold factors like urbanization, technological advancement and educational status of women have transformed their conditions. The presence of women in profitable development in the unorganized sector, organized sector, tone- employment, and entrepreneurship I is encouraging. The status and part of women have changed rapidly. The completely domesticated ladies who couldn't suppose beyond the welfare of their families now awakened to action. They've a great desire to progress that's awakening of their dormant individuality. Women hold enough talent and chops to enthrall predominate positions. With the preface of

liberalization, privatization, and globalization in 1991, the Indian frugality has been working through a radical change. Woman entrepreneurs are gaining prominent significance, and they're financially supported by the banks and stimulated by family. Apart from vocational education to moment to climb the stairs of success Present Day In the contemporary world, there live a plethora of successful business women entrepreneurs in different fields in India. They're performing well and scraping their success stories. Government has also introduced multitudinous schemes like National Skill Development Policy and National Skill Development Mission to bring skill training, vocational education, and entrepreneurship program for the arising pool. Still, entrepreneurship development and skill training isn't the only responsibility of the government and thus other stakeholders need to shoulder the responsibility. According to the Hindu Holy Writ, women are the personification of "Shakti". But in factual life, they're treated as fragile. Women are leaving the pool in favour of working at home. Not to be a homemaker but as employment-creating business possessors. The rising participation of women entrepreneurs has converted the demographic characteristics of the business and profitable growth of the country. Businesses possessed by womanish power are playing a more active part in society and the frugality, inspiring academics to focus on this intriguing miracle. Then, there are top women entrepreneurs in a different business sphere of India. Kiran Mujumdar- Shaw (Chairman & MD, Biocon Ltd.) Indra Nooyi (CFO, PepsiCo) Shahnaz Husain (Herbal Beauty Queen) Naina Lal Kidwai (Group General Manager & Country Head – HSBC, India) Ekta Kapoor (JMD & Creative Director, Balaji Telefilms), Chanda Kochhar (MD & CEO, ICICI Bank) Jyoti Nayak (President, Shri Mahila Griha Udyog Lijjat Papad) Preetha Reddy (MD, Apollo Hospitals) While invention, entrepreneurship, wisdom, and technology conditioning are moment decreasingly being dominated by women in India, there still live significant gaps before women can achieve equality with men. Women entrepreneurs substantially suffer gender-grounded hurdles at the initial phase of their businesses similar as conjugal status, discriminative property, and inheritance laws and also artistic practices; access to formal finance mechanisms; defined mobility and access to information and

### PAST AND PRESENT OF WOMEN ENTREPRENEURSHIP

Women entrepreneurs are gaining further and further acceptance and support now. This is because society has ultimately begun to admit the multitudinous challenges women entrepreneurs face to make their presence felt in the entrepreneurial world. While moment we see a broader outlook on women in business, it has not always been the case. In the history,

women have constantly been the victims of violent gender prejudice and impulses. still, the scene is gradually changing moment. As times changed and society endured a shift in its mindset, women were ultimately given a chance to display their eventuality. Such a shift did not come easily, and for it to be, women had to go out of their ways and present a side of them that was previously unknown to the world. It took courage to put a stalwart front and leave a lasting print in a space that had been dominated by men.

If we take World War II as an illustration in the development of women entrepreneurship, besides I would say that there wasn't any enhancement. As women are there to treat servicemen who are wounded in the war. When world war II ended, the conception of women- centric aroused in the society, as many were a part of numerous businesses similar as sewing, nursing, tutoring and so on. Speaking of which, the term 'feminism' flourished in numerous countries, at that time women were fighting for their right to bounce, equal stipend and openings. latterly ages surfaced in numerous sectors, for case, back in 1739, it's cited that Eliza Lucas was the first womanish entrepreneur to take control of her family business in the US. Besides, Kalpana Saroj is the first woman entrepreneur of India and the CEO of Kamani Tubes, which is worth 112 million bones.

At the morning of the 21st century, women entrepreneurship came an upsurge thing, as numerous youthful ladies came forward and cast their gift in colorful ways and reported an increase in women- possessed business enterprises that are playing an essential part in developing the Indian frugality. Indeed though they suffer a lot in the present society in respects to demarcation, pay & stipend, gender inequality and so numerous. Not only the external face of the society, but also they face socio-artistic walls. One similar illustration, Oprah Gail Winfrey, who's famously known as The Oprah Winfrey Show Host, media representative and topmost Black philanthropist in U.S history. Oprah Gail Winfrey Oprah Winfrey as you know, she was formerly the richest African American of the 20th century. And ranked as the most influential woman in the world since 2007. Speaking of the present, Women entrepreneurship is gaining significance in India in the wake of profitable liberalization and globalization. In the world of development, the Government of India enforced multitudinous schemes to encourage as numerous as youthful women in the field of entrepreneurship by introducing MSME Scheme, Annapurna Scheme, Dena Shakti Scheme, TREAD (Trade- Related Entrepreneurship Assistance and Development) Scheme, NSDM, DICs and numerous other women entrepreneurship schemes.

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### WOMEN ENTREPRENEURSHIP AND ECONOMIC GROWTH

Women entrepreneurs around the globe have significant impact on the profitable development, as the entrepreneurial gambles are creating new employment openings (Akehurst et al., 2012). Because of this adding number of women entrepreneurs who are contributing in the frugality, more and more scholars are fastening on women entrepreneurship in recent times( Bullough et al., 2015; Faisal et al., 2017). Nafukho et al.( 2004) emphasized the significance of mortal coffers which is a major factor of profitable development and helps in positive donation of its growth. The proper application of force assured the growth but in least developed countries major portion of women pool is either unused or unnoticed which can be a hedge of development. This hedge can be overcome with the stimulant and furnishing coffers to women to setup their own independent businesses (Vinay and Singh, 2015). Although women- possessed businesses are the world fastest growing businesses around the world and have made significant donation in the form of invention, employment and wealth generation, it's estimated that their total share in the development of husbandry is 40. But the total donation of women entrepreneurs in the world husbandry is overed as lower than 10 of the entrepreneurial exploration studies are about women entrepreneurship( Brush and Cooper, 2012). Keeping in view above, it's a dire need

that this neglected and unnoticed donation of women entrepreneurship in the world husbandry should be designedly considered in the literature, as it can be appreciatively associated with profitable development.

Women entrepreneurs around the globe have significant impact on the profitable development, as the entrepreneurial crapsheets are creating new employment openings (Akehurstetal., 2012). Because of this adding number of women entrepreneurs who are contributing in the economy, more and more scholars are fastening on women entrepreneurship in recent times (Bulloughetal., 2015; Faisaletal., 2017). Nafukho etal. (2004) emphasized the significance of mortal resources which is a major factor of profitable development and helps in positive donation of its growth. The proper operation of force assured the growth but in least developed countries major portion of women pool is either unused or unnoticed which can be a barricade of development. This barrier can be overcome with the motivation and furnishing resources to women to setup their own independent businesses (Vinay and Singh, 2015). Although women- held businesses are the world fastest growing businesses around the world and have made significant donation in the form of invention, employment and wealth generation, it's estimated that their total share in the development of husbandry is 40. But the total donation of women entrepreneurs in the world husbandry is overed as lower than 10 of the entrepreneurial disquisition studies are about women entrepreneurship (Brush and Cooper, 2012). Keeping in view above, it's a dire need that this neglected and unnoticed donation of women entrepreneurship in the world husbandry should be deliberately considered in the literature, as it can be positively associated with profitable development.

Traditionally, India is generally a malechauvinist society anyhow jobs were meant for men. But as the global concern through gender dealings in expansion has strengthened the evidence that equivalency in the position of men and women is natural to every society. ultramodern Indian Society has perceived a progressive change in the status of women. Women are obviously the corner gravestone of the introductory unit of society – the family. Indeed in traditional places they display great creativity, experience, intellect, hard work and fidelity. The growing attendance of women in the field of business, as entrepreneurs, has altered the business also profitable expansion of the nation demographically. Women- owned businesses enterprise is playing a strong position in society also the economy.

Disregarding jump passage of ladies in simply manly disciplines, obstructions have not been broken. How are ladies business visionaries changing and testing the understandings of expert achievement in the 21st century? What kind of awareness and capability are needed in the present motorized condition to produce provable skill and prevail as a business person? . All rights reserved ladies' pioneering procedures add to fiscal turn of events. By using the maximum capacity of every single mortal asset is likewise significant for reasonable advancement. Head ways in Science and invention have freehandedly changed advancement of contest in identical to the creation fabrics. In the motorized period, where ladies' support into the business life sped up and thus there by constantly rising, financial and social progression process at grim position. With all these developed ladies' job in network and converted them into significant players in the business life. Women are creating openings to figure out, expand and advance in entrepreneurial businesses especially in developing countries to flee from poverty and enhance their country's financial condition. In the part of enterprise, development of business visionaries inside an association can be seen the consequence of their system of business and prerequisite of contest and our contemporary developing countries have to encourage women entrepreneurship as women pool.

So that, they can, exploit the untapped confines in business gambles. In the developing countries especially the rising number of womanish company possessors is presently a worldwide trend. In the advanced or advanced countries, women own higher than 25 per cent of all business. profitable conditioning contributed by Women affects to the development as well as expansion in dealing through unofficial business troubles & poverty depression as solitary of the major issues on behalf of policy makers. i) Capital arrangement Through the issue of artificial securities Entrepreneurs influence the idle savings of the public. By enterprise of public coffers in assiduity achieve in formative use of public effects. This in turn, increases the capital arrangement, which is pivotal for quick profitable expansion. ii) Progress in per capital Income Ladies business visionaries in India have likewise been using the chances to change over the covered up and inactive means like land, work and capital towards public income and riches as administrations and wares. They also help in raising the nation's gross public item and per capital which are huge rules for assessing the development of frugality. iii) Development of business in India Women business person are assuming a significant job in making work directly and by recrimation. By erecting up little compass gambles, they extend employment openings to individualities.



Having feminine leadership in any association leads to a more positive atmosphere each around. Women may not always realize how composed for achievement they're in leadership places, but their implicit and capabilities are unquestionable.

Empathy, open- mindedness, awareness, pressure controlling, multitasking, and open communication are some of the natural traits of womanish leaders which make them more in sync with their platoon.

### Why Is Women Leadership Important For Your Organization?

here and now, numerous of the businesses and diligence are realizing that women in leadership not only bring important benefits but they're also irreplaceable in the office, boardroom, and at the head of the table.

Below are some reasons why promoting women leaders should be a top precedence for any association.

#### 1. Women Leaders Can Help Close The Gender Pay Gap

The gender pay gap is a miracle that has persisted in associations and workplaces despite decades of progress. It

has been a long time since associations have been chancing a way to close this gender pay gap. One promising result is to offer women leadership in associations.

The gender pay gap is more like a gender occasion gap. It has been seen that when males and ladies start their progress from scrape, men are generally offered further openings leading to advanced- paying leadership positions.

To combat these problems,

it's recommended that women should be offered leadership positions in associations. This can help close the pay gap more effectively.

## 2. With Different Perspectives, Women Leaders Can Help Drive Effective results

Different gestures and perspectives contribute importantly to bringing invention, as different perspectives lead to better decision timber. thus associations with advanced situations of diversities generally tend to outgrow those with smaller diversity probabilities.

When women become leaders, they bring proficiency, different perspectives, and structural and artistic differences which eventually drive effective results to the companies caught up by men. With different perspectives and a sense of mindfulness, women can probe finer details to see what's really going on underneath.

## 3. A Gender Diverse Business Can Help Achieve Better Financial Outcome

The further different a workroom is, the further different ideas come together, therefore fueling growth and backing in the sustainability of any association. Diversity in the workroom isn't only a matter of men's. women in leadership places. It's a matter of having a combination of both throughout the entire association. Workplace gender diversity should be the thing of every company. It increases productivity, creativity, improves performance, staff retention, and enhances collaboration. According to a study, top gender-different companies are 21 more likely to witness over-average profitability. therefore, the further businesses concentrate on retaining different bents, the more likely they're to increase their performance.

## 4. Women Leaders Are More Instructors

The power of business models cannot be denied. whatever of gender, all people need good instructors who can help them to progress in their careers. In the areas of mentoring and guiding youthful workers, women leaders are linked to be better instructors as compared to men. One of the obstacles women face is that they're

less likely to be guided by men and also vice versa. According to a study, 29 of women believe that their gender will be a crimp to advancement. To overcome this crimp, it's important to set women in leadership positions, so they can empower and brilliantly tutor the coming generation of women leaders.

## 5. Women Can Negotiate In High Stake Situations

Having women on the platoon can enrich processes and enhance cooperation. likewise, groups with further women are more at taking turns in exchanges, therefore making the most out of groups' knowledge and skill. In businesses and associations, it has been seen that women are more effective at negotiating and making deals, indeed when the stakes are high. They can achieve agreements and make deals where men fall suddenly, but first they must be given leadership and authoritative positions.

Women leaders are a need of the 21st century.

For women to be more productive and reveal their beginning eventuality, it's important for associations to empower them with leadership places, therefore encouraging plant diversity. Since it's a delicate task, it requires support and cooperation from every person in the association.

**Successful Women Entrepreneurship** Since women tend to suppose else than men, they interact with workers else, in what has been called a further people- centred way. It has been seen that the typical womanish entrepreneurs are managing information, feelings and connections else than the typical joker. If cross-functional collaboration is the medium for managing inventions also women were most comfortable with easing discussion and smoothing organizational conflicts. In twenty first century, women between the periods of twenty-five and thirty-five will have further education than their manly counterparts; it appears that women may just have the right and acceptable chops for the evolving new frugality. So the associations run by women don't take the form of traditional hierarchical aggregate but a network system, where leaders reach out, not down, to form an interrelating matrix erected around a central purpose. But women on the other hand, encourage workers to align their tone interests by relating with the group (Rosner, 1990). These leaders partake

power, encourage participation and fetter their presence in more significant way. More specifically, they partake power and information, enhance others' tone worth by harkening and get others agitated about the task at hand. Successful entrepreneurs are driven by success and determined to achieve their pretensions. The effective and dynamic leadership lead towards women entrepreneurial success due to the ensuing practices easily Defined pretensions conduct without clear-abbreviated direction lead nowhere. That's why there's veritably little achievement in malignancy of a lot of movement in life. Women entrepreneurs having veritably clear in their minds about what to achieve, how to achieve and also they support it with a strong will power and commitment. Women's Ways of Organizing The work surroundings conceived and developed by women were set up to reflect a preference for organic structure and cooperative operation where the inflow of the work defines the form of the association and information is participated freely among members, without attachment to functional position. environment and processes are characterized by a strong commitment to values, with particular attention to erecting connections in order to establish the trust demanded to negotiate complex tasks. Organizational Design Women entrepreneurs successfully met the challenges by using the association design process to transfigure the energy as well as the focus of the association from a static scale to a dynamic form.

They values with the association to determine three principles that guided the redesign process organizational norms and structures, processes and procedures, language and symbols for consonance with women- centred values which were defined as cooperation, interdependence, inclusiveness, and process- exposure. This approach reflected as webs of connection that viewed staff and board members as peers rather than scales and encourages to every one towards thing attainment. Managing Intellectual Capital Developing mortal capital and converting it into useful products and services is first getting the critical superintendent skill of the age. As other skill operation, they effectively use intellectual capital by relating followers' chops and capacities. Creating Self- Organizing Networks an association's knowledge worker operates on four situations within a networked association similar as social commerce, advanced specialized chops, understanding of business process, and tone- motivated and tone- directed brigades. When decision- making authority is coupled with peer collaboration, directors find an increase in tone- motivated creativity. So managing a network association, where knowledge is a strategic advantage, means that how workers are viewed and how they're developed will be the key to long- term commercial success. Comforting and using proper Power When platoon members face problems while carry out their work, they

seek guidance and advice from their leaders. The problem may be specialized or emotional in nature. Leader has to exercise power and authority over the inferiors as per situational demand. Exercise of power needs to stimulate positive response from the inferiors.

**Knowledge and Intelligence** One most important demand of a leader is to have needed knowledge of mortal behaviour, cerebral and professional capability. In order to develop faculty, the leader also must modernize continuously and keep renewing. **Transformational Leadership** The new emphasis was on leadership that's transformational in the sense that it's unborn acquainted rather than present acquainted and that strengthens associations by inspiring followers' commitment and creativity. A women entrepreneur as transformational leader state future pretensions, develop plans to achieve those pretensions, and introduce, indeed when their association is generally successful (Eagly and Carli, 2003).

By mentoring and empowering followers, similar leaders help followers to develop their implicit and therefore to contribute more effectively to their association. **Consensus structure and Collaboration** Due to the advance of technology, shifting demographics and globalization, the need for organizational hook-ups and alliances becomes a reality. There's a lesser demand for married people, virtual brigades, non-traditional outsourcing, job-sharing, and public/ private hook-ups. Because of the way women tend to suppose, interact, communicate and view power, they're more comfortable than men working inn on-traditional work arrangements grounded on agreement structure and collaboration (Tyler, 2002). crucial aspects of this cooperative approach are the high value given to addition; erecting connections before addressing complex tasks; participating particular as well as professional information; peer relationship; and encouraging a nonstop and open inflow of information. *European Journal of Business.*

**Translucency and Responsibility** The issue of trust is related to the need for increased translucency and responsibility, and since studies show that women tend to be more comfortable than men participating power and information and their presence on commercial boards. They develop and apply company programs, procedures, training, and internal reporting processes to insure observance and perpetration of these principles throughout the association and establish a clear, unprejudiced, non-retaliatory grievance policy allowing workers to make commentary, recommendations, reports, or complaints concerning their treatment in the plant.

## **METHODOLOGY**

Women's entrepreneurship refers to the process by which women identify openings, gather resources, and organize a business enterprise in order to produce profitable value. This involves using skills and knowledge to develop innovative products or services, make a client base, and induce gains. Women's entrepreneurship is an important driver of profitable growth and development, as it creates jobs, promotes invention, and contributes to the overall well-being of society.

Entrepreneurship is the process of creating and managing a business adventure with the end of making a profit. Historically, entrepreneurship has been dominated by men. still, in recent times, women entrepreneurship has gained fashion ability worldwide. Women entrepreneurship refers to the process of creating and managing a business adventure by a woman or a group of women. Women entrepreneurs are making significant benefactions to the global frugality by creating jobs, promoting invention, and driving profitable growth. In this essay, we will explore the colourful aspects of women entrepreneurship, including the challenges faced by women entrepreneurs, the benefits of women entrepreneurship, and the programs and programs aimed at supporting women entrepreneurs.

Entrepreneur is a catalytic agent of change.

It's also necessary in sustaining the process of profitable development. Every country tries to achieve profitable development for substance and better life standard of its people.

Development has profitable, social and political confines and is deficient without the development of women who constitute about 50 per cent of total population. So, donation of women is essential in profitable conditioning for healthy nation structure.

## STATEMENT OF THE PROBLEM

Women's entrepreneurship refers to the process by which women identify openings, gather resources, and organize a business enterprise in order to produce profitable value. This involves using skills and knowledge to develop innovative products or services, make a client base, and induce gains. Women's entrepreneurship is an important driver of profitable growth and development, as it creates jobs, promotes invention, and contributes to the overall well-being of society.

Women entrepreneurship is a relevant topic in the current era. Many women are coming out of the inner world for exploring themselves, bringing out their creativity to the outer world and to become independent in many ways. India is a developing country and women entrepreneurship is contributing highly to its growth in recent years. Even though these all these happens women had to face many challenges to be a strong and independent lady.

In this digital and dynamic period Indian economy is flourishing due to robust business script which is an essential demand for entire growth. Profitable development of any country is determined by human, homemade and financial resources. Entrepreneur is a person who comes up with an idea that helps to produce jobs, encourage society and apportion wealth by introducing new products into the market. Technically, a "women entrepreneur" means some women who classify also controls several gambles, through strategic vision also threat. Social & profitable growth of women is essential for expansion of any nation. Profitable development is a process in where all sweats are carried out to increase public income, affair, per capital income, and normal of being of people. These can be fulfilled by exploiting all country's finances. Women entrepreneur might be definite as, women as a single person or collection of women, who innovate coordinate a business.

Women are obviously the corner stone of the introductory unit of society – the family. Indeed, in traditional places they display great creativity, moxie, intellect, hard work and fidelity. The growing attendance of women in the field of business, as entrepreneurs, has altered the business also profitable expansion of the nation demographically. Women-possessed businesses gambles be playing a strong position in society also the frugality of the country. Numerous have chased the term women entrepreneur, women commission and liberation which are decisive for the standard of living of women in the world. During the period of industrialization, globalization, among the increase of education knowledge, women include shifted commencing walls of kitchen to advanced stage of career

conditioning. Women contribute 50 of world population. commission of women largely depends upon multiple factors like socio- profitable, artistic and farther related fields.

This research mainly focuses on Women entrepreneurs who have been in this field for more than 5 years, who are not only women entrepreneurs rather than social entrepreneurs.

Through their initiative they tried to bring out some change in the society. Moreover, we all are a part of patriarchal society and patriarchy still exist. So, here we are discussing about the challenges of women entrepreneurs, their support system and influential factors. Moreover, it is relevant to discuss about topics such as female entrepreneurship and gender equality, feminism and women entrepreneurship, women empowerment and entrepreneurships.



## SIGNIFICANCE OF THE STUDY

Around the world, one in five women have the intention to start a business – and numerous are successful entrepreneurs. Women run successful enterprises, yet persistent gendered inequalities continue to produce major difference in openings to start and grow a business. In general, their businesses tend to be lower than those run by men, are concentrated in sectors with limited possibility for value addition and are over-represented in the informal economy. These challenges are compounded by women's care liabilities, which produce fresh pressure on women entrepreneurs' time, workload and good, as well as by unfavourable institutional surroundings that can affect in uneven access to land and decision-making places, and shy social protection content. Women and men entrepreneurs can encounter similar challenges in their profitable conditioning; still, women are faced with a fresh set of gender-grounded walls that limit their access to resources and openings.

The ILO strategy on promoting women's entrepreneurship development, took up in Geneva on March 2008 by the ILO's Governing Body, provides the foundations of the ILO- WED Programme, as well as the ILO's commitments to fostering women's entrepreneurship across the world. Main areas of focus The ILO- WED programme promotes and applies tested tools and approaches to develop holistic interventions to support women's entrepreneurship across three key areas

- Enabling terrain for Women's Entrepreneurship Development:  
ILO- WED works to address some of the systemic constraints that women entrepreneurs encounter by understanding and creating the conditions for their bettered access to resources and openings.
- Financial and Business Development Services:  
ILO- WED seeks to make service provision for entrepreneurs more gender-sensitive, accessible, and applicable for women guests, while supporting service providers to adopt farther sustainable business models.
- Training and Post- Training Support for Women Entrepreneurs:  
ILO- WED facilitates the delivery of shaped trainings and post- training programmes that enrich women's business operation, interpersonal and financial experience. The trainings have been developed by ILO over the times, and tried, tested and shaped to specific country surrounds while structure and maintaining a network of largely committed coaches. alliances and Networks.

\_This research mainly focuses on Women entrepreneurs who have been in this field for more than 5 years, who are not only women entrepreneurs rather than social entrepreneurs. Through their initiative they tried to bring out some change in the society. Moreover, we all are a part of patriarchal society and patriarchy still exist. So, here we are discussing about the challenges of women entrepreneurs, their support system and influential factors. Moreover, it is relevant to discuss about topics such as female entrepreneurship and gender equality, feminism and women entrepreneurship, women empowerment and entrepreneurships.

### AIM OF THE STUDY

- A study on successful women entrepreneurs in Kerala.

### SPECIFIC OBJECTIVES

- To explore the real life stories of women entrepreneurs in Kerala.
- To understand the problems, challenges, supports and family functioning of women entrepreneurs.
- To understand the importance of gender equality, feminism and women empowerment in women entrepreneurship.

### DEFINITION OF CONCEPTS

- **Entrepreneurs**

#### Theoretical Definition

An Entrepreneur is willing and able to convert new idea or invention into a successful innovation. (Schumpeter, 1976)

#### Operational Definition

\_Entrepreneur is an individual who identifies some needs of the people and based on it they bring out their creative idea into the market place.

- **Women Entrepreneurs**

#### Theoretical Definition

Women Entrepreneurs are the women or a group of women who initiate, organize and operate and a business enterprise.

### Operational Definition

Women entrepreneurs are the one who brings up their ideas and creativity into a new initiative under proper organization, production and risks. Women entrepreneurs are the one with burning desires and act confidently to achieve their dreams and economic independency in midst of any risks and huddles.

#### ➤ **Social Entrepreneur**

### Theoretical Definition

Social entrepreneurship is that a social entrepreneur should create a social enterprise, create new combination of means of production, be innovative and cause social change.

### Operational Definition

Social entrepreneurship is creating a social change through innovative ideas of marketing, where both producer and consumer get benefited.

#### ➤ **Problems and challenges**

### Theoretical Definition

Problem - a matter or situation regarded as unwelcome or harmful and needing to be dealt with and overcome.

Challenges – a new or difficult task

### Operational Definition

Problem – The struggles a person need to face during their journey as a n entrepreneur.

Challenges – A new or difficult situation one need to face during their journey.

#### ➤ **Support**

### Theoretical Definition

Something that serves as a foundation, prop, brace or stay.

### Operational Definition

The supporting factors like personal strengths, friends, family etc. which plays a great role in their life

#### ➤ **Family Functioning**

### Theoretical Definition

Family functioning is defined as the frequency of normal family routines, effectiveness of family communication and problem solving, family cohesiveness, and how well family get along.

### Operational Definition

Every family has a way of family functioning, and each individual contributes their part to it. equal participation of each family members leads to proper family functioning. So, how a normal family functioning differs when women is out to their work.

#### ➤ **Gender equality**

### Theoretical Definition

Gender equality means that girls and boys enjoy same rights, resources, opportunities and protections.

### Operational Definition

Gender plays a major role in women entrepreneurship and societal view of gender equality and discrimination faced by women when they begin a new venture.

#### ➤ **Women Empowerment**

### Theoretical Definition

It can be defined as promoting women's self-worth, their ability to determine their own choice, and their right to influence social change for themselves and others.

### Operational Definition

women entrepreneurship is a factor for women empowerment

## **UNIVERSE**

Women entrepreneurs, who are successful and be in this field more than 5 years, who brings some social change in their community, through their innovation in the state of Kerala.

## **SAMPLING PROCEDURES AND SAMPLES**

- 
- Indepth Interview

## **INCLUSION AND EXCLUSION CRITERIA**

### ➤ **Inclusion Criteria**

Women entrepreneurs who have been in this field for more than 5 years, who brings some social change to their community through their innovation.

### ➤ **Exclusion criteria**

Men entrepreneurs and business officials

Women entrepreneurs outside Kerala

## **PILOT STUDY AND PRE-TEST**

- 

## **METHOD AND TOOL OF DATA COLLECTION**

- In-depth interview
- Observation

## **LIMITATIONS**

- Difficult to get respondents
- Respondents may not speak openly in one sitting, good rapport is needed.

## **CHAPTERISATION**

Chapter 1- Introduction

Chapter 2 – Review of Literature

Chapter 3 – Research Methodology

Descriptive case studies

Discussion and Findings

Conclusion

## **DESCRIPTIVE CASE STUDIES**

Linet is a vibrant women entrepreneur born and brought up in Thrissur, currently running two Carton bag making entities. She was married at the age of 18 to a young businessman, later on they started a beautiful family life and they were blessed with two kids, a girl and a boy. At first the company was runned by her husband's brother and it was in great loss, later on he took over the company and started in 1993, in the name Mundadan Industries. It was the first carton box company in Kerala. Later due to some issues with manager, the company also began to run in great loss. As everything was going out of hand Linet decided to took over the company in her own interest. As a normal society asks she also faced question 'what a woman can do, where a man fails? She was a person who doesn't have any basic idea of business. But she believed that it's better to work in their own enterprises than being working in some other company. In that away, 30 years before Linet France has become a Women Entrepreneur.

Now, she is the president and working towards many women . According to her, success is being happy with what you have. She is a strong lady with a strong desire to explore the new diverse cultures of this and with a strong view of what she is and what she need to be for her family and for society. even in tnis age her mind is even too young to do the things that she can't don in her young age like is studying Hindustani music, having her own quality time etc. No one will be there too make us happy, we ourselves need to make us happy. Money is not a barrier to any steeping stone

Now she is a 45-year-old lady, with a young sparkling mind, successfully running two companies. She is a solo traveller and travelled 23 countries alone. According to her view, now she is enjoying her own time. In her 20s and 30s she really worked hard for her family, running business, nurturing children and so on. But now, she herself can look after her office work digitally, and there is no one needed to run behind it, her young children become adults, one got married and have a child. She says "I have flat in Ernakulam Chittoor road, opposite Padma theatre, and I am very font of movies, so on every weekends I spend a alone time their enjoying movies in theatre, spending time with friends, rather than being a family person whole time".

The women in Kerala has many hurdles to travel around the world. Travelling for women has many restrictions in our society. “one day me, family and friends planned a Ladakh trip and it was dropped due to some reasons. At this moment I think about ‘How a women travel alone in Kerala, the hurdles and barriers they are facing.’” From this single thought the idea of ‘Escapenow’ was originated. This is the words by an enthusiastic young lady called ‘Indra’ who is a passionate lover of travelling.

Yes, here we are talking about a vibrant passionate lady who loves travelling and running a travelling company for women who loves travelling. She mainly focuses on bringing a different pattern of travelling to the world of women like ‘exploring the less explored places’. She started it as a safe and secure travelling space for women, where every woman can travel in her own dreams. It was started on May 8, 2016, International Women’s Day.

In the starting they took all precautions for safe travelling of women, they conducted pilot trips to the places, in their bucket list to ensure cleanliness, safety, affordability etc. she was working in cooperate company and left her job to follow her passion. the starting the profit was very low and she used her savings for the basic needs of Escapenow. She faced many struggles to start such an initiative for women and to bring up into the society.

There are many definitions for success, and it varies according to the individual. We may feel someone as a successful person by outside, but the real success need to come from within. “Be happy and make others happy” it’s the simple definition of success by Indra. One day, afternoon she suddenly resigned her job and left the place, make a call to her friend who went to buy a chair to his office. When she shared that she resigned her job and left the office, he asked her that, whether I should buy one more chair to the office. Such kinds of welcoming friends were a great supporting factor for her success. In and, today she is being in a place where she can live a life of her dreams, rather being in a place where she can’t be herself.

India is a developing country and recently there is a rise in women travellers in our country. People from varied backgrounds and ages are being coming into the open space of travelling. Travelling always helps to bring an inner peace, a feeling of being independent and confidence. The major reason for rise in women travellers in India is the increasing number of female-focused travel companies and platforms. In midst of it ‘Escapenow’ is a different entity where the travelling is mainly into the less explored places rather than to the so called



‘tourist places’. And Indra the master brain behind ‘Escapenow’ is a happy soul and motivation to many women in our society.

“I am not a failure, maybe I am failure in others eyes, but for me I am a successful woman”

- Deeja

Deeja is an enthusiastic powerful lady who herself fight against her disabilities and became successful entrepreneur, running an enterprise, Nymitra Pickles. She was born in muthana village in Varkala, Thiruvananthapuram. She was the younger one in the family, had an elder sister too. At age of 3 she was affected by polio and became paralyzed and became unable to walk. She was very interested in studies but was unable to go to school. So, she studied by herself looking sister’s book. At the age of 7 She learned to read and write with the help of a neighbour. Later she went to a tutorial college, but not completed the studies. But by the age of 19, she learned Malayalam and English language and also start to take classes for the nearby children.

With the support of panchayath government officials, she learned jewellery making and started a small business of it. as their house has no access to road, it was difficult for her, so they sold it out and bought a house, which has easy access for transportation, with money she has earned and some loans. Later on father became diseased and their major income was stopped. She was stuck in a point of life, where she doesn’t know what to do next. At this time, her brother took a Facebook account for her.

Social media became a turning point in her life. With the help of Facebook, she came to know about the outer world, and realized that there are many differently abled people around us. Through this Facebook, she got two friends, who are differently abled and they became a great support her. With their support she started jewellery making and sailing it through the online platform. In front of her family’s debt, the earning from it was not up to meet their needs. At this point she realized that differently abled people are not the ones who need to be stuck in their house because of their disability, but to come out of their comfort zone and to explore the realities of the world.

At that time, she met a friend through Facebook named, Noushad Khan. Later on, she identified her passion in cooking, and decided to do something based on it to bring a change. That though brings her to the beginning of 'Nymitra, The Heart of Taste', a pickles unit. 'Nymitra' means new friends, with a group of new friends Deeja started Nymitra on January 15<sup>th</sup> 2018 by making four types of pickles in her small kitchen. In 2019, later on they shifted to Kilmanoor. Social media was great support for her, and 'Nymitra' reached to a huge mass of public through social media. Suddenly, one day her father was diagnosed by cancer and father was died. It was great loss for her. Their also she faced many challenges and come out of it.

Now her greatest dream is not make Nymitra a company and to help many differently abled people in their lives through the company. And all the basic works are going on she is working towards achieving her greatest dream in life.

*“From my young age onwards I have seen my father as a business man, and from that time onwards it was a great dream for me to become an entrepreneur”.* – Kadheeja, Entrepreneur

My father and brothers were businessmen and they have cloth manufacturing company, exporting of modern dresses. She used to go with her father and she was interested in going to school. And later on as she was not interested to go to school her make her as the manager of the company.

From that time inwards she wants to be an entrepreneur. After many years after marriage, I started a business of eco-friendly napkins for women, then I started the production of washable diapers for the patience and distributed in palliative cares and hospitals. Some people were not able to use diapers, so washables clothes were also produced for them. At that time, based on the recommendation of a doctor a belt diapers were made for the patients.

Covid brings a great loss to the industry, the workers were not there and at that time I started to produce one use surgical products, towels for new born baby, likewise the sterile products for operation ward. As the manufacturing here was difficult, the company was shifted to Tamil Nadu and the products was imported into Kerala.

Father was my great inspiration, and later on life stops over somewhere, she herself felt that she need to be financially stable and to make some women also empowered. She was able to make some women employed. Marketing was one of the major challenge faced by her during

the beginning because of the so called 'Women'. The generalization of women was a great challenge.

Her greatest dream is to bring into large scale business rather than being in a small scale industry. Social media was a great platform from where the new innovative ideas cooked up. Creating a safe and secure surgery setting for the patient and doctor was something she was able bring through it. There are different innovative ideas for bringing up the women into the outer field. Now, my biggest dream to implement some innovative works for women, where women can earn by sitting in their home itself.

*“My life itself is a good inspiration for me. One day I saw a lady in the court and she was there to take bail for her husband. And the crime committed was her 4-year child was raped by him, but then also she came for his bail because her family is fully dependent on that one man, he is the only bread winner of the family. Women need to be economically independent which increases their independency and self – confidence.”* –Kadheeja, Entrepreneur

*“In the age of seven, we have farming in the field, and there was lady coming for daily works in the field, she was pregnant and one day she suddenly became weak, and she was taken into the hospital, but there was no money with her, so suddenly I gave my earring to her. But in the evening she was died. It was my first social service and everything begins from him.”*

– Fousiya, Entrepreneur

Later on 2005 I have conducted a community marriage, but it was smashed by the political parties as a woman is coming up. Before the marriage the girls were given skilful training, so that if there is any problem with marriage, they will be financially independent and can lead a secure life. there were 11 students were tribal, 30 Christians, 30 Muslims and 30 Hindus. It was done under the Ngo Kerala Vikas Kendra Charitable Trust.

Now these Ngo is working for developing a sustainable living among gulf migrants who come back to Kerala due to covid. A sustainable farming programme is being developed in Kanthalloor panchayath, where the whole migrant families are given skilful training for farming and the cultivates products are being marketed by themselves. The marketing

strategy is also developed for them. Along with making the migrant community sustainable, the coming generation is health conscious and it will be a world of millets. So, rather than being depended on other countries, it's important to be sustainable by ourselves. So the major idea is to bring up a local food safety plan.

## **CHALLENGES**

It's challenging to run a business, and being a woman makes it indeed more challenging. Despite their exertions and experience, womanish company possessors occasionally face significantly further obstacles than their manly counterparts while trying to prosper and gain attention in the marketable world. The mean score analysis reveals colourful problems of women entrepreneurs similar as incapability to raise finances, strong competition, lower diligence is favourable to women, lack of education, limited mobility, manly dominated society, low threat bearing capability, family relations. Among all these factors the major problem faced by the women entrepreneurs is incapability to raise finances and followed by the Family relations. Limited mobility has least significance while comparing with the all other problems faced by the women entrepreneurs. A critical first step in raising women's participation in profitable development is to support womanish entrepreneurship. The economy will flourish as a result, and womanish entrepreneurs will have further employment openings. Access to profitable openings for women can help enrich the social, artistic, educational, and health conditions of their family and also the family relations come next. When compared to all the other issues that womanish entrepreneurs encounter, confined mobility is the least.

1. The absence of Definite program for Life Educated women don't like the limitation of their life within the narrow boundary of the house. They want equal occasion and respect from their mates as well as from society.
2. An absence of Balance between Family and Career Scores Women, in general, are concerned about family duties. They show no equal concern for the duties in a career.
3. Poor Degree of Financial Freedom There's veritably poor fiscal freedom for women in Indian families, especially in illiterate and pastoral families. Women in these families can't take any decision on their own to take up entrepreneurship without the family members' consideration. They've to consider also social ethics and traditions for women. A woman can't commence any business or any profitable exertion to get independent indeed if she's financially dependent.

therefore the reliance has come a vicious bone  
for women in India.

#### 5. The incongruity of Entrepreneurial Skill and Finance

Women from both economically poor and rich families suffer from the incongruity of “have and have no experience of entrepreneurship. Women from economically rich families have the capital to invest, but they may insist good entrepreneurial skills. On the other side, women from economically poor families have good entrepreneurial skills but they haven't got any fiscal support from their family members or cousins. therefore, the problems of women's entrepreneurship are in a state of incongruity.

*“When I started my new venture, I have faced many financial crisis, because I have left my job and I don't have any income, so the only monetary fund I have is my savings and in the beginning I used it for travelling and exploring new places”*

- Indra, Escapenow

#### 6. No Awareness about the Capacities of individuals

Capacity should be created by adding the position of education. It's veritably unfortunate that the educational system in India is facing a failure in creating mindfulness of the capability and capacity of women and their retired gift and power for handling profitable conditioning. There's an increase in the position of education for women and social mindfulness of the part that women play in society, but it applies only to women in civic India and not in pastoral India. The terrain in the civic area is favourable for relating and creating mindfulness about women's capacity and capability for doing numerous effects. On the negative, the atmospheres in pastoral areas are inimical for relating and developing the capacity and capability of women.

#### 7. Low Capability to Bear Risk.

Women in India are tutored naturally several effects to depend on the manly members of their family from their girlhood period. They're headed off from taking any threat indeed if they're ready to take any threat and have the capability to bear it. But despite the restriction put on women, some women have proved that they've the capacity to face and bear pitfalls in entrepreneurial conditioning. They've linked their rights, capacities capabilities, as well as, come apprehensive of the implicit situations. As a result, they've entered colourful businesses and professions.

*“I have coordinated a programme a community marriage for girls. But as I was a woman, who is taking an initiative for the good cause of community, many political leaders were against me, and they restricted me from doing it, but I followed my mind and decided to move forward, finally they worked against me and the programme was a failure” – Fousiya,*

9. Negligence by Financial Institutions Banks and financial institutions play an important part as financiers to entrepreneurs in developing countries for small and medium- sized establishment drivers don't adopt from the capital request. But, these banks and financial institutions underrate women entrepreneurs and are reticent to give credit to them because of their traditional mind-set about women.

10. Lack of Self- Confidence Women have a strong internal outlook and an auspicious station which creates fear in them of committing mistakes while working. Women's eventuality for entrepreneurial development cannot be accepted by their family members and society, which always looks down on them. Women must face bravely similar situations and develop their 68 tone- confidence to break similar walls, but women in India feel that they need a well- secured life for developing their self- confidence. therefore, they aren't both mentally and economically self- reliant.

*“When our company was closed as it was running in great loss, I myself came out to took up the business, but at first my husband and others asked, you are a woman so what you can do, where these many men fails. But she was very confident on her and take up the business and today she is the owner of biggest cartan manufacturing units” – Linet France, Entrepreneur*

11. Lack of Professional Education The main causes of the low rate of women entrepreneurship in our country are poverty and ignorance. Parents are unintentional to shoot their daughters to study professional education. occasionally, numerous women warrant their entrepreneurial bent of mind indeed though they take training through attending the entrepreneurial development program.

12. Mobility Constraints They never like to leave their place for business exertion and prefer to stay and do business in their domestic areas. Mobility is an important

quality for an entrepreneur. As women entrepreneurs tend to do business in their original area of living and are seen disproportionately in their areas of birth or living.

## **SOCIAL MEDIA IN WOMEN ENTREPRENEURSHIP**

Social media has changed the geography of how information is shared universally and the relationship between citizens and governments. For the first time, everyone is sharing their content and ideas with a global followership by means of transmitting the information. Social media has been of immense help in reaching online cult in several ways

### ➤ Targeting a Larger Cult:

Some media platforms like YouTube, Instagram, LinkedIn, and Facebook have enabled activists worldwide to broadcast events live to a wide online audience.

### ➤ Mindfulness and commission of Women

Social media has proven to be an important medium for drawing attention to women's issues and furnishing effective and fruitful support to them. This increase in openings has strengthened mindfulness and women's access to important public goods and services similar as health care. The arrival of social media has empowered women to take charge of their own lives.

### ➤ Power to Reform Business-

Making Processes Social media has helped to produce a new kind of entrepreneurship called "social media entrepreneurship," meaning that "entities or small enterprises that use their own or others' resources to produce value by routing openings via offering a service or product conforming of invention in product/ service characteristics, processes, distribution channels or places, or different innovative operation, to media request, or any other request which media is its main channel of commerce.

### ➤ " Requires Minimal Investment and coffers Social commerce proposes a new way of doing business that doesn't bear important structure, investment, or threat. therefore, it strives to support lower privileged groups, specifically women entrepreneurs who are vastly less present. The reason is due to fiscal problems, lack of family support, lack of social support network, and family liabilities



which are the challenges that confine the full application of women's eventuality and their capability to develop their business.

➤ Encourage further Women to Start Businesses

Women entrepreneurship in social media influences the process of the entrepreneurial business ranging from exploring ideas to starting a business. It helps identify and validate the entrepreneurial openings and raises women-created small businesses in developing countries. thereafter, entrepreneurs use social platforms to support business growth through social capital

*"I was idly sitting in my home, and one of my cousin took an account for me in Face book. Later on through Face book I came to know that many differently abled people are around me. And Face book was platform where I hot many supporting friends, and with their support I started 'Nymitra – The Heart of Taste'. Now we have an online store for purchasing also."*  
– Deeja, Entrepreneur

For many women entrepreneurs the advantages of social media have been two-fold. Many women are returning to the labour force after having had children so the work- from- home model actually suits them impeccably well. Not having a slipup- and- mortar establishment is no longer an interference because virtual request places have come the norm for both businesses and the consumers. An adding number of big and small businesses now use social media platforms like Instagram or Facebook to promote and put up their goods and services nearly simply.

As per a study by the World Conference on Technology, Innovation and Entrepreneurship, "flexibility has been madly welcomed since it's believed that it provides a balance between work and particular life, especially in terms of women's participation. While concerning inflexibility much of the literature focuses on women in terms of their family liabilities. It's argued that flexible work arrangements help women with children by reducing their stress. therefore, they come more productive and satisfied with their jobs."

*"Kerala is a state with highest literacy rate in India. So most of the women are educated and they are well known about technology and its uses. Many women are doing small business through social media platform and they also get many informative and creative ideas through social media"* – Fousiya, Entrepreneur

## **FEMALE ENTREPRENEURSHIP AND GENDER EQUALITY**

Women entrepreneurs face gender- grounded walls to starting and growing their businesses including discriminative property, marital and heritage laws and/ or artistic practices, limited mobility, voice and representation, and an unstable share of family and house liabilities.

These factors, combined with social rejection based on sex mean that women entrepreneurs are in a lower favourable position compared to men when it comes to entering for illustration marketable credit from formal fiscal service providers, further economic requests, rather than the traditional original requests, technology and information to establish and grow their businesses, public impulses in small enterprise development through gender blind private sector development and financial programs and legislation and training and education for small enterprise development.

Women entrepreneurs are, still, not a homogenous group. Often treated as similar, groups of women entrepreneurs with lower power and voice are frequently overlooked in small enterprise development enterprise. Women entrepreneurs operating micro and small businesses in the informal economy make a strong donation to the profitable well- being of the family and communities. As they remain outside the range of SME development programs and programmes, their chances of developing economic businesses remain slim

Responding to these challenges, the WEDGE design follows a development and rights- grounded approach which aims to satisfy the practical requirements of women entrepreneurs, to remove the socio-artistic, legal and political walls for women entrepreneurship and to endorse for an enabling terrain for business development and gender equivalency. This is being done through a three-rounded strategy aiming to

- Create an enabling terrain for women's entrepreneurship development and gender equality.
- Build the institutional capacity of agencies involved in women's entrepreneurship development and gender equivalency.
- Develop tools and support services for women entrepreneurs.

*“I am the convener of Kerala State Small Industrial Association (Women), and there are 56 registered companies in Kerala under women, but most are managed by men, most of the women doesn't know what business they are doing. In 56, 10 units were closed due to covid, and the owners of 15 units even doesn't know what business they are doing. The patriarchy still exists in Kerala, and most of the women are not ready to take a step to come out of it.”*

- Linet France, Entrepreneur

Entrepreneurial feminism, developed from social feminism, is a proposition that explains how feminist values are legislated through the adventure creation process to enrich the position of women in society. Chased by Barbara Orser and Catherine Elliott, entrepreneurship is viewed as a medium to produce profitable self- adequacy and equity-based issues for girls and women. Entrepreneurial sexists enter marketable requests to produce wealth and social change, based on the ethics of cooperation, equivalency, and collective respect. Orser was farther inspired to explore the relationship between gender and entrepreneurship after a number of scholars raised enterprises over the " masculinization" of entrepreneurship, along with the publication of multitudinous studies demonstrating the goods of one's gender with respect to their self- image as an entrepreneur. As noted by Orser, the studies demonstrated that the entrepreneurial sphere is dominated by a masculine converse, and that the underpinning of gendered conceptions has led to the instantiation of the entrepreneur as a masculine reality.

A feminist entrepreneur is a woman who's using her business to promote gender equivalency. She's passionate about empowering women and believes that businesses can be a force for good in the world. She's also committed to creating openings for other women and promoting diversity in the business world. There are numerous ways that a feminist entrepreneur can make a difference. She can use her business to raise mindfulness about gender inequality and to support women- possessed businesses. She can also produce products or services that empower women and help them to achieve their pretensions. A feminist entrepreneur is someone who isn't scared to challenge the status quo and who wants to make a difference in the world. She's a important force for change and an alleviation to other women. There are numerous benefits to being a feminist entrepreneur.

As a feminist entrepreneur, you have the occasion to promote social change and equivalency, while also running a successful business. Then are some of the benefits of being a feminist entrepreneur

1. You can promote social change

As a feminist entrepreneur, you have the occasion to use your business to promote social change. You can produce products and services that empower women and help to close the gender gap. You can also use your platform to raise mindfulness about issues affecting women, similar as pay inequality and sexual impotunity.

2. You can be a part model.

As a feminist entrepreneur, you can be a part model for other women. You can show them that it's possible to be successful in business while also fighting for gender equivalency. Your success can inspire other women to pursue their own entrepreneurial dreams.

3. You can make a difference.

As a feminist entrepreneur, you have the power to make a difference in the world. You can use your business to help empower women and girls, and to make the world a more equal place.

*“There are many women who doesn't even know to book a train/bus ticket, but through this innovation, I am able to bring up these kinds of changes in the community. Moreover, travelling improves their self – confidence and independency. And I always believe that empowerment need to begin from doing a little thing.”*

- Indra, Entrepreneur

## RESOURCES

The Feminist Business Incubator is a social enterprise that provides resources and support to women- possessed businesses. Their programs include business planning, fiscal knowledge, and marketing shops. The Global Fund for Women is a non-profit association that supports women's rights groups around the world. They offer subventions, training, and networking openings to help women's associations grow and thrive. The Women's Entrepreneurship Initiative is a global program that provides backing and resources to women entrepreneurs in developing countries. They offer business training, mentorship, and access to capital to help

women start and grow their business. The Women's Venture Capital fund is an adventure capital fund that invests in early stage companies innovated by women. They give capital and coffers to help women grow their businesses and make a positive impact in the world. These are just a many of the numerous associations that support feminist entrepreneurs. By taking advantage of the coffers they offer, you can make a successful business that makes a difference in the world.

### THE FUTURE OF FEMINISM AND ENTREPRENEURSHIP

In the once many times, there has been a swell of interest in feminism and entrepreneurship. This isn't surprising, given that both movements are about empowering women and giving them the tools to produce change. There's a lot of imbrication between feminism and entrepreneurship. Both movements are about challenging the status quo, breaking down walls, and creating new openings for women. The future of feminism and entrepreneurship is instigative. Together, they've the eventuality to produce indeed more openings for women to start their own businesses, produce their own jobs, and make a real difference in the world.

*“In 2000, for about 14000 women were taught catering services and was established, now they are working in different parts of the world” - Fousiya, Entrepreneur*

Last five decades have seen phenomenal changes in the status and work place diversity of women in India. Empowering women entrepreneurs is essential for achieving the pretensions of sustainable development. The bottlenecks hindering their growth must be eradicated to entitle full participation in the business. Women entrepreneurs can be guided by women as settlers and mavericks. They have ventured to make enterprises, to discover their applicability and meaning of life in themselves. But still in relation to the women population the trend has not been spectacular. As per 1991 census, only 185900 women counting for only 4.5 percent of the total self-employed persons in the country were recorded. Majority of them were engaged in the unorganized sector like husbandry, agro based industries, crafts, handlooms, and cabin based industries. There were further than 295680 women entrepreneurs claiming 11.2 percent of the total 2.64 million entrepreneurs in India during 1995- 96. This is almost double the percent of women (5.2 percent) among the total population of tone

employed during 1981; The Indian frugality has been witnessing a drastic change since mid-1991, with new programs of economic liberalization, globalization and privatization initiated by the Indian government. India has great entrepreneurial eventuality in order to mobilize women entrepreneurs. A number of conditioning similar as motivational drive; medication of information material; conducting training; creation of women industrial estates areas shanties; creation of common marketing exposition centres, training of coaches' promoters; use of mass media, etc. are needed. concerted effect of all these is bound to accelerate the process of women entrepreneurship development

- (a) Progress of Indian Women -A significant knob(58percent) of entrepreneurs surveyed had started their businesses between the periods of 20 & 30; interestingly, 25 percent had started up indeed before turning 25. Some women started their business right after their education, utmost were either graduates or post-graduates.

Empowerment is a conception that's of equal significance to both men and women. The knowledgeable Indian women have to go a long way to achieve equal rights and position because customs are deeply embedded in Indian society where the socially setup has been a joker dominated one. Since the turn of the century, the status of women in India has been changing due to growing industrialization, globalization and social legislation.

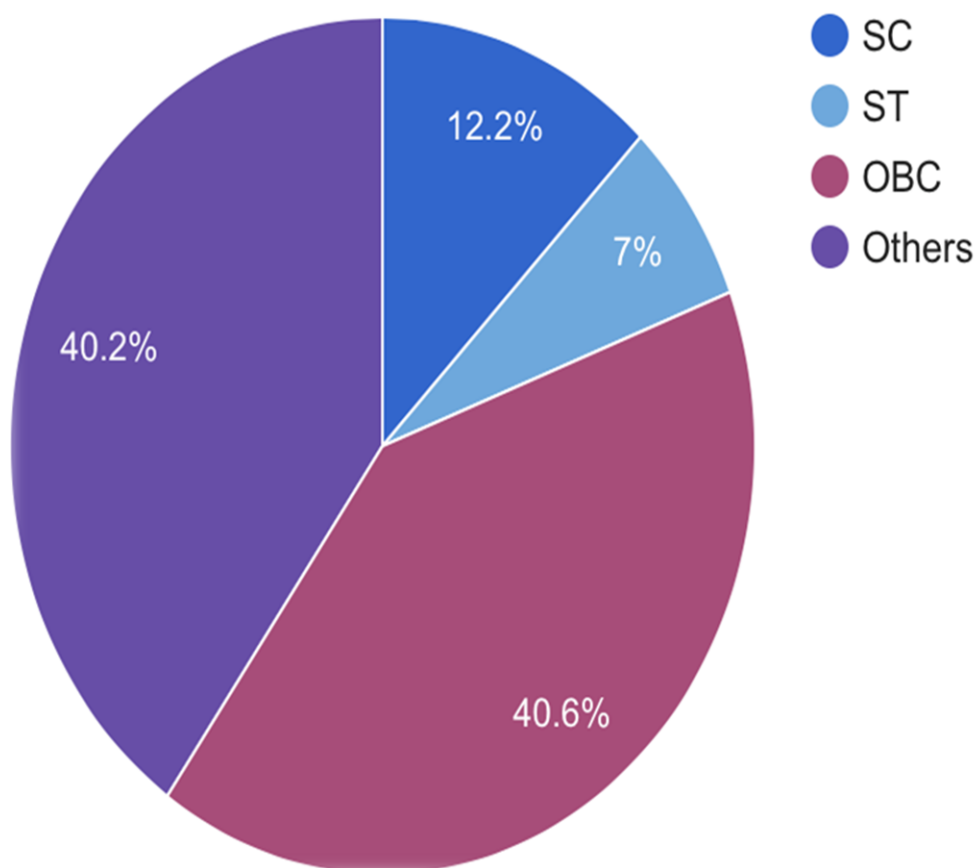
Entrepreneurship is a state of mind, which numerous women have in her, but has not been subsidized in India in way it should be. Due to change in terrain, now people are more comfortable to accept commanding part of women in our society. This entrepreneur development is being honoured as an important untapped source of profitable growth since women entrepreneur produce new jobs for themselves and others and by being different also give society with different results to operation, associations and business problems. They see the world through a different lens and, in turn, do effects else. The part played by micro enterprises in India is immense, as they're effective tool for sustainable livelihood, employment generation and commission of women. In ultramodern India, further and further women are taking up entrepreneurial exertion especially in micro, small and medium scale enterprises.

The wordbook meaning of empowerment is the act of conferring lawfulness. The word 'empowerment' is used else in numerous different surrounds. It's a conception that's of equal significance to both men and women but in Indian society women's empowerment is yet an issue. It's a miracle takes place in all walks of life. In moment's development script,

commission is the most constantly used term. It's also the most nebulous and extensively interpreted of generalities, which has contemporaneously come a tool for analysis and also an marquee conception to justify development intervention. The commission of women is an active multi- dimensional process, which enables women to realize their full identity and powers in all spheres of life.

Women represent half the world's population, and gender inequality exists in every nation on the earth. Until women are given the same openings that men are, entire societies will be fated to perform below their true capabilities. The topmost need of the hour is change of social station towards women. "When women move forward the family moves the village moves and the nation moves". Women empowerment is essential as their study and their value systems lead the development of a good family, good society and eventually good nation. It can be said that moment we're in a better position wherein women participation in the field of entrepreneurship is adding at a considerable rate. The Micro, Small and Medium Enterprises are considered as the backbone to the profitable growth and development of Indian frugality. At this juncture, effective way is demanded to give entrepreneurial mindfulness, exposure and skill development programs to women. The unexplored bents of youthful women can be linked, trained and used for colourful types of diligence to increase the productivity of the artificial sector.

### Female-run establishments, by social background of owner





## DISCUSSIONS AND SUGGESTIONS

An entrepreneur is an existent who starts their own business grounded on an idea they've or a product they've created while assuming the utmost of the pitfalls and reaping the utmost of the prices of the business. The entrepreneur simply means “a person who starts a business and is willing to risk loss in order to make plutocrat” or it carries a fresh connotation of farsightedness and invention. Entrepreneurship is the capability and readiness to develop, organize and run a business enterprise, along with any of its misgivings in order to make a profit. The most prominent illustration of entrepreneurship is the starting of new businesses. In economics, entrepreneurship connected with land, labour, natural coffers, and capital can induce a profit. The entrepreneurial vision is defined by discovery and threat-taking and is a necessary part of a nation’s capacity to succeed in an ever-changing and more competitive global business.

The entrepreneur is defined as someone who has the capability and desire to establish, administer and succeed in an incipency adventure along with the threat entitled to it, to make gains. The stylish illustration of entrepreneurship is the starting of a new business adventure. Entrepreneurs are frequently known as a source of new ideas or originators, and bring new ideas in the request by replacing old with some new inventions.

Women entrepreneurs may be defined as a woman or a group of women who initiate, organize and run a business concern.

Government of India – “A woman entrepreneur is defined as an enterprise possessed and controlled by a woman having a minimal fiscal interest of 51 percent of the capital and giving at least 51 percent of the employment generated in the enterprise to women.”

women entrepreneurs are those women who suppose a business enterprise, initiate it, organize and combine factors of product, operate the enterprise and take over pitfalls and handle profitable queries involved in running it.

According to the Government of India, “A Woman enterprise is the one possessed and controlled by a woman having the minimal fiscal interest of 51 of the capital and giving at least minimal 51 of generated employment to women”.



Kerala is one of the most literate state in the country. As part of it illiteracy among women in Kerala is very low. As women are more educated and they are prone to coming out to outer world entrepreneurs are increasing.

There has been a significant increase in the number of women start-ups and entrepreneurs in Kerala spurred by various schemes and projects implemented by Kerala Start-up Mission (KSUM). According to a report released by KSUM on the eve of International Women's Day, the number of women start-ups under KSUM has gone up to 233 in the first three months of 2023 when compared to 175 during last year.

For further strengthening the presence of women entrepreneurs in the ecosystem, KSUM aims to secure investor funding for 250 women/women-impact start-ups besides providing funds to more than 1,000 established women start-ups through various innovation programmes by 2030. It also has plans to create women angel investors groups during this period.

KSUM CEO Anoop Ambika said financial support of around ₹1.73 crore was given to women/women-cofounded start-ups in the last financial year and ₹1 crore was disbursed as loan for women start-ups. Last year, women start-ups secured funding of ₹8 crore through various innovation programmes, he added.

Exclusive schemes for Kerala Women in Kerala are way ahead from rest of the country in knowledge rates and education position. The state is relatively progressive about development and commission of women. Women in the state are also taking a step forward in entrepreneurial gambles. According to The Economic Review, 2014, 25 of the 2, 34,251 working SSIs MSMEs registered in Kerala were promoted by women. 3354 new enterprises were registered in the state by women during the time 2014.

Below are some impulses handed by the Kerala Government especially for women entrepreneurs:

1. Entrepreneurship societies formed by girl scholars in sodalities will be given grace marks of 5.

2. Some of the women entrepreneurs will admit free training and pay check.
3. Fiscal backing up to 80 of design cost will be given through bank loans.
4. Advertisement tariff at Government rate will be made applicable for the announcements of women managed gambles through media.
5. 50 subsidies will be given for setting up booths announcements in shopping carnivals organized by Government/ Quasi Government Institutions.
6. Marketing of the products will be made easy through Government/ Quasi Government organisations Interest subsidy scheme of State government for woman entrepreneurs.
7. The total interest on loans profited from any listed bank up to an outside of Rs.5 lakh per annum for three times by artificial units run by women employing not lower than 50 of women in its work force, will be taken care of by the government.

This scheme is the action of NITI Aayog to realize women to start a new adventure. This scheme is fastening on at making an ecosystem for women across India to realize their entrepreneurial ideas (i.e. desire to start a new adventure, or an anticipation that one will be started). The scheme is to vastly escalate the number of women entrepreneurs who'll produce and empower a changing new India with the women commission.

Description Women entrepreneurship is nearly entangled with necessary societal and profitable benefits. Notwithstanding the fact that women constitute nearly half of the millions in India, their involvement in entrepreneurial conditioning remains oppressively limited. Entrepreneurship is an area of exploration that has been of immense interest to experimenters, academicians and policy makers. It's veritably inspirational platform for the women's expansion not only financially but each over. It's veritably encouraging for newcomers. It'll help them in networking with guests and propagating products. No doubt NITI Aayog is doing inconceivable job through colourful systems. This platform is another similar awful enterprise taken by the NITI AAYOG. India needs further of similar platforms to speed up the progress.

## **Benefits under the scheme**

It'll help the women entrepreneur for setting up businesses by furnishing them information, access and occasion. It'll upsurge the brilliance of women entrepreneurs and make the capability after prostrating the institutional challenges face during opening the businesses. The scheme has been initiated with the idea that “Women entrepreneurship will expand the business and there will be substance for all”. The objects that will be achieved through this scheme are creation of women entrepreneurship in the country by empowering them through fiscal aid and mentoring. Through these ideas, the platform is anticipated to bring further women into the business fold, which would help to bring further job openings and a safe terrain.

WEP will encourage entrepreneurs to partake their business trip, stories & gests to increase and develop further entrepreneurs. WEP platform, as a motorist of revolution, will also encourage offline enterprise and outreach programs to promote women entrepreneurs among implicit women entrepreneurs, in common with associations. also, WEP offers incubation and acceleration backing to women created, innovated orco-founded startups through its sources who handhold women in entrepreneurs registered with this association and give them needed food to help them in starting and expanding their business.

Eligibility for the enrollment under this scheme is businesswoman who's at creativity stage, has just started off with their start-ups or is a well- known incipency can register under the companies, exploration associations, incubator, accelerator etc. who can give support in any form to these women. This scheme works on the base of the following proposition To motivate ambitious entrepreneurs in pursuing their own businesses. Gyaan Shakti To give knowledge and ecological support to women entrepreneurs so as to help them in encourage their businesses. Karma Shakti to support women entrepreneurs in the establishment and constituting of their businesses.

## **RECOMMENDATIONS**

- The women themselves need to be aware of what is happening in the name of their ownership, and they must need to know about it. in many places for the benefit getting subsidy men are starting business un the ownership of women.
- Government not only implement the scheme but also need to be aware of how it is applicable and it is being used by the people.
- Women need to be provided with skilful training and workshops to identify their potentials and to improve their confidence.
- Women need to educated about the financial literacy, business development and comfort managing.
- Helps the women to find out a financial support for starting an enterprise.
- Make the women capable of taking risks, so that they can take a first step towards starting a business of their own.
- Remove 'unconscious biases' against women, need to create greater awareness and education.

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