Journal of Information Systems Engineering and Management
2024, 9(3)
e-ISSN: 2468-4376
https://www.jisem-journal.com/

Research Article

Women In Entrepreneurial Leadership: Challenges and Opportunities

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ARTICLE INFO

Received: 02 Aug 2024

Revised: 18 Sept 2024

Accepted: 26 Sept 2024

ABSTRACT

Background - Entrepreneurship includes establishing new startup with innovation and making the most of opportunities. Entrepreneurs are always vital in economic growth of any country where they take risks, organize all production factors, and generate new jobs and new wealth. Women entrepreneurs manage and organize enterprises with new ideas. They are gaining a lot of attention and importance on generating new businesses for development and growth. There has been a rise in the need of entrepreneurship due to dependence on service sector. Women have a lot of opportunities to come ahead and use skills to improve reputation and social status.

Objective - A lot of initiatives have been offered by the government of India in rural segments like offering special training programs to women by developing skills and ability to engage in workforce, improve their social status, ensure childcare, and get equal treatment at work. This study is aimed to identify the challenges and opportunities women entrepreneurs face and the schemes offered by the government of India.

Methodology – We adopt "mixed-method research design" in this study which includes gathering of both secondary and primary data. Primary data collected using a questionnaire based on a "5-point Likert scale" distributed through Google Form.

Findings and suggestions - In this study, it is observed that there is a positive impact of policies from government and initiatives on the success of women entrepreneurship ($p<0.001$), there is statistically significant difference in financial challenges faced by women and men entrepreneurs, women face more challenges related to work-life balance when playing leadership roles effectively, and there is a significant positive impact of access to mentorship and networking opportunities on women's business growth.

There is a need to encourage well-qualified, technically sound, and educated women to manage their own businesses. It is possible to identify, train, and utilize unexplored talents to improve productivity in different sectors.

Keywords: women entrepreneurship, women entrepreneurs, government of India, entrepreneurship, business opportunities

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Introduction

In women entrepreneurship, women start and run their enterprises and take the charge to manage, organize, and assume risks of their own businesses (Madhooshi et al, 2015). Female entrepreneurs play a vital role in generating jobs, driving financial growth, and innovation. Irrespective of having a lot of challenges, the contribution of women in societal and economic growth of the country are very vital (Sharma et al, 2024). It is worth supporting and empowering women entrepreneurs to promote gender equality and untap their full potential in corporate ecosystem of the country.

Women entrepreneurship have been growing rapidly in India as a lot of women entering the corporate world. Irrespective of several challenges, women entrepreneurs have played a vital role in society and economy. Women have traditionally played a vital role in unorganized sectors and small-scale sectors. There has been a paradigm shift over the years in women's role in innovative entrepreneurial sectors. There are various factors influence a vital role in the growth of women entrepreneurs in India, such as growth in education levels among women and changes in societal norms and government programs to promote entrepreneurship.

Women in India have set up their ventures in different industries like healthcare, technology, social entrepreneurship, and fashion. Also, they are presenting their creativity, determination, and skills. There are still several challenges for women entrepreneurs in India, example, approach to finance, social norms, mentorship possibilities in social bodies, unavoidable responsibilities in the family, and work-life balance. It is important to generate more supportive environment and address these challenges for women entrepreneurs for their overall success and India's economic growth. It is vital to understand and study certain prospects and hurdles typically faced by women entrepreneurs in India to form effective strategies to empower and advance in entrepreneurship (Seeboli et al, 2023).

It is important to learn the opportunities and encounters for women entrepreneurs for different reasons. First of all, there is a need to understand challenges faced by those entrepreneurs, including access to finance, social norms, and work-life balance. Effective interventions and support systems can be formed by knowing these challenges. Second, it is also important to explore the opportunities for women entrepreneurs to leverage their roles in the economy. Women have diverse skills, innovations, and perspectives in the business world. By nurturing and identifying such opportunities, it would be great for both economy and women entrepreneurs. It is important to promote gender equality for women entrepreneurs. It helps organizations, policymakers, and people to adopt target approaches to empower women to play a sensible contribution to society.

Literature Review

A lot of researchers have focused on women entrepreneurship in 21st century for emerging economies. Women entrepreneurship played a vital role in society and economy and recent studies have investigated its achievements and positive factors. In addition, researchers have observed various perspectives of entrepreneurship in various cultures and societies and have required future analysis. Ahmetaj et al (2023) investigated the challenges, factors, and perspectives of female entrepreneurship in context of post-communist nation. They conducted a survey with 36 women entrepreneurs in Albania, Tirana. There is no significant difference among women who are getting discriminated and those who feel that gender bias has affected their business growth. In addition, they found positive difference related to women entrepreneurs supported by their partners and families who have got heritage from the families. Special attention is given to various factors faced by women in terms of entrepreneurial growth. They also provided several recommendations for policymakers to improve ecosystem of entrepreneurship.

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Wu (2023) examined major success factors for women entrepreneurship and sustainability performance. Previous studies on entrepreneurship have not provided policy recommendations. They have also investigated such factors affecting sustainability performance and women entrepreneurship by recommending policy interventions and performing SEM analysis. This study has adopted mail and online survey approach and gathered 175 responses. It is observed that there is a positive impact of family motivation and support on sustainability performance and entrepreneurial potential of women. There is no impact of challenges for women on their performance. The study provides guidance to play a vital role in entrepreneurship opportunities of women to achieve sustainable development goals.

Women have operated and owned their businesses for several years but they still didn't get recognition and due for their initiatives. Women entrepreneurs often feel invisible as they worked along with their husbands and a lot of them stepped into visible positions of leadership. Over the years, there are different factors combined to play an important part in the number of women and visibility to initiate any business. As per the US "Department of Labor Statistics, there had been less than 40% of female engagement in workforce in 1960 but expected to grow 62% by 2015. As women are entering into workforce in larger numbers, they have managerial skills and professional experience to achieve success. As per Modiyani (2022), flexibility is one of the key factors in women entrepreneurship, which is often considered as an ideal way to deal with competing demands. Disparity in wages and salaries earned by women has been the motivating factor for some women to set up their businesses.

Entrepreneurship is growing rapidly in India, especially among women. Women entrepreneurship is very vital to generate jobs, steer economic growth, and build innovation. Irrespective of various challenges, female entrepreneurs have significant roles to play in the economy in India. Some of these challenges are access to finance, social norms, family responsibilities, and work-life balance. With these support systems and strategies. With these support systems and strategies, women entrepreneurs can grow and play a vital role in more equitable landscape. In India, women entrepreneurship is very promising. By providing policy recommendations, capacity building, and advocacy for gender equality to promote women entrepreneurs, it is possible to transform the society and economy. Women entrepreneurship will result in economic growth and social development. Women can have opportunities to access mentorship, funding, and networking to build a friendly ecosystem so that more and more women can be motivated to be successful entrepreneurs. There are several implications to motivate women entrepreneurs with more diverse and inclusive landscape to benefit the whole country (Reddy et al, 2024).

Aparisi-Torrijo & Ribes-Giner (2022) presented the current structure, academic research trend, and foundations for leadership factors in women entrepreneurship for providing scholars with an insight to research directions and explored whether same patterns are generated in leadership and entrepreneurship studies. They used a bibliometric study from 2000 to 2020 when analyzing database in "Web of Science". By conducting performance analysis and scientific mapping, they studied the links among variables. Most productive and influential nations are Spain and the US. Most influential countries deal with management, entrepreneurship, business, and leadership.

1.1. Research Gap

Irrespective of increasing women's participation in leadership, there are various challenges, such as limited access to finance, gender discrimination, and societal norms. A lot of studies have explored leadership and entrepreneurship among women separately, only a few have examined their challenges and opportunities. This study will fill this research gap and increase the understanding of women entrepreneurship and encounters confronted by women entrepreneurs.

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1.2. Statement of the Problem

India is well-regarded as a male dominated nation where women are often seen as inferior or weaker as compared to men. For women empowerment, gender bias is known to be a major challenge in all aspects of life, and entrepreneurship is also included. This study explores the role of women entrepreneurship in India and challenges related to securing finances and work-life balance they face as compared to men.

1.3. Research Objectives

- To investigate the difficulties and hurdles faced by women entrepreneurs in India
- To identify opportunities that women have in India for starting their own business
- To discuss schemes introduced by government of India for female entrepreneurs

1.4. Hypotheses

H1 – Women entrepreneurs significantly face more challenges than men in securing finances due to societal norms and gender biases

H2 – Women face more challenges related to work-life balance when playing leadership roles effectively

H3 – There is a significant positive impact of access to mentorship and networking opportunities on women's business growth

H4 – There is a positive influence of government policies and initiatives on the success of women entrepreneurship

Research Methodology

A mixed-method approach is adopted in this study by combining both primary and secondary data to gain complete insights into opportunities and challenges that women face in entrepreneurial leadership.

1.5. Research Design

This study implements an investigative and expressive research design to recognize key opportunities and challenges that women face in starting up their own business with qualitative and quantitative analysis. Descriptive research design is adopted to identify opportunities and challenges faced by women entrepreneurs. Exploratory research design is adopted to have deeper insights to real-world experiences with qualitative analysis.

1.6. Data Collection

Primary data is collected through a designed inquiry form which was shared among entrepreneurs in different sectors. The questionnaire will include questions related to demographic profile of respondents and challenges and opportunities provided to entrepreneurs based on 5-point Likert scale. In addition, secondary data will be collected from previous studies and articles published in peer-reviewed journals related to women entrepreneurship.

1.7. Sampling strategy

Target population of the study will be male and female entrepreneurs for comparing their challenges in India. Convenient sampling technique will be used for selecting entrepreneurs with relevant expertise and knowledge. Target sample size for this study is 200 participants and total 120 responses have been received.

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1.8. Data Analysis

For conducting data investigation, "Excel and IBM SPSS software" is being used for hypothesis testing. On the way to analyze and understand survey facts, frequency distribution will be conducted along with autonomous illustrations t-test and Pearson's relationship test.

Data Analysis

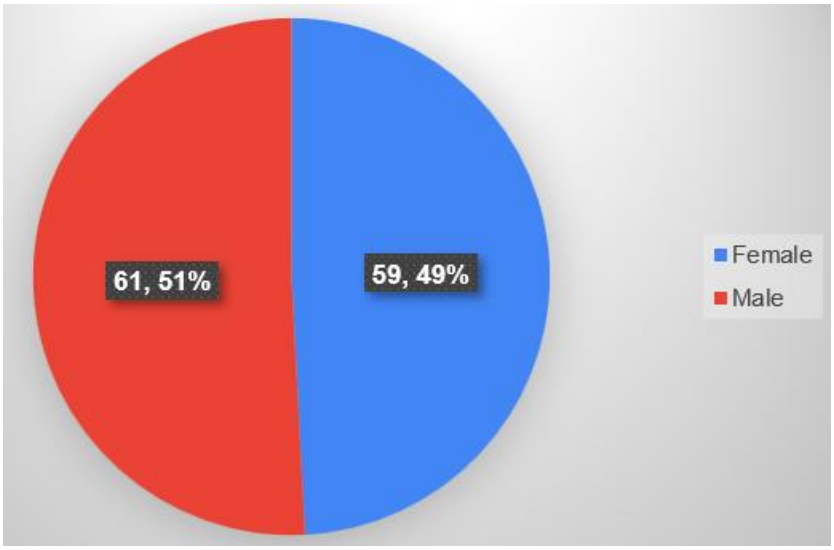
1.9. Demographics

In this study, total 200 participants were targeted but 120 responses have been collected through online survey.

Table 1 – Gender of participants

		Frequency	Percent
Valid	Female	59	49.2
	Male	61	50.8
	Total	120	100.0

Figure 1 – Gender of participants



Out of 120 participants, 61 (51%) participants are male and 59 (49%) participants are female (Table 1) (Figure 1).

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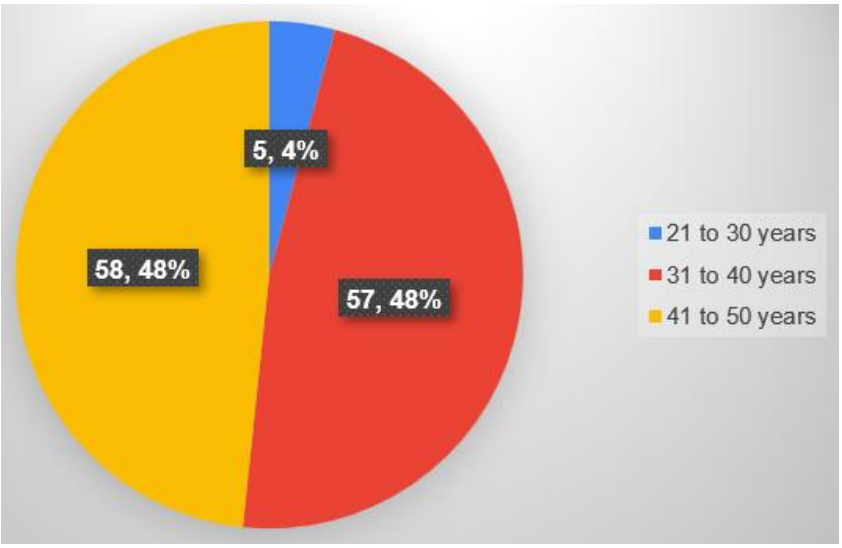
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2024, 9(3)
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Table 2 - Age group

		Frequency	Percent
Valid	21 to 30 years	5	4.2
	31 to 40 years	57	47.5
	41 to 50 years	58	48.3
	Total	120	100.0

Figure 2 – Age cluster of participants



When we analyses the age range, 58 (48%) contestants are 41 to 50 years old, 57 (47%) participants are 31 to 40 years old, and only 5 (4%) participants are 21 to 30 years old (Table 2) (Figure 2).

Table 3 - Entrepreneurial experience

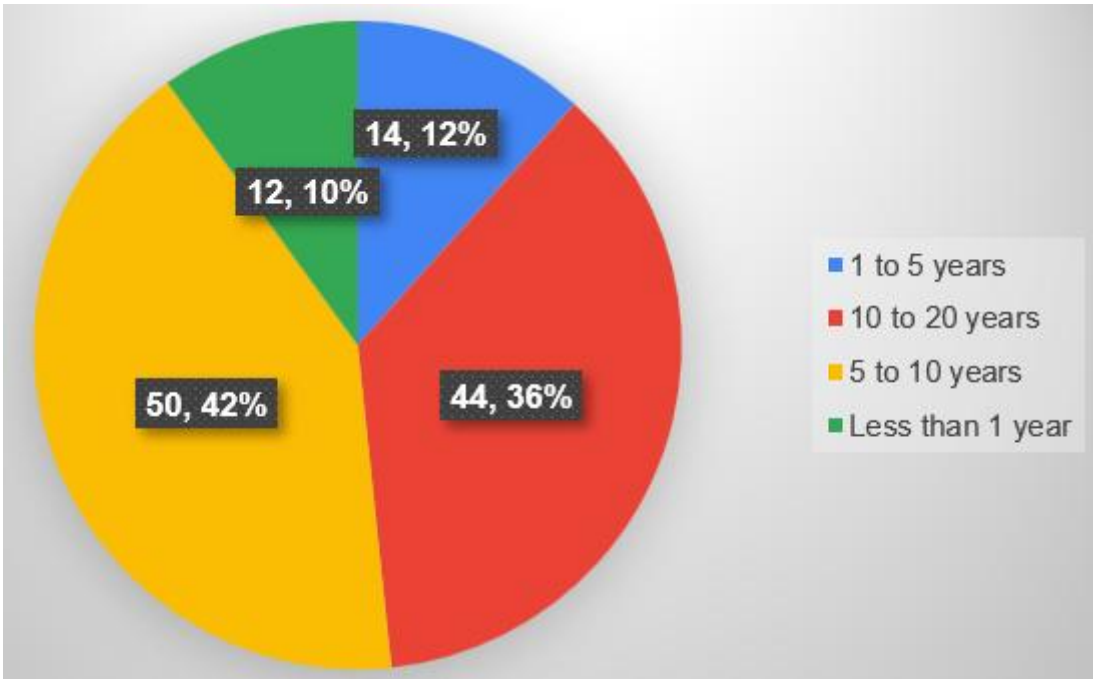
		Frequency	Percent
Valid	1 to 5 years	14	11.7
	10 to 20 years	44	36.7
	5 to 10 years	50	41.7
	Less than 1 year	12	10.0
	Total	120	100.0

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Figure 3 – Entrepreneurial experience of participants



When it comes to entrepreneurial experience, 50 (42%) participants have 5 to 10 years of experience, 44 (37%) participants have an expertise of 10 to 20 years, 14 (12%) have 1 to 5 years, and 12 (10%) have less than 1 year (Table 3) (Figure 3).

Table 4 – Entrepreneurs working in Sectors

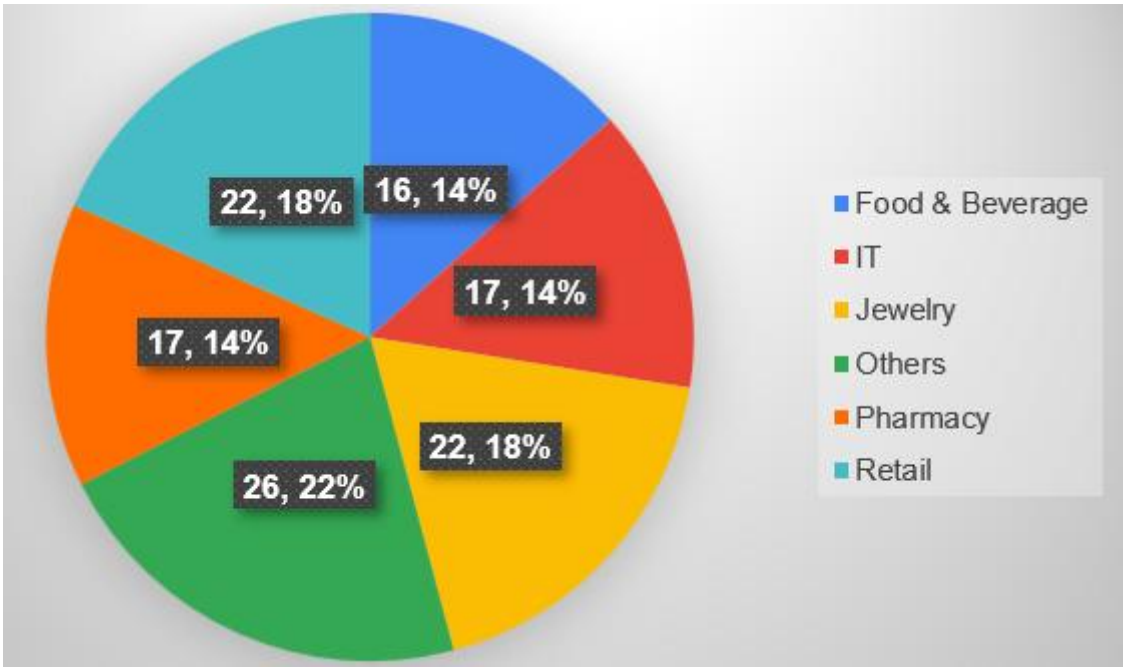
		Frequency	Percent
Valid	Food & Beverage	16	13.3
	IT	17	14.2
	Jewelry	22	18.3
	Others	26	21.7
	Pharmacy	17	14.2
	Retail	22	18.3
	Total	120	100.0

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e-ISSN: 2468-4376
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Figure 4 – Sectors where entrepreneurs operate



There are 22 (18%) participants operating in retail sector, 17 (14%) participants working in pharmacy sector, 22 (18%) participants own jewelry businesses, 17 (14%) participants operate in IT sector, 16 (13%) participants belong to food and beverages sector, and 26 (22%) participants operate in other sectors (Table 4) (Figure 4).

1.10. Challenges in entrepreneurial leadership

When it comes to challenges faced by entrepreneurs, here are the data collected -

Table 5 - Challenges in accessing finances

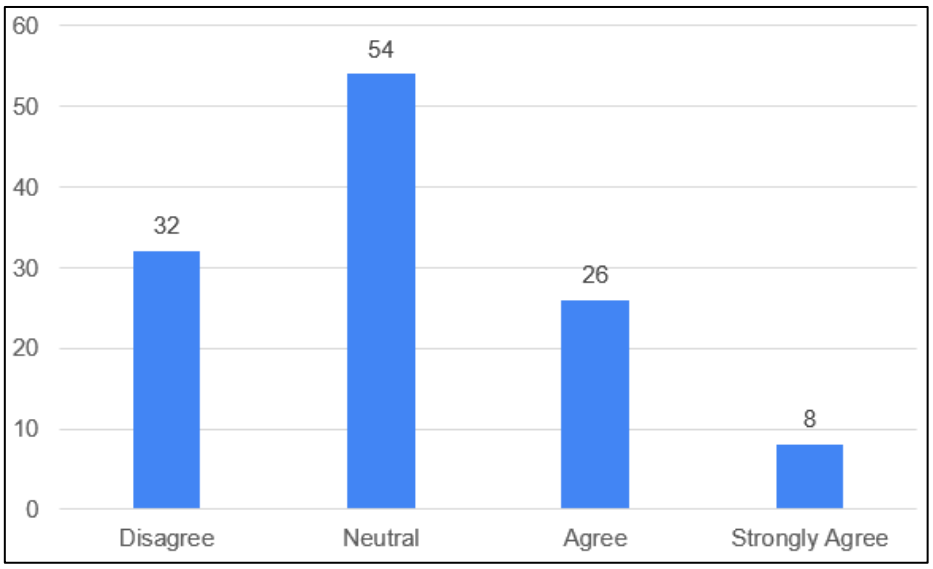
		Frequency	Percent
Valid	Disagree	32	26.7
	Neutral	54	45.0
	Agree	26	21.7
	Strongly Agree	8	6.7
	Total	120	100.0

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2024, 9(3)
e-ISSN: 2468-4376
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Figure 5 – Challenges in accessing finances



There are 8 (7%) participants who strongly agreed and 26 (22%) participants who agreed that they face challenges in accessing finance, while 32 (27%) participants disagree and 54 (45%) participants neither agree nor disagree (Table 5) (Figure 5).

Table 6 – Impact of gender discrimination on entrepreneurship

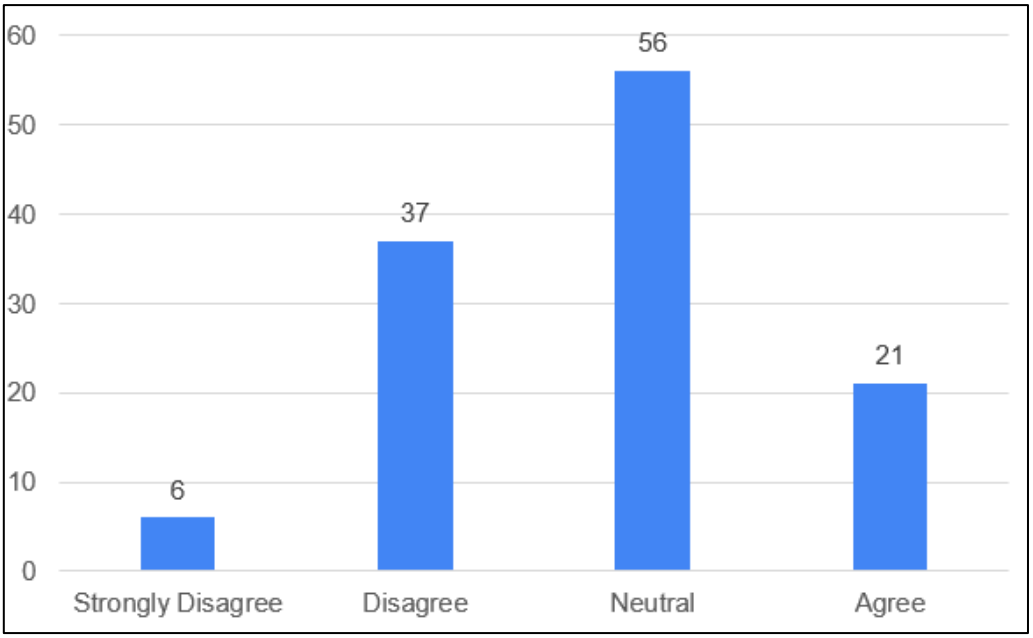
		Frequency	Percent
Valid	Strongly Disagree	6	5.0
	Disagree	37	30.8
	Neutral	56	46.7
	Agree	21	17.5
	Total	120	100.0

Figure 6 – Impact of gender discrimination on entrepreneurship

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There are only 21 (18%) participants who agree that their entrepreneurial journey is deeply affected by gender discrimination, while 56 (47%) participants are not at all sure, 37 (31%) participants disagree about this subject, and 6 (5%) participants are strongly disagree about this gender discrimination (Table 6) (Figure 6).

Table 7 – Leadership decision-making and its Impact of Societal norms

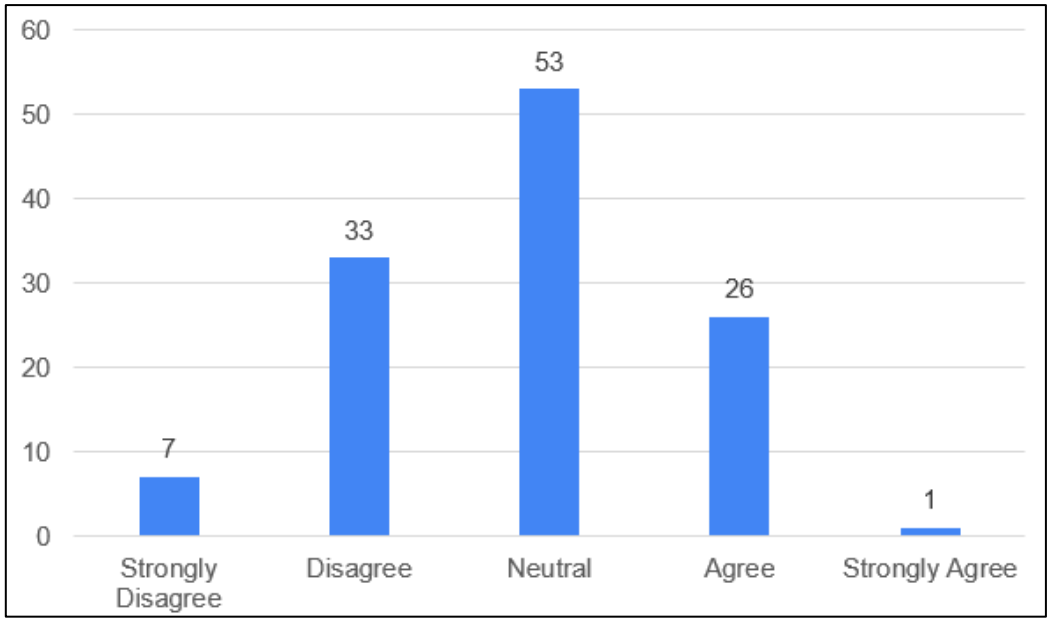
		Frequency	Percent
Valid	Strongly Disagree	7	5.8
	Disagree	33	27.5
	Neutral	53	44.2
	Agree	26	21.7
	Strongly Agree	1	.8
	Total	120	100.0

Figure 7 – Leadership decision – making and its Impact of Societal norms

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There are only 26 (22%) participants agree and 1 participant (0.8%) strongly agree that societal norms have affected their leadership decision-making, while 33 (28%) participants disagree, 7 (6%) participants have strongly disagreed, and 53 (44%) participants have neither agreed nor disagreed (Table 7) (Figure 7).

Table 8 – Work–Life balance and its Challenges

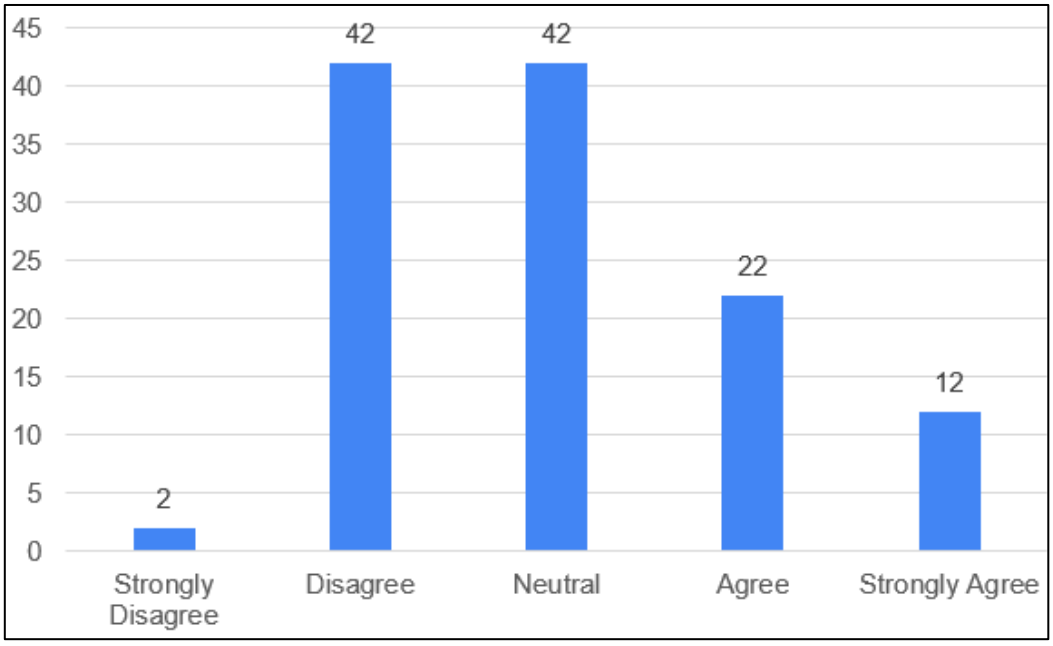
		Frequency	Percent
Valid	Strongly Disagree	2	1.7
	Disagree	42	35.0
	Neutral	42	35.0
	Agree	22	18.3
	Strongly Agree	12	10.0
	Total	120	100.0

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e-ISSN: 2468-4376
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Figure 8 – Work-Life balance and its Challenges



There are 22 (18%) participants who have agreed and 12 (10%) participants have strongly agreed that they face many tasks in handling work-life balance, while 42 (35%) contributors neither agreed nor disagreed, 42 (35%) contributors disagree, and 2 (2%) participants strongly disagreed (Table 8) (Figure 8).

1.11. Opportunities in entrepreneurial leadership

Table 9 – Availability of networking and mentorship opportunities for entrepreneurial growth

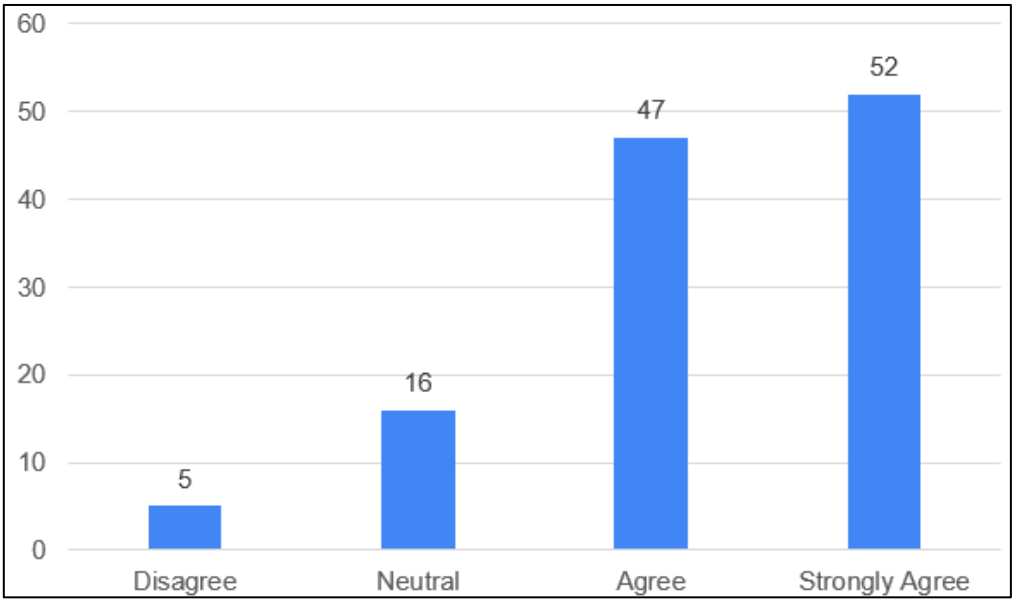
		Frequency	Percent
Valid	Disagree	5	4.2
	Neutral	16	13.3
	Agree	47	39.2
	Strongly Agree	52	43.3
	Total	120	100.0

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e-ISSN: 2468-4376
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Figure 9 – Availability of networking and mentorship opportunities for entrepreneurial growth



There are 47 (39%) contestants who agreed, and 52 (43%) contestants strongly agreed that they have got networking and mentorship opportunities for entrepreneurial growth, while only 5 (4%) contributors disagree and 16 (13%) contributors neither agreed nor disagreed (Table 9) (Figure 9).

Table 10 – Support of government policies

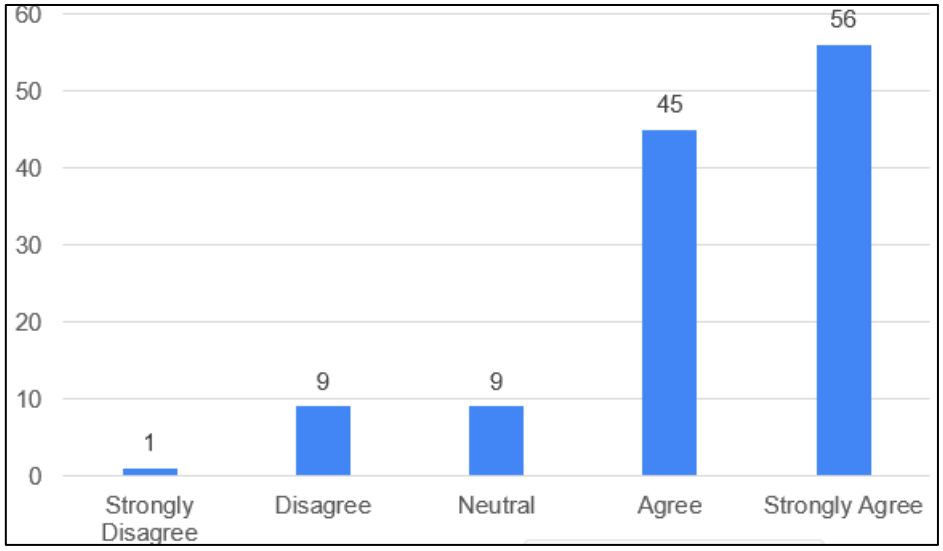
		Frequency	Percent
Valid	Strongly Disagree	1	.8
	Disagree	9	7.5
	Neutral	9	7.5
	Agree	45	37.5
	Strongly Agree	56	46.7
	Total	120	100.0

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Figure 10 – Support of government policies



There are 45 (38%) contestants who agree and 56 (47%) contestants who strongly agree that government policies support their entrepreneurial activity, while only 9 (7%) contributors disagree, 1 contributor strongly disagree, and 9 (7%) contestant neither agreed nor disagreed (Table 10) (Figure 10).

Table 11 - Business Growth with access to digital platforms and technology

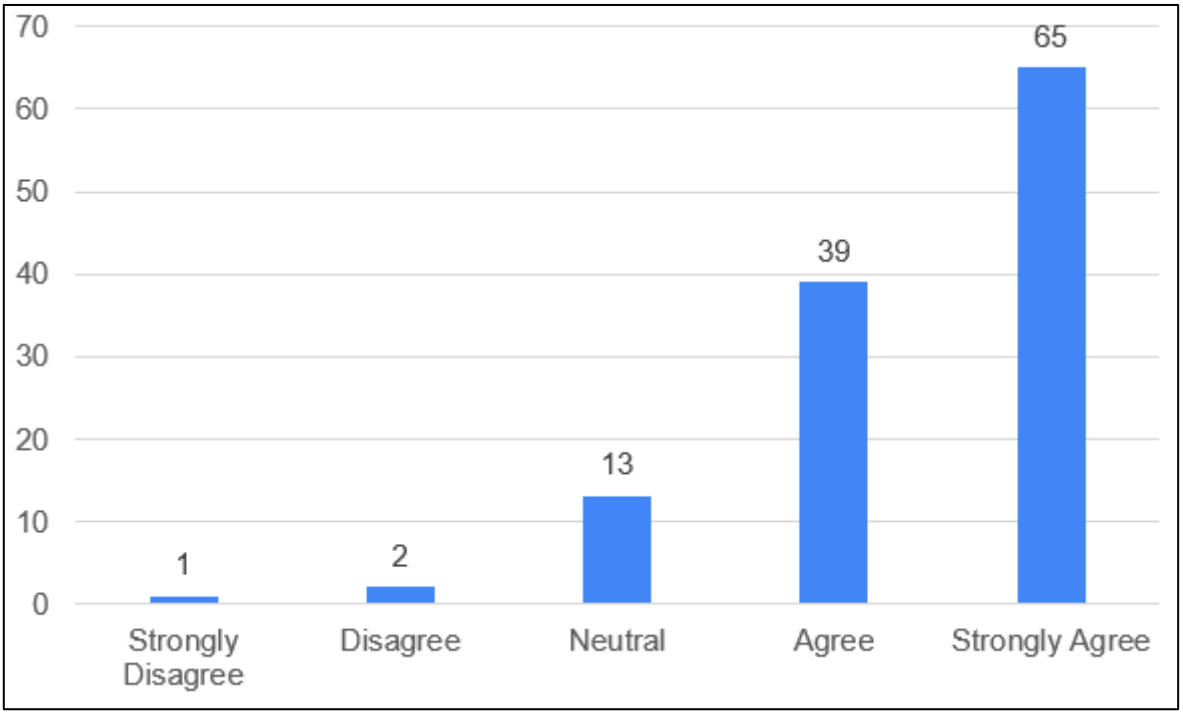
		Frequency	Percent
Valid	Strongly Disagree	1	.8
	Disagree	2	1.7
	Neutral	13	10.8
	Agree	39	32.5
	Strongly Agree	65	54.2
	Total	120	100.0

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Figure 11 – Business Growth with access to digital platforms and technology



There are 39 (33%) contestants who agree and 65 (54%) contestants who strongly agreed that they have witnessed business growth with access to digital platforms and technology, while only 2 (1%) participants disagree, 1 participant strongly disagree, and 13 (11%) participants neither agree nor disagree (Table 11) (Figure 11).

Table 12 - Women entrepreneurship is widely accepted in corporate world

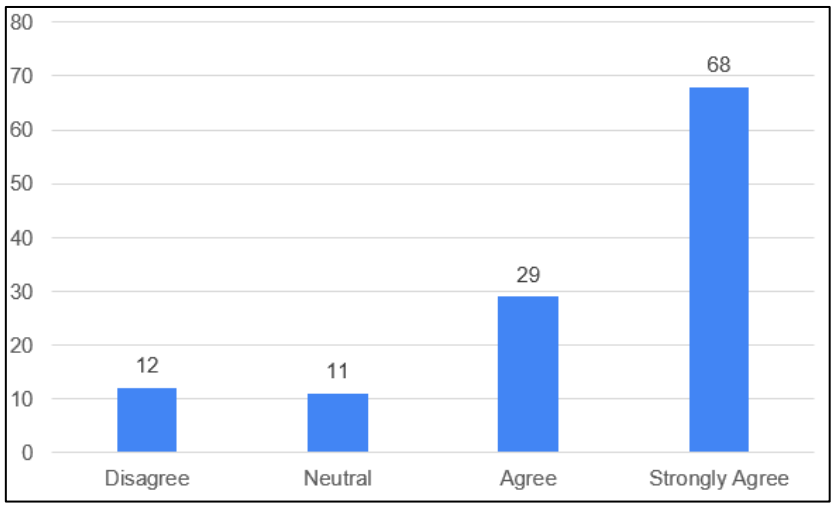
		Frequency	Percent
Valid	Disagree	12	10.0
	Neutral	11	9.2
	Agree	29	24.2
	Strongly Agree	68	56.7
	Total	120	100.0

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Figure 12 – Women entrepreneurship is widely accepted in corporate world



There are 68 (57%) contestants who strongly agreed and 29 (24%) contestants agreed that women entrepreneurship is widely accepted in corporate world, while only 12 (10%) contestants disagreed and 11 (9%) contributos neither agreed nor disagreed (Table 12) (Figure 12).

1.12. Hypotheses Testing

When looking at test of Levene, for equality of variances, F value is 7.812 and Sig. is 0.006 ($p<0.05$). Hence, null hypothesis is rejected. Variance between male and female entrepreneurs is not equal. When looking at t-test for "Equality of Means", the t value is 2.830 with degree of freedom 110.568. Since p-value is $p<0.05$, it is found that there is statistically substantial variance in financial challenges faced by women and men entrepreneurs. Mean difference of -0.436 means women entrepreneurs face more difficulty in accessing finances than men (as per the Likert scale). Since 95% confidence interval doesn't have 0, it means difference is significant. Hence, H1 is accepted, i.e., women entrepreneurs significantly face more challenges than men in securing finances. Policy changes are needed to improve access to finances for female entrepreneurs (Table 13).

Table 13 - Independent Sample t-test on challenges in accessing finances

Challenges in Accessing Finances	Levene's Test for Equality of Variances		t-test for Equality of Means						
								95% Confidence Interval of the Difference	
	F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
Equal variances assumed	7.812	.006	-2.841	118	.005	-.436	.154	-.740	-.132
Equal variances not assumed			-2.830	110.568	.006	-.436	.154	-.742	-.131

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When it comes to variance between men and women, it is found equal because F value was 3.057 and Sig. value was 0.083 (p>0.05). There is statistically considerable variance in challenges faced by women and men entrepreneurs pertaining to work-life balance (p<0.05) or p = 0.028 as found in t-test for Equality of Means.

In addition, mean-difference was -0.4, which means women entrepreneurs face 0.4 units more difficulties in managing work-life balance as compared to men. To conclude, H2 is accepted, i.e., women face more difficulties to work-life balance when playing leadership roles effectively. Policies like support networks, stretchy work arrangements, and intimate-friendly environments can be helpful to women entrepreneurs to manage work-life balance (Table 14).

Table 14 – Independent sample t-test on work-life challenges

Challenges in work-life balance	Levene's Test for Equality of Variances		t-test for Equality of Means						
								95% Confidence Interval of the Difference	
	F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
Equal variances assumed	3.057	.083	-2.218	118	.028	-.400	.180	-.757	-.043
Equal variances not assumed			-2.212	113.972	.029	-.400	.181	-.758	-.042

When it comes to correlation between business growth and networking and mentorship access, Pearson's Correlation test was conducted. The value of coefficient (r) was 0.315. Since it is a positive value, there is a positive relationship.

The value of statistical significance (2-tailed) is 0.000 (Table 15). Since p<0.01, there is highly significant correlation at 1% level. So, H3 is accepted, i.e., there is a significant positive impact of access to mentorship and networking opportunities on women's business growth. With better access to mentorship and networking programs, women entrepreneurs may achieve higher business growth. The success rate of women-based businesses can also be enhanced by policies and support programs.

Table 15 – Correlation between Access to Mentorship and Networking and Business Growth

		Access to Mentorship and Networking	Business Growth
Access to Mentorship and Networking	Pearson Correlation	1	.315**
	Sig. (2-tailed)		.000
	N	120	120
Business Growth	Pearson Correlation	.315**	1
	Sig. (2-tailed)	.000	
	N	120	120

**. Correlation is significant at the 0.01 level (2-tailed).

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Journal of Information Systems Engineering and Management
2024, 9(3)
e-ISSN: 2468-4376
https://www.jisem-journal.com/

Research Article

In addition, the R value of correlation between government policies/initiatives and business growth is 0.413. It suggests moderately strong relationship. The absolute value of significance (p value) is 0.000 ($p<0.01$). The correlation is highly significant and hence, H4 is accepted, i.e., there is always positive influence of government policies and initiatives on the success of women entrepreneurship (Table 16)". Effective government programs and policies like tax benefits, funding, and skill development can promote women entrepreneurship. Their business growth could be further enhanced with a robust policy framework. When comparing with mentorship and networking (r = 0.315), government initiatives (r = 0.413) have stronger impact on women entrepreneurs' business growth.

Table 16 – Correlation between government policies/initiatives and business growth

		Influence of Govt Policies and Initiatives	Business Growth
Influence of Govt Policies and Initiatives	Pearson Correlation	1	.413**
	Sig. (2-tailed)		.000
	N	120	120
Business Growth	Pearson Correlation	.413**	1
	Sig. (2-tailed)	.000	
	N	120	120

**. Correlation is significant at the 0.01 level (2-tailed).

1.13. Schemes Introduced by Govt of India for Women Entrepreneurs

Women entrepreneurs are growing rapidly in different sectors. It is observed that they have witnessed consistent growth in India. In this day and age, women entrepreneurship is widely accepted in corporate world for those who wish to earn on their own. Given the rise of women entrepreneurship, government of India has introduced several schemes to encourage more and more women to become self-employed. However, there are certain age limits, conditions, and loan criteria that come with these schemes (Indifi, n.d.) –

- **Annapurna Scheme** – This scheme is suitable for women entrepreneurs in food and catering industry. They can set up their small business with this loan. It can fulfill their capital requirements like setting up logistics and acquiring utensils and equipment. They have their chance at new products and better capital to kickstart their own business. Women can get up to Rs. 50,000 under this scheme.
- **Bhartiya Mahila Bank Business Loan** – It is one of the best schemes for women who want to start their own business on a large scale. This scheme has limit up to Rs. 20 Crores.
- **Mudra Yojana Scheme** – This scheme is aimed to improve women's status in India by offering business loans and to make them self-reliant and financially independent. Mudra cards are given to the women after approval. They are similar to credit cards and can be used to withdraw 10% of loan amount. There are different plans under this scheme, according to expansion level, business type, and purpose

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of the loan. Under this scheme, women can apply for up to Rs. 10 lakhs. Under "Pradhan Mantri Mudra Yojana (PMMY)", there are three categories of loans as per the loan amount –

- **SHISHU Loan** – This scheme provides loans for startups and new ventures amounting up to Rs. 50,000.
- **KISHOR Loan** – This scheme provides loans for entrepreneurs from Rs. 50,001 to Rs. Five lakhs for purchasing basic raw materials, growth of prevailing business, and acquiring equipment or machinery.
- **TARUN Loan** – This scheme includes loans for entrepreneurs from Rs. 500,001 to Rs. Ten lakhs for reputable enterprises and businesses.

- **Orient Mahila Vikas Yojana** – This scheme is ideal for women holding 51% share capital collectively or individually as proprietor. It is good for stakeholders to expand their operations. These loans don't need collateral security. Women entrepreneurs can get concession up to 2% on interest rate. It has flexible repayment period for up to 7 years and limit for this scheme is Rs. 25 lakhs.
- **Dena Shakti Scheme** – For women's businesses, this scheme is limited to the fields of retail, agriculture, small businesses, manufacturing, or micro-credit organizations. The maximum limit for beneficiaries is provided as per RBI limits as per the sector they are opening a business or expanding in. It has limit of up to Rs. 20 Lakhs.
- **Udyogini Scheme** – It is another great scheme for women entrepreneurs as they can be self-reliant and play a vital role in self-development. It encourages budding entrepreneurs by providing decent rates of interest as compared to high rates in private sector. However, they should have family income below Rs. 40,000 per annum. The cap amount for this scheme is Rs. 1 lakh.

Discussion and Conclusion

Women entrepreneurs have a lot of challenges to face in the beginning until enterprise settles down. Being a woman is itself a challenge for these entrepreneurs. Indian women also have responsibilities towards family, work, and society. The ethics, tradition, customs, motherhood, and feeling of insecurity are some of the peculiar problems against Indian women, when it comes to become an entrepreneur. Majority of total population includes women in India and corporate world is still dominated by men. In developed countries, women are highly recognized and prominent.

Technically sound, well-qualified, and highly educated women must be encouraged to manage their own businesses instead of depending on wage employment. It is important to identify, train, and utilize hidden talents of skilled women for different industries to improve productivity. A friendly environment is needed so that every woman can develop entrepreneurial spirit. It is vital to empower women entrepreneurs to achieve sustainable development goals and bottlenecks affecting their growth to achieve full engagement in the business. Along with training initiative, mentorship, newsletters, exhibitions, and trade fairs can be the source for entrepreneurship growth.

India is still a male-dominated nation where women are dependent on male members of the family, be it socially or economically. Women face a lot of challenges in society like education, lack of finances, lack of confidence, socio-cultural barriers, etc. These factors hinder the success of female entrepreneurs. This mindset of society needs radical change as a lot of studies have observed that female entrepreneurship is a great factor for economic development of the nation.

So, it is required to promote female entrepreneurship to improve country's economy. It can be possible with proper training and education for rural women, training institutes to improve their understanding, professional knowledge, risk-taking ability, and potential. Hence, state and central governments must train and assist them to take part in seminars, workshop, trade fair, and exhibitions by establishing several institutes where constant monitoring is needed to improve entrepreneurship quality. Proper assistance and monitoring is needed from society, family, and government to make those entrepreneurs a part of country's economy in this age of globalization.

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