

# Challenging The Status Quo: Women Entrepreneurs Breaking Barriers

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**Abstract**— *Women have always been looked down by the society throughout history. They have been deprived of their rights and have faced a numerous barriers and obstacles when it came to stepping out their own house trying to do something different. In recent decades, women have been seeing breaking barriers and accelerating at a high pace, trying to achieve their dreams and thereby helping in the overall development of an economy. In this study we analyze the beginnings of women challenging the status –quo. An upsurge of women opening shops, starting service-based ventures, reinventing existing ones and scaling a small business to remarkable heights was been seen in this modern era. In this study a group of 50 women entrepreneurs were selected as part of the sample, a convenient sampling technique was used. The major findings of the study were that most of the women started their venture in the service industry, they had to invest their own personal savings, they mainly operated as sole proprietorship, faced lack of motivation from their family and peer group and expanded their business skills and networking skills after being self-independent.*

**Index Terms**— *Women entrepreneurship, Challenge, motivational factors, government support schemes, economic development.*

## I. INTRODUCTION

Bringing about equality in the society and empowering women to be personally independent and motivating them mentally creating a strong sense of self-confident and helping them be trend setters for future (Anwar et al., 2022) Women entrepreneurship have gained importance over the past decade, The increase in the standard of living and the increased wants of the family has instilled women to start, organise, and built their interest or passion into a business. Hence, a self-confident, self-assured, innovative imaginative, and creative woman who wants to become financially independent while also opening up job chances for others is a woman entrepreneur. Entrepreneurs play a key role in raising the economic standards of an

economy, reducing unemployment and raising the standards of living (Satsangi, 2017). In this study a few prosperous and creative female entrepreneurs are being studied. This would analyse the potentials of women entrepreneurship.

Today, Kalpana Saroj is one of India's most prominent and inspirational female entrepreneurs, operating a profitable company valued at 750 crores. She founded KS Film Production and was the producer of Khaialnji, her debut film. Following that, she established a rather prosperous real estate company and became well-known for her abilities and connections in the business community. When Kamani Tubes entered liquidation in 2001, she was a part of it, and she took over as the chief Executive Officer she positively restructured the company and bought it back to profit. The modern workplace has been competitive and innovative and a major contribution comes from its powerful women entrepreneurs.

Through creative inventions, unconventional commercial endeavours, and unheard-of success, women have left their imprint on the workplace. The employment conditions for women started to change significantly with the arrival of feminism around the turn of the 20th century. Before this period, women only held enterprises if they were destitute or single and did not want to be a burden on society. The majority of these establishments were pubs, alehouses, and brothels. Progressive ideas created a social environment at the beginning of the century that was far more supportive of female entrepreneurs.

Women entrepreneurs including Madam C.J Walker, Olive Ann Beech, Coco Chanel, Ma Perkins, Madam C.J and Olive Ann Beech began their careers in the early 1900s. These strong women created their own

businesses and battled valiantly for achievement against stigmas associated with female entrepreneurs, discrimination, and unequal pay. These companies are still in existence today to carry on the heritage of some of the first American entrepreneurs.

Women began to enter the business world before World War II. For decades, women have been making their own enterprises and developing new items. It does, however, signify a period when an unprecedented number of women joined the American labour. The number of working women increased by over 10% between 1940 and 1945 as a result of male enlistment in the military, which created job shortages. Women started working in a range of jobs, including sewing clothing and fixing airplanes. As time passed by, the number of female entrepreneurs increased dramatically, making money from a variety of home-based ventures. Many carried on with their trades after the war, making independent livings. The Founder of the American beauty industry Elizabeth Arden, on her own, is among the most notable of the early female entrepreneurs 1910. Following the war, her empire grew rapidly, and Red Door salons began to sprout in global fashion hubs. In terms of craftsmanship and quality, the Elizabeth Arden brand is still a cornerstone today.

Women's political and social environments saw significant transformation in the 1960s and 1970s. The number of working single mothers increased as divorce rates rose. For many women, starting their own business was the best option. The notion that women needed to stay at home to be accepted by society was disproved by the American feminist movement, which ultimately removed obstacles for women in the workforce. After gaining legal rights, women started to venture outside of traditional professions like secretaries, teachers, and nurses to work in broader corporate sectors. Being technically advanced will aid a women making life easier and accessible and can be used a technical tool to build a firmly rooted business worldwide (Rai & Sijariya, 2019).

## II. STATEMENT OF THE PROBLEM

In the current environment, women's entrepreneurship is crucial to our nation's economic development. It

helps to boost the economic standing of the nation in addition to the status of women in society. In a society where men are the centre of attention, women strive to establish equality and a democratic mindset. Over time, entrepreneurs have been crucial in promoting economic growth and employment creation. Women's economic independence can help achieve gender equality, which is crucial for the advancement of society. The challenges posed by the new economic policies should be taken on by women entrepreneurs. Without women's full participation, economic development would not be complete. Women entrepreneurs ought to be recognized as people who assume positions in which they want to modify their personal needs, economic performance, and relationships with their family and society. Women provide a distinct approach to decision-making and issue solving that can improve the quality of the solution. Women bring a distinct set of problems and experiences to the table that can improve the quality of decisions made. Women business owners are particularly prone to establishing and preserving long-term relationships.

## III. OBJECTIVES OF THE STUDY

- To study about the challenges faced by the women entrepreneurs.
- To study about the government support schemes for the development of women entrepreneurship.
- To study about the contribution of women entrepreneurs towards the society.

## IV. SCOPE OF THE STUDY

The study aims to make an analytical study on the challenges faced by women entrepreneurs and the initiatives taken by the government in fostering women entrepreneurship. For this purpose, fifty women entrepreneurs from Ernakulam district were selected.

## V. RESEARCH METHODOLOGY

### DATA COLLECTION:

For Data collection both primary and secondary data from different sources were collected to support this research work.

Primary Data: Data were collected from respondents based on structured questionnaire.

Secondary Data: Data is collected from journals, periodicals, books and internet.

#### SAMPLING DESIGN:

The method of sampling adopted for the study is convenient sampling technique was used. Probability sampling method is not practical and convenience method is more adoptable for this study, time factor also influences to adopt convenience method of the study

### VI. REVIEW OF LITERATURE

Many previous studies have been made on the problems and challenges faced by women entrepreneurs and their findings and recommendations has been useful in this study. No study can be directly analysed without prior understanding of the recommendations and theories already existing. Therefore, a glimpse into this study will help to create a better framework of the existing problem and help in providing a basis for describing an ideal framework for the present project.

In the study on Saudi Arabia women entrepreneurship emphasized on how government should promote sustainable practices in their business. Women entrepreneurs were still ignorant to the concept of sustainability (Abdelwahed et al., 2022). In a study on the women in Qatar studies the barriers and helps to pave the way to adopt more progressive policies to cater to the needs of women entrepreneurship (Al-Qahtani et al., 2022). The intersection of women entrepreneurship and indigenous entrepreneurship was studied as the research theme in the study (Croce, 2020). A study on the barriers to women entrepreneurship, methods and results focused that family duties and getting financial help were the barriers faced by women entrepreneurs (Tur-Porcar et al., 2017). A study on the women empowerment on self help groups were done which portrayed a significant impact on various factors like age, education, marital status and the number of members in the family (Sharma & Chandan, 2023). For women entrepreneurship development many schemes had

been introduced study was focused on the importance of Mudra loan towards small business units (Kumar Gupta, 2022) A study on digital marketing was studied as it's a integral part of entrepreneurship mainly 3 factors like success of any economy, organisational and other outward factors were studied (Kaur, 2023). There was a lack of entrepreneur education that was stated by many entrepreneurs a study on Entrepreneur Education was studied which proved to be a solution to the challenges of unemployment and how it aimed to review the present Education on entrepreneurship being provided in various universities and offices and it proposed a thematic framework for integrating other subjects (Ranjan & Gautam, 2019). An empirical study was done in Assam to analyse the awareness and perception level of entrepreneurs and a strong disconnect was seen in education provided and real life situation (Dutta, 2018) NABARD had launched micro finance programmes for self-help group and its impact was analysed keeping in mind savings, loans disbursement and amount of loan outstanding (Sainath & Gnanendra, 2018) Many financial policies was introduced for women entrepreneurship development, the usefulness of these policies was studied and its effectiveness on women development was analysed (Batola & Singh, 2017)

Leyla Sarfaraz, Nezameddin Faghieh and Armaghan Asadi Majd (2014) The quality, gender distribution, and nature of entrepreneurial activity are just a few of the variables that their research examines to determine how much entrepreneurship impacts the economy. The advancement of women entrepreneurs and gender equality are essential to economic growth. This study examines the relationship between gender-related entrepreneurial activities and economic development. They demonstrated the relationship between the United Nations' gender-related development indices and the various stages of women's entrepreneurship as measured by Global Entrepreneurship Monitor and they concluded that there is no meaningful correlation between female entrepreneurship and gender equality.

Jennifer E. Jennings, Candida G. Brush (2013) Three primary goals served as the foundation for the research in this study. The first was to record how the field of study known as women's entrepreneurship research evolved. The second objective involved

evaluating the work's contributions, and the third involved talking about the challenges and prospects for research on women entrepreneurs. Women entrepreneurs showed that entrepreneurship is a gendered process, that it is embedded in families and can arise from both necessity and opportunity, and that entrepreneurs frequently pursue goals beyond financial gain, despite the fact that much of the research on women entrepreneurs has ostensibly focused on topics similar to those studied by general entrepreneurship scholars.

V Krishnamoorthy and R Balasubramani (April 2014), determined the critical elements influencing women's entrepreneurial motivation and how they affect business success. According to the survey, the key motivators for entrepreneurship include various factors like skill, ambition, satisfaction, knowledge, market opportunities, independence, family support and government subsidies. The study also found that entrepreneurial success is significantly impacted by the entrepreneurial motivational characteristics.

G. Palaniappan, C.S. Ramanigopal, and A.Mani (19 March 2012) In their analysis, they noted that women have been effective in shattering the glass ceiling in their homes by pursuing a variety of careers and services. The major factors driving women into building their entrepreneurial enterprises are skill, adaptability and knowledge. This study was also conducted to analyse the environmental opportunities and threats that support entrepreneurship, the major strengths and weaknesses of women entrepreneurs, and the motivational factors influenced women to become entrepreneurs. It also provided recommendations for promoting women entrepreneurs in a few Tamil Nadu districts. This study came to the conclusion that their inability to thrive in the market is a result of their lack of education and training.

Anita Tripathy Lal's (November 15, 2012) The primary aim of this study was to examine the noteworthy ascent of female entrepreneurs in India and their developmental trajectory from the pre-independence era (before to 1947), when British colonialism prevailed. The study also examined the factors that encouraged female entrepreneurs to throw themselves fully into starting new businesses. Four distinct stages of growth in women's entrepreneurship

in India have been identified through qualitative and quantitative research.

Hemple (2000). According to the book's contributors, particular examples from a variety of occupational jobs are used to examine how women are generally treated in the workplace. Enlightening and recording the important elements that impact a professional woman's growth and dissatisfaction, they investigate the particular issues that she faces throughout her life, issues like the legacy of childhood socialization and the marriage/career syndrome.

Ekesionye E. N Okolo A. N (5 January, 2012) studied women's economic engagement and empowerment as instruments for societal progress and self-reliance in Nigeria. According to the study's findings, the main economic activities that were documented in were the production of poultry, hairdressing, crafts, and crops. Women's own resources, relatives, benefactors, cooperative groups, loans, and credits were used to finance these economic endeavours. Women faced a number of challenges in their economic endeavours, including low levels of education, cultural constraints, lack of government backing, and influence from husbands and families. granting soft loans and credits, offering a sustainable land tenure system, and providing training and retraining. Initiatives and the formation of cooperative societies would boost the involvement of women in the economy and the advancement of Nigerian society.

## VII. THEOTHICAL FRAMEWORKWORK

Women entrepreneur is referred to an innovative, talented and enthusiastic women who initiate an idea, organize its resources and built a business enterprise. These women build their business enterprise starting with an idea generation, plans her future, organises her resources and combine factors of production, operate her enterprise and undertakes risk and handle the economic uncertainty involved in running it. When a woman makes a progress there is a holistic change that the entire economy goes through. The status of the family raises, the village progresses and the nation becomes developed, is rightly said by Pandit Jawahar Lal Nehru. Employment gives women's status and economic independence to women.

Women set up an enterprise not merely due to innovativeness but also due to economic and non-economic reasons as well.

#### VIII. WOMEN ENTREPRENEURS IN INDIA

Vandana Luthra (Founder at VLCC): Vandana Luthra the founder of VLCC Health care Ltd, is truly an inspirational Women Entrepreneurs. An Indian businesswoman, a philanthropist and chairman of the ability council for the beauty and wellness sector (B&WSSC). She set up her company in 1989 and called it “VLCC as a Wellness centre”. VLCC is well-established in beauty and has successfully spread throughout 11 countries all over Asia, Africa, and the GCC (Gulf Cooperation Council). “Asian Women Entrepreneur “of the year award was been awarded to her credit in the year 2010. Vandana was always different and has created a signature of her kind. She was honoured by India’s fourth-highest civilian honour, Padma Shri award from President of India.

Falguni Nayar (Founder of Nykaa): Falguni Nayar a successful business tycoon, the Founder of Nykaa proudly marketed as the one-stop destination for cosmetics and other beauty range. At her retirement age, she endeavoured her journey at the age of 50, she successfully ventured into a new journey. It after giving up her job that Falguni began to think about various ideas and also how to shape everything in the form of an organization. Still, Nykaa was never a business thought of in her mind until she had a personal experience when she received an unbiased approach while using retail and online beauty shop sales managers to select the best products. She noticed her friends in the States relied on Amazon shopping. She noticed the beauty industry didn’t have sufficient knowledge on the market and sale experience in India and this was combined to launch Nykaa in 2012. Within a short span of time several well-renowned brands started listing themselves on the platform. Nykaa’s turnover soon exceeded 200 crores, expanding itself over 850 brands and having more than 50,000 products.

Shradha Sharma (Founder & CEO of Your Story): Shradha Sharma, the Founder, and CEO of “Your Story” is a courageous entrepreneur who was bold

enough to quit her challenging salaried job while working for media house like CNBC in Mumbai. While working she got an opportunity to interview many successful entrepreneurs and was motivated by their success stories. She wanted to publish a few of these success stories but several channels rejected this idea. This rejection paved way for a new thinking. She noticed many inspiring stories around but there was no platform to cover them. While working for CNBC, Shradha was inspired to start a blog one night named “Your Story”. This caught the eye of viewers and soon, business practices of upcoming entrepreneurs was channelised and newspapers spread it wide. In no time the platform turned into India’s biggest platform for start-ups and entrepreneurs related stories. Today the website has over 70,000 stories and serves the content over 11 local languages. She was awarded the Femina award for L’Oreal Paris and was included in the nomination list in Worlds’ Top 500 LinkedIn Influencers. Shradha is still considered as one of the most influential women entrepreneurs in India.

#### IX. GOVERNMENT SCHEMES OFFERED FOR WOMEN ENTREPRENEURS

Even when women overwhelmed the challenges from their own families yet financial challenges was of great concern while embracing entrepreneurial spirit, the Indian government launched various schemes specially focusing on promoting women financially. Women entrepreneurs-oriented, Indian Government initiated schemes are given below.

1) Women Entrepreneurship Platform (WEP)  
Together with SIDBI, the NITI Aayog initiated a WEP with the goal of assisting current and aspiring female entrepreneurs. It was founded on the three primary pillars of Gyaan Shakti, Icha Shakti, and Karma Shakti. Its primary goal was to create an environment that would enable women entrepreneurs to receive financial support through business partnerships, apprenticeships, and mentorship. Additionally, WEP provided support for women-founded firms at different phases of development through incubation and accelerator programs. beginning with the conception phase of a startup and moving through to scaling up. Above all, it ensures that female entrepreneurs create a network of other like-minded individuals who will mentor and support one another.

## 2) The Udyogini Plan

The Udyogini plan, launched by the Indian government's Women Development Corporation, is aimed at ambitious female entrepreneurs, especially those who reside in impoverished and rural semi-urban areas. If a woman's household income is less than Rs. 1.5 lakh per year, she may be eligible for an interest-free, collateral-free loan of up to Rs. 3 lakhs. These loans are typically granted to women to launch microbusinesses in any of the 88 approved small-scale sectors. In addition, the government imparts multifunctional skills like pricing, feasibility, costing, and company planning along with a 30% subsidy for simple repayment choices.

## 3) Mudra Loans

The Pradhan Mantri Mudra Yojana (PMMY) launched Mudra Loans in April 2015, offering small and micro businesses in the retail, manufacturing, agricultural, and service sectors collateral-free loans. Based on the maximum amount that can be borrowed, these loans are divided into three categories: Shishu loans were defined as those up to Rs. 50,000, Kishor loans as those between Rs. 50,000 and Rs. 5 lakhs, and Tarun loans as those between Rs. 5 lakhs and Rs. 10 lakhs. At the moment, Mudra provides NBFCs and MFIs that lend money to female entrepreneurs with a rate decrease. Essentially a women-only program, over 68% of the approved mudra loans roughly Rs. 6.36 lakh crores were given to female business owners over the course of the previous six years.

## 4) Bharathiya Mahila Bank Business Loan

Despite being merged with SBI, Bharathiya Mahila Bank, which was founded in 2017 to give loans to female entrepreneurs, has continued to support their operations. Loans up to 20 crores are available to female entrepreneurs who want to launch a manufacturing facility or a real estate company. Furthermore, loans without collateral are offered for amounts less than Rs. 1 crore. company loans are categorized as follows: BMB Parvarish (daycare center), BMB Shringaar (beauty company), BMB SME Easy, and BMB Annapurna (food catering).

## 5) Annapurna Scheme

Annapurna Yojana a government initiative, where women entrepreneurs offer loans up to Rs. 50,000 for

starting food catering business. The loaned amount can be utilized for meeting business requirements such as working capital requirements, including the purchase of kitchen essentials. The major requirement of these loans is collateral and a guarantor. A repayment period of need to 3-year term.

## 6) Stree Shakti Scheme

The SBI program, Stree Shakti scheme, is specifically designed for female entrepreneurs who are either aspiring or established. Women working in a variety of industries, including manufacturing, retail, and services, are eligible for loans under this program. Among the self-employed women, doctors and architects are eligible for loans. When loans exceeding Rs. 2 lakhs are given to female entrepreneurs, the applicable interest rates are lowered by 0.5%. One of the additional perks is that loans up to Rs. 5 lakhs do not require a pledged security. To be eligible for this program, women entrepreneurs must be registered under the state government's EDP.

## 7) Dena Shakti Scheme

A public sector bank known as the Dena Bank, initiated to provide women with a platform to avail of business loans. Under this Scheme, financial support is extended to women entrepreneurs dealing with agriculture, retail trade, education, housing, and the SME segment. Women-initiated businesses can get loans up to maximum of Rs. 20 lakhs, which will be repayable over 7 years, with a concessional interest of 0.25%. A microcredit loan of Rs. 50,000 can also be sought under the Dena scheme.

## X. PARTICIPATION OF WOMEN ENTREPRENEURS IN ECONOMIC ACTIVITIES

The contribution of the woman community plays a significant role in the economic development of any country. Great emphasis is given as this plays a pivotal role in development of economy. When the women community of an economy can be as actively involved as men in contribution to the GDP of an economy, a faster growth rate can be witnessed thereby supporting many sectors and raising the standard of living of the economy. More innovation and creativity also lead to expansion of the women business empires eventually generating employment and eradicating poverty.

Women entrepreneurs have been well educated and have exhibited high skill of entrepreneurial activity. A few well-known business empires are run by women. In developing country, a numerous number of small business firms run by women have proven successful. Studies have proven the effect of education and entrepreneurial skill in women entrepreneurs and its positive impact on the society. A reality that has to be noticed is that when a woman is empowered as an entrepreneur then the whole society gets benefits from it, it leads to both economic and also social development. The major contributions are listed below:

**Economic Contribution:** Women’s economic activities contribute directly to growth and efficiency in dealing with informal business and poverty reduction.

**Capital formation:** Idle savings at financial institutions are made productive through channelising it through Entrepreneurs. They mobilise these savings into investment by issue of industrial securities the increase in the rate of capital formation is necessary for the holistic development of the economy. The increase in the rate of capital formation, is vital for rapid economic growth.

**Improvement in Per capita Income:** Women entrepreneurs always noticed to have been exploiting opportunities. They have converted the idle resources into national income and in the form of goods and services. The Factors of production mainly resources like land, labour, capital and organisation have been utilised efficiently and economically.in turn this raises the per capita income which is an important yardstick to measure economic growth.

**Generation of employment:** Implementation of their business plan have led to the generation of employment both directly and indirectly. Women entrepreneur in India are playing a vital role in generating employment. Social contributions have been on a rise since women entrepreneurs are setting up small scale industries, they offer jobs to people Social Contribution. Starting a venture also contributes towards generation of employment and improves the balanced regional development.

XI. DATA ANALYSIS

Motivational Factors:

Reasons to start own Business	Respondents	Percentage
For making money	15	33%
Support for family	8	15%
Independent job	9	16%
Self-relevant	18	36%
Total	50	100%

The Table shows that 36% of respondents have self-relevant as motivational factor behind the business. 33% of the respondents have money making as motivational factor and another 16% of the respondent’s motivational factor was to have a job. Then the rest of (15%) of respondents have the motivation to support for family through business. Thus, the study shows that self-relevant was the main motivation behind the business.

Form of Organisation:

Form of organisation	Respondents	Percentage
Sole proprietorship	23	43.40%
Small scale industries	20	39.62%
Company partnership	7	16.98%
Total	50	100%

Sources of Finance:

Source	Responses	Percentage
Personal savings	30	58.49%
Bank loan	9	16.98%
Family and friends	10	22.64%
Subsidy from government	1	1.89%

The table shows that the majority of the respondents (58.49%) depend upon personal savings for start-up funding in financing their enterprises. It is also clear that 22.64% of entrepreneurs borrow from friends and families. 17% of the entrepreneurs depend upon bank loans and 2% of the entrepreneurs depend on government subsidy.

Problems faced by Women Entrepreneurs:

Problems	Response	Percentage
Gender discrimination	14	26.42%
Lack of family support / society support	26	52.83%
Lack of education	10	18.87%
Total	50	100%

The Table shows the problems faced by women entrepreneurs. Majority of women entrepreneurs (52.83%) face lack of family / society support. It is also clear that 26.42% of women entrepreneurs faces the problem of discrimination on the basis of gender. 18.87% of women entrepreneurs faces lack of education.

Support received from Government Initiatives:

Support	Respondents	Percentage
Financial assistance	16	30.19%
Give Technical Advice	15	28.30%
Arrange training Programmes	14	26.42%
To provide information	8	15.09%
Total	50	100%

The table shows the support of women in India. The majority of women entrepreneurs get support through Financial Assistance and least of the women are supported by providing information.

DISCUSSIONS

- The study shows that most of the women entrepreneurs' nature of business is service.
- This study shows out of the total respondents (43.40%) has sole proprietorship form of organisation.
- Most of entrepreneurs (53.83%) commenced their business with an investment of less than 50000 rs.
- Personal savings was the main source of finance of women entrepreneurs (58.49%).
- Lack of support from family and society is the main and most relevant problem faced by women entrepreneurs in India.
- Women are discouraged from family as they have to face huge risks and lack of finance.
- Women also face gender-based discrimination, lack of education and also other factors.
- The study shows that most of the women entrepreneurs (37.74%) were learned to communicate in their business by person-to-person communication.
- The study shows that most of the women entrepreneurs used Mass marketing as the best strategy to target a new market.
- Self-relevant is the most (35.85%) motivational factors for starting their enterprise.
- The study shows that building a high demand in product is the entrepreneurs winning business idea.

IMPLICATIONS

- Upgrade access to funding and capital: One of the vital areas that lack assistance is raising capital. This becomes important specially while expanding micro-level business or stating a new venture.
- Introduce Micro-lending programmes and encouraging women focused investor groups.
- Establishing a formal women entrepreneurship association and conducting network programmes.
- Highlighting successful women entrepreneurs and promote visibility for upcoming entrepreneurs using media outlets and conference.
- Launch awareness campaigns using Medias and events trying to build a network for training, mentoring and learning.



## CONCLUSION

India being a male dominated society, women were always assumed to be economically as well as socially depended on male members of their family for every need. Becoming more aware of the raising personal needs and sense of equality seemed to dilute absolute dependence among the high- and middle-class women. Women entrepreneurship is an area feared to enter into but if motivated a road that no women will let go. Women were let down by the society but as time passed by, they have proven themselves equal and more compatible than men. Budding innovative entrepreneurs are crucial for the rapid growth of our nation. Women entrepreneurs faced multiple problems in various aspects like financial, marketing, health, family and work life balance seemed harder. But this study shows that the present scenario of women entrepreneurs has taken a twist they have been getting support from their families, society and the government agencies has implemented initiatives for improving their entrepreneurship.

There is a decrease in the number of women entrepreneurs who faced the problems. But a few of them still claim to have problems like finance shortage, marketing problems, self-confidence, lack of information etc. Women Entrepreneurship is a recent phenomenon. Exploiting the latent entrepreneurial talent among women will be favourable for a developing the socio-economic environment for India, Women entrepreneurs are referred to the women or a group of women who initiates an idea, organize one's resources and builds one's business enterprise. The success stories of women entrepreneurs and their contribution to the national economy is evident in many studies. Entrepreneurship development among rural women has enhanced their personal capabilities and has gained them, their decision-making status both in the family and society as a whole. They were engaged in starting individual or collective income generation programs with the help of self-help groups.

Women are quite different from men they have an extraordinary power of being multi-taskers. They have experts in balancing their work -life and in raising the standard of living for their families. In a nutshell they

are referred to as enlightened agents of economic change, one who actively participate in employment generation and is also responsible for building a sustainable economy. Women are not only multi-talented but studies have proven that they are capable in handling critical decision involving family such as education, health, financial matters etc.

Entrepreneurship is a choice and there are a few factors influencing women entrepreneurship. Factors like Economic independence, establishing one's own creative idea, establishing one's own identity, Achievement of excellence, building confidence, developing risk-taking ability, Motivation and equal status in society are a few worth mentioning. All women entrepreneurs have their own respective reasons for starting their businesses. In this study a few suggestions put forward will lighten the problems and develop better action-oriented approach from the policy makers.

## ACKNOWLEDGMENTS

The authors are indebted to the 50 women entrepreneurs in Ernakulam district for helping us in bringing out a productive study on the Challenges faced by Women Entrepreneurs.

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