



The New Face of Entrepreneurship: Demographic Shifts among Women and the Youth Population

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Abstract:

Entrepreneurship involves creating and managing new businesses for profit. This paper investigates how demographic shifts among women and youth are changing entrepreneurship, emphasizing their increasing roles in economic growth and development. Specifically, the study looks at the rising interest and participation of women and young entrepreneurs under 35, focusing on the unique challenges, opportunities, and skills that contribute to their success. The paper aims to offer insights into trends, barriers, and the importance of these changes for future policy and ecosystem development.

Keywords: Entrepreneurship, Women, Youth, Demographic, Population

Introduction:

The word entrepreneurship derives from the French verb ‘Entreprendre,’ meaning ‘to undertake,’ and refers to the act and art of being an entrepreneur. Entrepreneurship demonstrates an individual's ability and motivation to pursue opportunities for financial success, create value, and define personal independence. The modern woman has realized her values. Clearly, India's current mantra, “Sabka saath-sabka vikas,” cannot be achieved without women and the youth population. The key question here is: Why focus on the youth? According to UNICEF (United Nations Children's Fund), India has the world's largest youth population, with 371 million people aged 15 to 29. Concerning women, inclusive economic growth cannot be achieved by excluding them from development. Fundamentally, based on the

Schumpeterian concept of innovative entrepreneurship, women and youth—who are always innovative, interested, and adaptable—are considered “Entrepreneurs.” Their innovativeness helps them enter markets, compete, adapt to changing market conditions, and create new markets. Drawing on recent global reports and datasets, this paper interprets these demographic trends and offers recommendations for policymakers and ecosystem stakeholders.

Objectives:

1. To analyze the challenges and barriers faced by young entrepreneurs during the time of scaling up.
2. To study the role of women entrepreneurship in a competitive world.

3. To study the factors responsible for the success of the Women entrepreneurs.
4. To examine the trends and growth patterns of entrepreneurship among women and youth over the past decade.

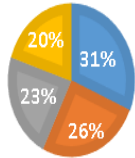
Methodology:

The study is based on a comprehensive survey of secondary data gathered from published research papers and reputable websites. The research paper relies on data collected from websites and journals. It includes facts, figures, and diagrams.

- Global Entrepreneurship Monitor (GEM) 2023/24 Women's Entrepreneurship special report offers cross-country data on startup and early-stage entrepreneurship rates broken down by gender and income groups, with trend comparisons over decades. Key statistics include women's startup activity at approximately 10.4% (2021–2023 average) and men's startup activity estimated at 12.5% (recent comparative estimates).

- ILO Global Employment Trends for Youth (2024) — provides estimates of youth unemployment and employment-to-population ratios, and contextualizes youth transitions into work, including entrepreneurship as a pathway to employment. Used for understanding the youth labor market context.
- OECD inclusive entrepreneurship/youth entrepreneurship indicators — used to benchmark youth startup activity in high-income economies (approx. 9% of youth were engaged in startup activity, 2018–22 averages).
- Men have the highest startup rate at 12.5%, indicating higher entrepreneurial participation than other groups.
- Women follow with a startup rate of 10.4%, which, while lower than that of men, still reflects significant engagement.
- Youth have a 9.0% startup activity rate, indicating substantial entrepreneurial involvement among younger individuals.
- The overall population has an 8.0% rate, which is the lowest among the groups in the chart.

Table 1. Comparative Entrepreneurship / Startup Activity Rates (Approx.)

Demographic Group	Startup Activity Rate (%)	<p>STARTUP ACTIVITY RATE (%)</p> <p>■ Men (startup rate) ■ Women (startup rate)</p> <p>■ Youth (startup activity) ■ Overall population</p> 
Men (startup rate)	12.5%	
Women (startup rate)	10.4%	
Youth (startup activity)	9.0%	
Overall population	8.0%	

Source: GEM (Global Entrepreneurship Monitor Global Report 2023/24 and OECD 2022)

- Men have the highest startup rate at 12.5%, indicating they are more actively involved in entrepreneurial activities more than other groups shown.
- Women follow with a startup rate of 10.4%, which, while lower than that of men, still reflects significant engagement.
- Youth have a 9.0% startup activity rate, indicating substantial entrepreneurial involvement among younger individuals.
- The overall population has an 8.0% rate, which is the lowest among the groups in the chart.
- The figure shows Comparative Entrepreneurship / Startup Activity Rates (Approx.).
- OECD- Inclusive Entrepreneurship Policies: Youth Entrepreneurship Trends 2022. OECD Publishing, 2022.

The data shows: 1. rising share of women in startup activity.

GEM's recent analyses show that women's startup activity has increased significantly since the early 2000s. The GEM 2023/24 report highlights that women's startup activity averaged 10.4% across surveyed economies from 2021 to 2023, compared to about 6.1% in 2001–2005 — indicating a clear upward trend. In many countries, women's startup rates have grown faster than men's, reducing the early-stage gender gap in some regions, although disparities still exist in high-income countries where male activity remains higher. Notably, women are increasingly involved in high-growth and export-oriented ventures in various contexts.

Youth Entrepreneurship: High interest, variable conversion to established firms

Young people (commonly defined as ages 15–29 or 15–24 depending on the dataset) show elevated entrepreneurial engagement relative to older cohorts in many settings. OECD data indicate that roughly 9% of youth were actively working on startups between 2018–22, a rate higher than or similar to the overall population startup activity ($\approx 8\%$). This suggests youth are more likely to experiment with entrepreneurship but less likely to operate established firms over the long term. Meanwhile, the ILO reports that in 2023, around 64.9 million young people aged 15–24 were unemployed worldwide — showing that youth face difficult labor-market entry conditions and that entrepreneurship is both an opportunity and a forced response to limited wage jobs.

Regional and Income-Level Differences:

Both women's and youth entrepreneurship show meaningful regional variation. GEM notes higher women's startup activity in Latin America and in many low- and middle-income countries, while high-income economies often show lower startup rates and larger gender gaps. Youth startup involvement is relatively high in many emerging markets where formal wage employment opportunities are limited; in OECD countries, youth may experiment more but face institutional barriers to scaling. The World Bank's Entrepreneurship Database confirms that gender disaggregation of firm registration varies across countries; where data exists, the gap

in firm ownership remains but is narrowing in many places.

Women in high-potential ventures and youth in tech & gig sectors:

Global Entrepreneurship Monitor highlights that women are not only more numerous among early-stage entrepreneurs but are also participating in high-potential ventures: roughly one in three high-growth entrepreneurs and a significant share of export-oriented startups are women in the GEM sample, challenging stereotypes that women are restricted to micro or survival entrepreneurship. Youth are disproportionately represented in tech-enabled startups and platform-based gig work, where barriers to market entry can be lower but where long-term firm survival and decent work quality may be uncertain.

Literature Review:

Importance of Women and Youth in entrepreneurship- Economic empowerment and autonomy give a boost to women workers to improve their skills and passion for entrepreneurship. Whereas for the youth population, labor market barriers force the young generation to self-employment because high formal unemployment.

Opportunities for Women Entrepreneurs in India. The modern world woman has been able to overcome the hurdle of society's perception of confining them to the confines of the four walls of the house or viewing them as weak entrepreneurs caught up in a limited business area, such as "papad making", pickle preparation, food items, paintings, handicrafts, etc. They have been able to show a remarkable shift from these small

entrepreneurs at ventures to modern technology-based business ventures, such as:

- Computer services, maintenance, information dissemination, and trading in computer stationery
- Quality testing, quality control laboratories
- Sub-assemblies of electronic products
- Nutrition clubs in schools and offices
- Communications centers like STD booths, cyber cafes.
- Screen printing, photography, and video shooting
- Distributing and trading of household provisions as well as saris, dress materials
- Stuffed soft toys, wooden toys
- Mini laundry, community eating centers
- Job contracts for the packaging of goods
- Photocopying, typing centers
- Beauty parlors
- Poster and indoor plant library
- Recreation centers for old people

Opportunities of Women Entrepreneurs in India:

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Benefits and Challenges for young entrepreneurs- Being a young entrepreneur has many benefits, as start-ups' risk factor is low, and having the support of friends and family is very important when you start a new business, as in the starting stage, entrepreneurs deal with a lot of stress and doubt their self.

- Reduce unemployment
- Importance of sustaining the generation development
- Playing a big part in Technology development
- Youth to become independent
- Increases the country's investment ratio
- Ensure rural development.

Benefits and challenges for Women- Being a woman entrepreneur has many benefits and challenges, including some risks, challenges. This helps to understand the real scenario of demographic changes in the market.

Challenges:

1. **Access to funding:** Generally, women are not aware of accessing the funds. Women are afraid of doing banking activities for some reasons.
2. **Limited capital:** Women generally face some issues, like securing loans and financial needs.
3. **Family responsibilities:** Societal expectations often place a disproportionate burden on women for childcare and household duties, making it hard to devote full-time effort to their business.

Time constraints: These responsibilities can limit the time available for business development and skill-building.

Benefits:

- Employment opportunities- Women become self-employed by starting their own business. It contributes to economic growth.
- Community building- Women's entrepreneurship helps to increase their connectivity with people. Helps to improve the networks of other women.

- Flexibility- Entrepreneurship helps to balance work life and personal life simultaneously. It gives flexibility to balance both.

Types of Youth Entrepreneurship:

Young entrepreneur was the result that paved the way to create and provide work opportunities for the Youth across the globe. Young Entrepreneur is a global platform to exchange ideas and plans to improve work opportunities for the youth through this network.

Innovative Entrepreneurship is individuals who find new ideas and create new business opportunities. Some successful innovative entrepreneurs are Jack Dorsey, Sergey Brin, Mark Elliot Zuckerberg, Ritesh Agarwal, and Byju Raveendran.

Imitative Entrepreneurship:

Deals with the technologies tested and tried from the developed world that are got into developing and underdeveloped countries and are established by a few entrepreneurs. Example: Spotify is a real-world example of imitative entrepreneurship. It entered a market that was already established by pioneers like Pandora and Apple's iTunes.

Improving Access to Finance for Young Entrepreneurs

Limitations:

This paper synthesizes high-quality secondary sources but does not present original primary data analysis. Where numeric examples (e.g., startup rates) are used, they are approximate and drawn from the cited reports, facts, and figures. Local heterogeneity is considerable, and national

surveys or administrative sources may present different values.

Conclusion:

Demographic shifts are reshaping global entrepreneurship: women and youth are more visible and active in starting businesses than in past decades, and women increasingly participate in high-potential ventures while young people bring digital skills and an appetite for innovation. These shifts offer a major opportunity for inclusive economic growth but will only translate into sustained gains if financing, mentoring, education, and regulatory systems adapt. Focused policies — gender-smart finance, better entrepreneurship education, formalization support, and data systems — can help convert a rising share of women and youth entrepreneurs into durable firms that create jobs and innovation.

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