



A Review of Role of Women Enterpreneur in India

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Abstract:

The study address the role of women's entrepreneur across multiple sector in India the purpose of the research is examine how female entrepreneurs in India cited job care city as a critical motivation for business creation as against the opportunity to grow a business and earn profit. Women's participation in the economy is essential for sustainable economic development This paper presents the Indian women, empowerment can be a difficult task: they need to balance customs and traditions with skill. While the Indian government is constantly working for the upliftment of women, we too need to be aware of their rights, schemes and benefits, which can help in achieving all-round empowerment. Visibility of women entrepreneurs is challenging gender norms and inspiring others. The ecosystem is now more gender-aware, promoting inclusive innovation. Increasing the number of growth-oriented women entrepreneurs has a catalytic effect of women's labour force participation rates. However, this needs efforts to understand their needs at various stages of their entrepreneurship journey and make investments in creating a robust ecosystem to fulfil these varied needs We consider the results of the paper to be supportive to our proposed research concept.

Keywords: Micro, Small, And Medium Enterprises (Msmes), Global Entrepreneurship Monitor (GEM), Mastercard Index Of Women Entrepreneurs (MIWE), Women's Total Early-Stage Entrepreneurial Activity (TEA), Women Entrepreneurship Platform (WEP) McKinsey Global Institute (MGI) India's Female Labor Force Participation Rate (FLFPR),Gross Domestic Product (GDP)

Introduction:

India has 63 million micro, small, and medium enterprises (MSMEs), of which around 20% are women owned, employing 22 to 27 million people. India ranked 57th among 65 countries in the Mastercard Index of Women Entrepreneurs¹² (MIWE, 2021). Estimates suggest that by accelerating women's entrepreneurship, India could create more than 30 million women-owned enterprises, potentially creating 150 to 170 million jobs. Out of the 432 million

working-age women in India, only 19%¹³ of women participate in any formal and paid work. Global Entrepreneurship Monitor (GEM) shows women's total early-stage entrepreneurial activity (TEA) rates are often high in low-income countries. Contrarily, India has an average TEA rate of only 2.6%¹⁴ for women. GEM reported that female entrepreneurs in India cited job scarcity as a critical motivation for business creation as against the opportunity to grow a business and earn profits.

NITI Aayog's Women Entrepreneurship Platform (WEP) has facilitated the journey of women entrepreneurs in India since its launch at the 8th Global Entrepreneurship Summit in 2017. In doing so, WEP has not only acted as a one stop shop for women entrepreneurs looking for support but also played a key role in bringing together diverse stakeholders to support the agenda of advancing women entrepreneurship in India.

Concept:

1. An entrepreneur is an individual who identifies a business opportunity, organizes and manages a business venture, and assumes the financial risks and rewards associated with it. They transform innovative ideas into products or services, driving economic growth and creating jobs by bringing new offerings to market, rather than working as employees".
2. **Schumpeter's Definition** – The entrepreneur, in an advanced economy is an individual who introduces something new in the economy – a method of production not yet tested by experience in the branch of manufacturing, a product with which consumers are not yet familiar, a new source of raw material or of new markets and the like".
3. **Adam Smith's Definition** – "The entrepreneur is an individual, who forms an organization for commercial purpose. She/he is a proprietary capitalist, a supplier of capital, and at the same time a manager who intervenes between the labour and the

consumer. "Entrepreneur is an employer, master, merchant but explicitly considered as a capitalist".

Research Methodology:

This topic of research paper is related entrepreneur secondary data collection method has been adopted to get information about this information has been obtained from MSME website eager from 2021 to 25 have been given to consider current status .

Characteristics of Women Entrepreneurs:

Women entrepreneurs are making a big impact in the business world. They often have some special qualities that help them succeed. Here's a look at some of these key traits:

1. Resilience:

Women entrepreneurs are known for their resilience. This means they don't give up easily. When they face problems or setbacks, they stay determined and find ways to overcome obstacles. Their ability to bounce back from difficulties helps them keep their businesses moving forward.

2. Empathy:

Empathy is another important trait. Women entrepreneurs are often good at understanding how their customers feel and what they need. This helps them create products or services that truly meet their customers' needs and build strong relationships with them.

3. Creativity:

Creativity is a big asset for women entrepreneurs. They come up with new ideas and find creative solutions to problems. This helps them stand out in a crowded market

and offer something unique that attracts customers.

4. Strong Communication Skills:

Good communication is key for women entrepreneurs. They are skilled at sharing their ideas, negotiating deals, and connecting with others. Being able to communicate clearly helps them build strong relationships with clients, partners, and investors.

5. Collaborative Spirit:

Women entrepreneurs often work well with others. They know the value of teamwork and build strong, supportive relationships with their colleagues and partners. This collaborative approach helps them achieve their goals more effectively.

6. Visionary Thinking:

Having a clear vision is another strength. Women entrepreneurs set clear goals and work strategically to reach them. Their ability to think ahead and plan for the future helps them stay on track and adapt to changes in the market.

Women Entrepreneurs in MSMEs in India:

From the last few decades women entrepreneurs has achieved a good recognition in India. Their contribution is increasing in Indian economy's growth and development. In the MSME sector also female entrepreneurs' contribution has increased in the last few years

Table No. 1: Percentage distribution of MSMEs owned by Male and Female entrepreneurs.

CATEGORY	MALE	FEMALE	ALL
MICRO	79.56	20.44	100
SMALL	94.74	5.26	100
MEDIUM	97.33	2.67	100
ALL	79.63	20.37	100

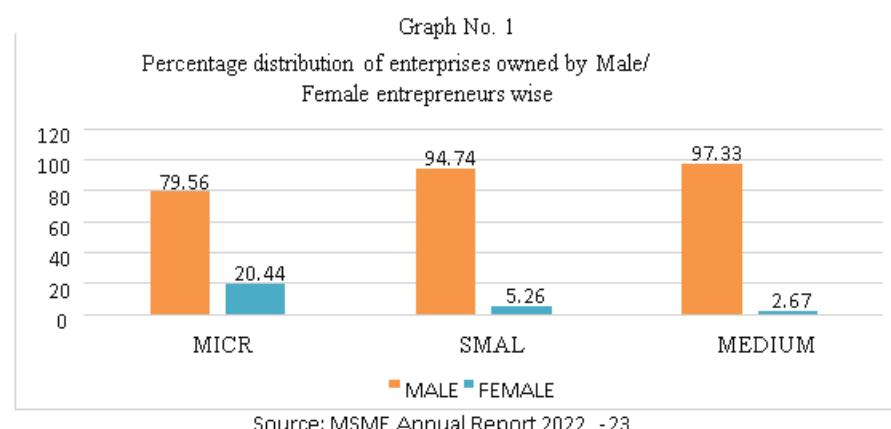


Table No. 1 and Graph No 1 depicts the percentage share of male and female entrepreneurs in the MSME sector according to NSS 73rd round. The data shows that male entrepreneurs have the dominance in the sector. As a whole males own 79.63% of the

MSMEs whereas the female owned MSMEs are 20.37% only. On the basis of categorical distribution 79.56% Micro enterprises are male owned and 20.44% are owned by females. Further the small enterprises have the share of 94.74% and 5.26% of male and

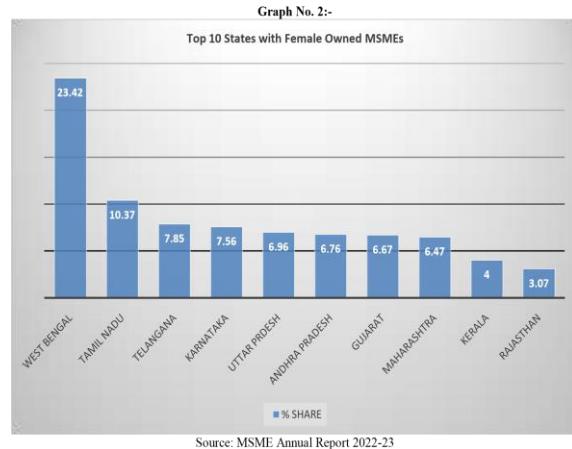
female entrepreneurs. At last medium enterprises are shared by male and female owners in the percentage of 97.33% and 2.67% respectively. Under female category only, women have largest share in micro enterprises and lowest share in medium enterprises. From this observation it can be concluded that as the size of the enterprises is increasing the share of women entrepreneurs is decreasing.

Top 10 States with Highest Women MSME Entrepreneurs:

The results of the 73rd National Sample Survey conducted in 2015-16 shows that in the MSME sector 79.63% are the male owned enterprises whereas there are only 20.37% female owned MSMEs as a whole. **Table No 2 and graph No 2** shows the share of female entrepreneurs in MSME in the top 10 states.

Table No.2: Top 10 States with Highest Percentage of Women Owned MSMEs.

S. NO.	STATE	% SHARE
1	West Bengal	23.42
2	Tamil Nadu	10.37
3	Telangana	7.85
4	Karnataka	7.56
5	Uttar Pradesh	6.96
6	Andhra Pradesh	6.76
7	Gujarat	6.67
8	Maharashtra	6.47
9	Kerala	4
10	Rajasthan	3.07



MSME Annual Report 2022-23:

West Bengal with 23.42% of female owned MSMEs has the largest number of women owned MSMEs, on the other hand this share is 0.01% and 0% in case of Daman & Diu and Lakshadweep respectively. In the top 10 women led MSME states there are 5 states from the South India named as Tamil Nadu (10.37%), Telangana (7.85%), Karnataka (7.56%), Andhra Pradesh (6.76%) and Kerala (4%). From this it can be observed that most of the female owned MSMEs are concentrated in the South India. This reflects that geographically south provides healthy environment to women entrepreneurs for growing and nurturing their businesses.

Many of the barriers to women's empowerment and equality are embedded in cultural norms.

The country, which recently became the first Asian country to complete a Mars mission on its first attempt, is ironically ranked 108th out of 146 countries in the World Economic Forum's (WEF) Gender Gap Index, as of 2017. India has the second-largest artificial intelligence (A.I.) workforce, but one of the largest A.I. gender gaps, with only 22 percent of roles filled by women, is equally disappointing.

For Indian women, empowerment can be a difficult task: they need to balance customs and traditions with skill. While the Indian government is constantly working for the upliftment of women, we too need to be aware of their rights,, which can help in achieving all-round empowerment. Illiterate and semi-educated women entrepreneurs from rural and urban areas have taken advantage of some of the Indian government schemes to start or run companies.

Rise of Women Entrepreneurship and Start-up Culture:

Women are transforming from **job-seekers to job-creators**, actively shaping India's start-up ecosystem.

- Digital platforms, financial inclusion, and mentorship have enabled women to scale up their ventures.
- Visibility of women entrepreneurs is challenging gender norms and inspiring others. The ecosystem is now more gender-aware, promoting inclusive innovation.

Findings:

- We find that 70 central government schemes spread across 15 ministries focus on providing support directly or indirectly to the entrepreneur or enterprise across the six ecosystem needs. Similarly, 433 state government schemes offer state support for entrepreneurship across 28 states
- With financial control, women are more confident to make business and household decisions. The rise of digital banking, Aadhaar-linked services, and mobile wallets has reduced dependency and improved economic agency.

Fintech has become a gateway to broader participation in the economy.

- Most women-led MSMEs remain subsistence-oriented rather than growth-oriented. They need a consistent source of income rather than opportunities for growth and profits through entrepreneurship. This need forces women to take up subsistence entrepreneurship. Factors that determine this choice for women include limited economic opportunities, a disproportionate burden of unpaid care work at home, and constraints on mobility and social interactions. Many women are home-based and piece-rate entrepreneurs who depend significantly on intermediaries and contractors for market access.

Conclusion:

As most women-owned businesses are home-run, micro, and informal in nature, they have limited exposure to market spaces and marketing skills. Female entrepreneurs need to deal with mobility and logistics challenges, time poverty and unpaid care work, and safety and security issues to manage the business and achieve the required growth for the enterprise. They also lag in terms of digital and technical skills due to low literacy rates and lack of access to mobile and the Internet. MSCs SAFE Framework helps understand key challenges responsible for the stagnating rates of female entrepreneurship in India

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