



ROLE OF WOMEN ENTREPRENEURSHIP IN INDIAN ECONOMY

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ABSTRACT

Entrepreneurship development among women is important for the achievement of broader development objectives such as growth with equity. The woman entrepreneur plays a important role in the economic development of any country. It is a general belief in many cultures that the role of women is to build and maintain the homely affairs like task of fetching water, cooking and rearing children. Since the turn of the century, the status of women in India has been changing due to growing industrialization, globalization, and social legislation. With the spread of education and awareness, women have shifted from kitchen to higher level of professional activities. Entrepreneurship has been a male-dominated phenomenon from the very early age, but time has changed the situation and brought women as today's most memorable and inspirational entrepreneurs. The emergence of women entrepreneurs and their contribution to the national economy is quite visible in India. The number of women entrepreneurs has grown over a period of time, especially in the 1990s onwards. Entrepreneurship amongst women has been a recent concern. Women Entrepreneurs may be defined as the women or a group of women who initiate, organise and operate a business enterprise. Women are nowadays taking part in each and every part of society as equal a men. That to a women entrepreneurs play a tremendous role in this patriarchal society. They face lots changes and problems prevailing in this society. According to Sixth Economic Census released by the Ministry of Statistics and Programme Implementation, women constitute around 14% of the total entrepreneurship i.e. 8.05 million out of the total 58.5 million entrepreneurs. When proper exposure, education and knowledge are imparted to them, Indian women will prove themselves to be highly potential productive force for the development of the nation. This paper analyses the role of women entrepreneurs in the growth of the country's economy.

KEY WORDS: *Women Entrepreneurs, Economic Growth, Globalization, Patriarchal society, Growth with Equity.*

INTRODUCTION

Entrepreneurship is gaining importance in the modern era. It is a global phenomenon. The developed countries are already enjoying the fruits of the entrepreneurship development. On the contrary, in the developing economies like India, entrepreneurship has gained significance in the recent past. In developing countries it is considered as method of promoting self-employment. But one has to see far beyond this to improve and sustain the economic growth of the country. The effective and optimum utilization of the

available resources in general and human resources in particular is necessary for the development of any region or a country. The competent human resources will surely make the optimum use of the other resources. A developing economy like India needs entrepreneurs who will use the limited natural resources. Competent entrepreneurs who will take risks and seize every opportunity to utilize the existing physical and natural resources are required for the development of the nation.

A woman entrepreneur is a woman or group of women who initiate, organize and operate business enterprise for personal gain. The concept of woman entrepreneur is related to the concepts like the women empowerment and emancipation. Today we find women in different fields as compared to the earlier days where the activities of the women were limited only to the domestic work. Today we find women in not only in papad, pickles and powder businesses but also in manufacturing, trading and service sector. No doubt the speed is very low, but women are entering into the entrepreneurial field and certainly they are creating their impact.

Women entrepreneurship in India is an emerging concept and very crucial for the economic growth of the country. The gender gap between men and women has now narrowed. Earlier the mindset of people was that business is meant only for men, but this thinking has changed. Clarity in terms of personal life is a huge inhibition for many women to start an entrepreneurial journey. Nobody wants their dreams crushed. To be certain of the support system post marriage or with childbirth becomes very essential. There is another angle in which this is being influenced. Many women are finding it hard to get back to work after their break. This largely has to do with employers not believing in their skills not being rusted and their time commitments etc. Many self-confident women do not want to worry about their future in the hands of such uncertainties and are embarking on business journeys and defining their paths on their own. The wave has certainly changed and women are becoming stronger in their second innings in the business world as well.

Naturally, women are more resilient, they have larger determination, they are diligent and most likely they have a natural talent to grow, nurture and to lead. Women are born entrepreneurs. All women entrepreneurs must stop heeding to discouraging comments on how they will manage family or child along with a startup. For us, women entrepreneurs and businesswomen, it is how we plan things around all responsibilities and dependencies. Everything is possible; it is all about our grit and determination.

According to APJ Abdul Kalam "Empowering women is a prerequisite for creating a good nation, when women are empowered, society with stability is assured. Empowerment of women is essential as their thoughts and their value systems lead to the development of a good family, good society and ultimately a good nation." According to the recent

reports and studies female entrepreneurship has attracted a lot of attention in recent years in light of concrete evidence that it supports economic growth and development.

OBJECTIVES OF THE STUDY

1. To study the role of women entrepreneurs in the economic development of India.
2. To study the factors responsible for the success of the women entrepreneurs
3. To study the challenges faced by the women entrepreneurs
4. To highlight the contributions made by the women entrepreneurs to the Indian economy.
5. To give suggestions.

METHODOLOGY

The study is based on secondary data which is collected from published reports of RBI, NABARD, Census Surveys, SSI Reports, Ministry of Statistics and Programme Implementation, newspapers, research papers, websites, reference books, journals and reports etc.

TYPES OF WOMEN ENTREPRENEURS

Entrepreneurship Development Institute of India, Ahmadabad opines that a major stratification of women entrepreneurs be made as:

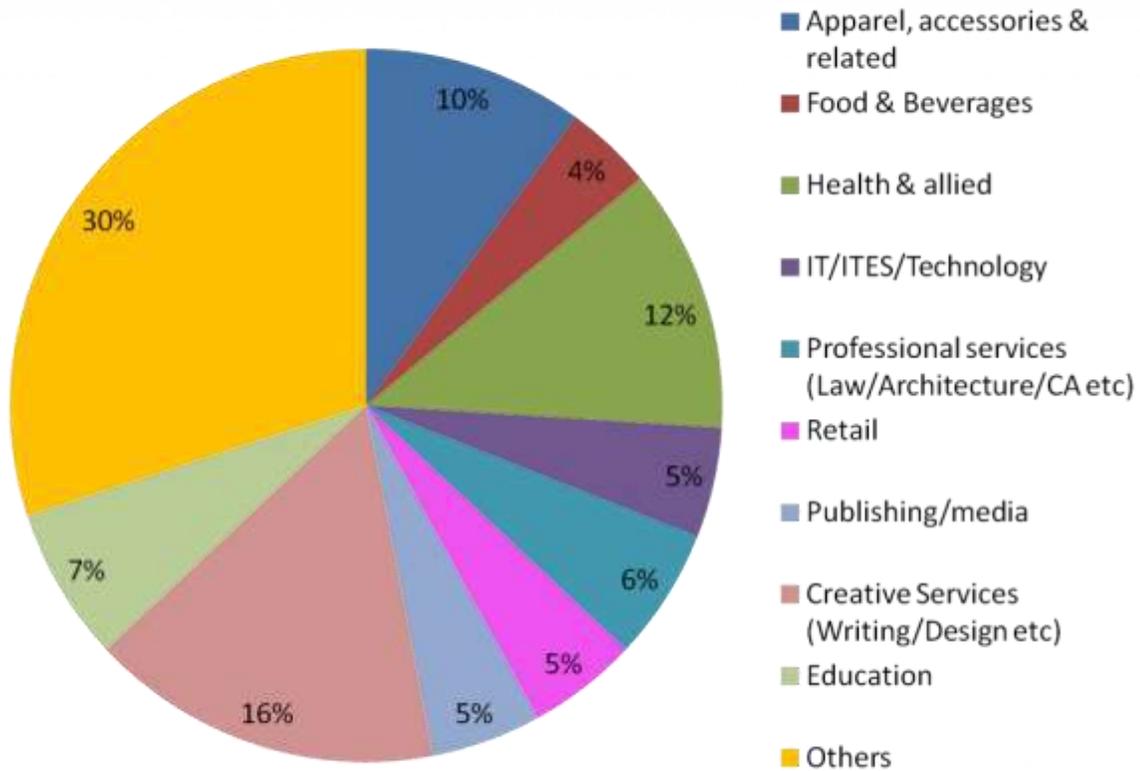
Chance Entrepreneurs: These entrepreneurs start business without any preparation, clear goals or plans. They happen to grab the opportunities which they come-across.

Forces Entrepreneurs: These entrepreneurs start business due to some mishaps in their families like death of father or husband, divorce etc.

Created Entrepreneurs: These entrepreneurs are properly identified, motivated, encouraged and developed through entrepreneurial development programmes (EDPs) as a part of a strategy to develop women as competent entrepreneurs

According to a recent survey conducted by Nielsen for Britannia, 48% of Indian non-working housewives aspired to start a business or pursue a hobby to make money when they were younger. However, 69% of these women cited that they could not pursue these dreams due to lack of financial funding or skewed responsibilities at home, and a lack of guidance.

Which industry does your business belong to?



Source:- Women & Entrepreneurship In India 2019 women's web survey

Industry wise data revealed that the largest segment of women entrepreneurs (16%) belong to the Creative Services category (Writing/Design etc). The second and third position is held by Health & allied and Apparel & accessories respectively. Apart from that about 30% belong to the other sector which includes Travel and tourism, Manufacturing etc. The largest chunk of women entrepreneurs belonging to the creative services field is possibly because this sector has relatively low entry barriers – these are professionals capitalizing on an existing skill they have or one they have acquired, and does not need significant capital besides a computer and a mobile/Internet connection for the most part.

PROBLEMS FACED BY WOMEN ENTREPRENEURS

Women entrepreneurs face a series of problems right from the beginning till the enterprise functions. Being a woman itself poses various problems to a woman entrepreneur, the problems of Indian women pertains to her responsibility towards family, society and lion work. The tradition, customs, socio cultural values, ethics, motherhood subordinates to ling husband and men, physically weak, hard work areas, feeling of

insecurity, cannot be tough etc are some peculiar problems that the Indian women are coming across while they jump into entrepreneurship. Women in rural areas have to suffer still further. They face tough resistance from men. They are considered as helpers. The attitude of society towards her and constraints in which she has to live and work are not very conducive. Besides the above basic problems the other problems faced by women entrepreneurs are as follows:

1. Problem of Finance: Finance is regarded as “life-blood” for any enterprise, be it big or small. However, women entrepreneurs suffer from shortage of finance on two counts. Firstly, women do not generally have property on their names to use them as collateral for obtaining funds from external sources. Thus, their access to the external sources of funds is limited. Secondly, the banks also consider women less credit-worthy and discourage women borrowers on the belief that they can at any time leave their business. Given such situation, women entrepreneurs are bound to rely on their own savings, if any and loans from friends and relatives who are expectedly meager and negligible. Thus, women enterprises fail due to the shortage of finance.

2. Scarcity of Raw Material: Most of the women enterprises are plagued by the scarcity of raw material and necessary inputs. Added to this are the high prices of raw material, on the one hand, and getting raw material at the minimum of discount, on the other. The failure of many women co-operatives in 1971 engaged in basket-making is an example how the scarcity of raw material sounds the death-knell of enterprises run by women.

3. Stiff Competition: Women entrepreneurs do not have organizational set-up to pump in a lot of money for canvassing and advertisement. Thus, they have to face a stiff competition for marketing their products with both organized sector and their male counterparts. Such a competition ultimately results in the liquidation of women enterprises.

4. Limited Mobility: Unlike men, women mobility in India is highly limited due to various reasons. A single woman asking for room is still looked upon suspicion. Cumbersome exercise involved in starting an enterprise coupled with the officials humiliating attitude towards women compels them to give up idea of starting an enterprise.

5. Family Ties: In India, it is mainly a women's duty to look after the children and other members of the family. Man plays a secondary role only. In case of married women, she has to strike a fine balance between her business and family. Her total involvement in family leaves little or no energy and time to devote for business. Support and approval of husbands seem necessary condition for women's entry into business. Accordingly, the educational level and family background of husbands positively influence women's entry into business activities.

6. Lack of Education: In India, around three-fifths (60%) of women are still illiterate. Illiteracy is the root cause of socio-economic problems. Due to the lack of education and that too qualitative education, women are not aware of business, technology and market knowledge. Also, lack of education causes low achievement motivation among women. Thus, lack of education creates one type or other problems for women in the setting up and running of business enterprises.

7. Male-Dominated Society: Male chauvinism is still the order of the day in India. The Constitution of India speaks of equality between sexes. But, in practice, women are looked upon as *abla*, i.e. weak in all respects. Women suffer from male reservations about a women's role, ability and capacity and are treated accordingly. In nutshell, in the male-dominated Indian society, women are not treated equal to men. This, in turn, serves as a barrier to women entry into business.

8. Low Risk-Bearing Ability: Women in India lead a protected life. They are less educated and

economically not self-dependent. All these reduce their ability to bear risk involved in running an enterprise. Risk-bearing is an essential requisite of a successful entrepreneur.

In addition to above problems, inadequate infrastructural facilities, shortage of power, high cost of production, social attitude, low need for achievement and socioeconomic constraints also hold the women back from entering into business.

CHALLENGES IN WOMEN ENTREPRENEURSHIP

Women entrepreneurship is gaining importance in India in the wake of economic liberalization and globalization. Today's world is advancing in terms of empowering women in various directions. That also includes business and entrepreneurship. Today, more than ever, gender equality is being talked about, but in practice, there are still many things that are not clearly defined. Therefore, such things are still tacitly expected from women. Despite choices, these expectations require raising awareness of all the challenges that women face.

Women in Business

If you take a look at today's world of business, you will see that it is still dominated by men. This is not surprising if one takes history into account. Until recently, only men were recognized as capable to deal with "difficult" issues, which certainly includes running a business. It's true that there are women on the lists of the most successful entrepreneurs, but men are still the majority. The future will surely turn this relationship into the benefit of women entrepreneurs. But in order to do this, it is necessary to be aware of things that women entrepreneurs face. Awareness is needed in order to speak more openly about these problems so they become a smaller taboo than they are today. For this reason, we will look at some of the biggest challenges of women entrepreneurship. We'll try to show them from the perspective of lady bosses. Try to use a bit of experience, and shared thoughts of some of the successful women in the world of entrepreneurship.

Social Discrimination: Although we are living in the 21st century, the number of people who still believe that men are more adequate for business is not negligible. However, we are still inclined to believe in certain stereotypes about what are "masculine" and what "female" jobs are. You have probably happened to see a woman driving a bus, maintaining a call centre software, or being a mechanic, and think: "Why does a woman do this job"? The truth is that behind stands a deep culturally and socially conditioned view that some jobs are simply not for women. The fact is that many would rather choose to work with a man than with a woman. This particular point of view makes problems for many women entrepreneurs. With these

challenges, more developed and liberal societies are faced, too. This battle is taking place on a huge number of fronts, every day. Therefore, it is important to know that such stereotypes and prejudices can be found anywhere and at any time. But the crucial is that we accept them just as they are – prejudices and stereotypes. We cannot change what the environment thinks, but we can influence what we will do with our own capabilities.

Lack of Investor Confidence:

This is a challenge that arises when you need to raise money to start your own business. Investors, in general, are more inclined to believe men, but this is not something that could be pronounced just like that. Behind this, stands the fact that women generally need much more time and effort to prove their value. In any case, women will certainly need more patience and persistence to present their business story to parties interested in financing it. All in order to find the sustainability of the idea rather than the gender of the presenter.

Balancing Between Business and Private Life:

This is probably the first thing most people think about not only when it comes to women entrepreneurs, but also in the context of women who do any job. The thing is – even those women who have perfectly organized all their work, will pay dues to tiredness and too many obligations. Not to mention those who agree to play under full equipment on two grounds: a housewife and a businesswoman. One thing certainly doesn't rule out another, but it requires serious planning, quick adjustment and compromises. If the man is the head of the house, then the woman is his spinal column, and this is precisely what society is likely to fear when looking at the female entrepreneurial spirit. However, instead of waging war on the role of garbage disposal, wouldn't it be more constructive to make a plan – and then adheres to it?

Stress:

Stress is definitely not reserved for women entrepreneurs. It affects all people who care what they do in order to meet the set criteria. However, if we recall that women, besides business, have to bear with everything described above – it is clear that this stress is even more complex. Therefore, it's necessary to deal with everyday challenges. What more, with things that make the position of a female entrepreneur different in relation to the male. There isn't an almighty recipe that will take away all these problems. But the awareness of them, as well as the way we choose to deal with such challenges, is what can make this game more equitable.

In the end, we can say that things are slowly moving in forward. From the world that was ready only for a housewife, we made a long civilization step. But there is still much left in front of us. Still, remember Hollywood. Just 20 years ago, would it be

expected that Robin Wright and Kevin Spacey be equally paid for the main roles? The answer to this question is what gives hope that the future will be more supportive of women's entrepreneurial ventures.

MEASURES TO IMPROVE WOMEN ENTREPRENEURSHIP

Women entrepreneurship in India faces many challenges and requires a radical change in attitudes and mindsets of society. Therefore, programs should be designed to address changes in attitude and mindset of the people. Women of the present times should be made aware regarding her unique identity and her contribution towards the economic growth and development of the country. Course Curriculum should be designed in a manner that will impart the basic theoretical knowledge along with its practical implication and help impart skills required to be an entrepreneur. At the same time, there are various schemes like the World Bank sponsored programmes that can be undertaken for such purposes. Programmes can be conducted in which established and successful women entrepreneurs can advise and warn for the coming women entrepreneurs against the challenges they will face against being entrepreneur to boost the morale and confidence level of the upcoming entrepreneurs. Government should also play an important role by setting up policies and plan that supports entrepreneurship opportunities. Setting up good infrastructure is also required to build entrepreneurship opportunities. It is not easy to promote women entrepreneurship in India as it requires elimination of various obstacles that includes changing the traditional attitudes and mindsets of people in society towards women. To provide opportunities of women entrepreneurship in India one needs to make aware the women regarding her position towards the value she can add towards economic growth and development of country. Education can play a crucial role in promoting women entrepreneurship and promotion of women entrepreneurship can be achieved by designing course curriculum that will impart the basic knowledge along with its practical implication regarding setting up of your own enterprise. Vocational training can also help by training, motivating and assisting the upcoming women entrepreneurs in setting up & managing of a new enterprise. Apart from vocational training sessions women can be trained on Information Technology to take the advantage of new technology in running their startups. Education has been instrumental in increasing the participation of women in entrepreneurial activities. Proper education not only helps in acquisition of requires knowledge but also imparts knowledge about the different opportunities available in different sectors. Good education makes women confident in dealing with problems in business in an effective manner. Also

women entrepreneurs who have successfully set up their enterprises can act as advisors for the upcoming women entrepreneurs. The advices taken from these successful entrepreneurs can prove beneficial for the upcoming women entrepreneurs by resulting in better involvement of women entrepreneurs in their enterprises.

REASONS FOR THE RISE OF WOMEN ENTREPRENEURS

Over the past few years, India has record growth in women entrepreneurship and more women are pursuing their career in this direction. According to the National Sample Survey, only 14% of the businesses in India are run by female entrepreneurs. Most of the companies are bootstrapped and run on a small scale. Few reasons for the rise of women entrepreneurs are as follows:

1. Overall changing perception of entrepreneurship
2. Better access of education
3. Increasing social acceptance of women entrepreneurship
4. Better infrastructure, especially in technology
5. Better access to finance
6. Rise of Role Models

INFLUENTIAL WOMEN ENTREPRENEURS IN INDIA

Since time immemorial, the society was dominated by males but in contemporary times, women are breaking the trend and coming out of the shadows in an all-powerful avatar. Women from all around the globe are overcoming the negative notions the society has about them. The winds of change also showed its effect in the Indian corporate world, few are leading top ventures and ideas. Making nation feels proud and being influential to other women of India and globe. Just positive belief and confidence could lead you to a remarkable journey. Indian women have come a long way from being just a homemaker to business, inventions, leading new ideas. With forward-thinking initiatives taken by the India's Government, only time will tell how many of country's women follow the footsteps of the influential women entrepreneurs mentioned above. The following section will shed some light on the most influential women entrepreneurs in India.

1. Indu Jain – Indu Jain Chairperson of Bennet, Coleman (TOI) was born in Faizabad Uttra Pradesh India, One of the most influential and cultural women, a multifaceted personality. Currently, she is chairperson of Bennett, Coleman & Co. Ltd. that owns India's leading news daily 'The Times of India' and many other news daily. She is a lover of art and culture and was recently awarded the prestigious Padma Bhushan by the Indian Government in 2016, for

her contributions. Forbes 2015 listings, Indu Jain had a net worth of USD 3.1 billion and ranked 57th richest person in India.

2. Indra Nooyi – Indra Nooyi currently serving on board of directors at **Amazon**. She is well known by her role as chairperson and CEO of PepsiCo India Holdings Pvt. Ltd. She holds master degree in public management which she completed from Yale University and did her marketing and finance from Kolkata's IIM. Before joining Pepsi Co, she was associated with known names like Asea Brown and Motorola. She truly inspires many women and will inspire generations. Indra Nooyi consistently maintained ranking among the **world's 100 most powerful women**.

3. Kiran Mazumdar Shaw- Kiran Mazumdar Founder of Biocon Limited completed her schooling from Bishop Cotton Girl's High School, Bangalore. Later she attended Bangalore's Mount Carmel College where she studies biology and zoology. She is the MD and Chairperson of Biocon Limited, a Bangalore based bio-pharmaceutical company. Graduated in 1973 and started the company in the year 1978. It was an industrial enzyme manufacturing company in its initial years but under Kiran's leadership, today it is a full-blown bio-pharmaceutical company. The main focus of the company is to come up with solutions for diseases like diabetes and cancer that plagues India.

4. Vandana Luthra –Vandana Luthra Founder of VLCC is India's influential women for all when it comes to making it big in entrepreneurship. Born in New Delhi in the year 1959, completed her graduation from New Delhi's Polytechnic for Women. She then ventured to countries like the UK, France and Germany to get necessary insights on nutrition, food, fitness and beauty. Vandana started the wellness and beauty giant VLCC back in 1989 when her daughter was just a toddler. She was initially a homemaker who refused to stay in the shackles of a domestic life. Her determination and diligence led her to be awarded the **Padma Shri in the year 2013**. She was later identified by Fortune India as the **33rdmost powerful Indian** female entrepreneur.

5. Priya Paul –Priya Paul Chairperson Park Hotels is bachelor in Economics which she completed from USA's Wellesley College. At 51 years of age, she can be considered as an inspiration for women in India who want to carve a path of their own. Priyal Paul is the Chairperson of Park Hotels and was awarded the **Padma Shri** award by the Indian Government back in the year 2012.

6. Ritu Kumar – Ritu Kumar World Famous Fashion Designer was born in 1944 in Amritsar. She later shifted to Shimla to complete her schooling from Loreto Convent. She later went on to enrol herself at Lady Irwin College. After returning to the country, she

went ahead and enrolled herself at Asutosh Museum of Indian Art, to study museology. One of the popular and women influential name in the India's fashion industry. She was successful in creating a niche market for her brand which consists of designer ethnic wear, evening formals, swim wear and traditional wear. Her designs created history three times in a row in the Miss India pageants. Her contributions didn't go unnoticed as she was awarded the Padma Shri by the GOI in 2013.

7. Shahnaz Hussian – Shahnaz Hussian CEO of Shahnaz Herbals after completing her schooling from Lucknow's La Martiniere and later on went to the Queen Mary's, Allahabad for further studies. Shahnaz went off to learn cosmetology and cosmetic therapy from leading Western institutions that include Lean of Copenhagen, Christine Valmy, Schwarzkopf, Lancome and Helena Rubinstein. She is a popular name in the Indian herbal cosmetics industry. Shahnaz is the CEO of Shahnaz Herbals Inc. Her company has over 400 franchise clinics across the globe. She is one of the most influential women in India, Her contributions led her to receive the Padma Shri from the GOI back in 2006.

8. Suchi Mukherjee –: Suchi Mukherjee is the founder and CEO of Limeroad, prior to founding Limeroad, Suchi Mukherjee was associated with companies like Gumtree, eBay and Skype. She is currently the name people associate with Limeroad. An economics graduate who then, later on, to pursue her masters in finance and economics from London School of Economics. She started Limeroad back in the year 2012 along with Prashant Malik, Manish Saksena and Ankush Mehra.

9. Richa Kar – Richa Kar founder of the online lingerie giant Zivame was born in Jamshedpur and did her engineering in 2002 from VITS, Pilani. Richa then went ahead and completed her master's degree in management studies in the year 2007 from Narsee Monji Institute of Management Studies.

10. Aditi Gupta –Aditi Gupta is Co Founder and Managing Partner at Menstrupedia. Indian society suffers from many taboos and one of them is menstruation. Several people came forward and spearheaded the matter so that people can finally talk openly about it. Aditi Gupta was one of them who came up with Menstrupedia, a crowd-funded initiative, with help from Tuhin Paul. Her initiative provides necessary information to women on how they can stay healthy and practice sanitary habits during their menstruation cycles.

THE NEW DAWN OF WOMEN ENTREPRENEURSHIP IN INDIA

Participation of women in the economic development of the country has become important since they have now not only entered almost all areas of professional life but, have also demonstrated their excellence in these fields. In the field of business too, their participation has become noticeable as many women have opened their ventures and are also running them successfully. The sixth economic census released by Ministry of Statistics and Programme Implementation (MoSPI), women constitute around 14% of the total entrepreneurship in India. Although there is a long way to go yet the growing statistics favouring women strength in the business world is boosting the morale of Indian women. A movement needs strong role models and stories to be told. We even have global women leaders who are from India, be it Indira Nooyi, Ziya Modi, or Kiran Mazumdar-Shaw. Last decade we saw the banking sector dominated by women at the top. Women are in the news every day, ruling all segments of industry and all facets of life. This makes a positive impact on self-belief, confidence, and aspiration of other women. The Venture Capital are also further supporting the gender diversity amongst entrepreneurs, we even have seen a rise of women angels and investors. And at the right time, we are able to build a strong support platform for women, buy-in from policymakers and more importantly mentorship and support from the ones who are already successful. A 2015 study by McKinsey has shown that with equal participation of women in the economy, India's GDP can rise by 16-60% by 2025, which means an addition of \$2.9 trillion to the Indian economy.

WAYS TO DEVELOP WOMEN ENTREPRENEURS

No country can flourish by neglecting the potential of its women workforce. In order to capture the full potential of women entrepreneurs and to motivate them for greater involvement in the activities of the enterprise, correct and focused efforts from all the spheres are required. Following steps can be taken in this direction:

1. Consider women as specific target group for all developmental programmers.
2. Better educational facilities and schemes should be extended to women folk from government part.
3. Adequate training program on management skills to be provided to women community.
4. Encourage women's participation in decision-making.

- Vocational training to be extended to women community that enables them to understand the production process and production management.

CONCLUSION

Women entrepreneurship in India faces many problems and requires a radical change in attitudes and mindsets of male dominated society. There is a need for changing the mindset towards women so as to give equal rights as enshrined in the constitution. It is essential to promote entrepreneurship among women to improve the economic situation of the women. This can be made possible with the help of education because education is a powerful tool in bringing out the entrepreneurship qualities in a human being. Moreover, attempts to motivate inspire and assist women entrepreneurs should be made at all possible levels. Proper training should be given to the women by establishing training institutes that can enhance their level of work-knowledge, risk-taking abilities, enhancing their capabilities. After setting up training institutes, there should be continuous monitoring, improvement of training programs so that they can improve upon the quality of the entrepreneurs being produced in the country. There is direct relationship between the economic growth, poverty reduction and women entrepreneurship. It has been correctly stated by our first Prime Minister Pandit Jawaharlal Nehru, that —when women move forward, the family moves, the village moves and the nation moves. The above discussion reveals that though women entrepreneurs are gaining recognition recently, still there is a long way they have to go. The transition from homemaker to women entrepreneur is not so easy and in the same way it is also difficult for a woman to succeed and sustain in her business. She has to learn from her experiences, adapt herself and overcome the challenges in her field. She has to creatively utilize her strengths to overcome the threats and grab all the opportunities to minimize her weaknesses. This will be certainly a mantra for her to develop and grow her business successfully. At last, India has potential to come up in highly efficient ranks of women entrepreneurs, but it will take time. The policies will reach to commercialization stage in due course of time and overall acceptability for women has increased which is a clear-cut sign for change. These factors put together in positive direction, with aligned policies towards development of women entrepreneurs, will ultimately help the women to grow as entrepreneurs. During the study, it was evident that government has taken a lot of initiatives and has continued in doing so.

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