

**“TO WHAT EXTENT HAS INCREASED GOVERNMENT INVESTMENT CONTRIBUTED TO THE GROWTH OF INDIAN WOMEN ENTREPRENEURS?”**

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**Abstract**

*I analyse descriptively and theoretically the status of women entrepreneurs in India and how has increased government investment contributed to growth of women entrepreneurs and how can the women owned enterprises contribute towards development of the Indian economy.*

*This study is carried out with the specific objective to know about the effectiveness of government schemes and programmes to promote women entrepreneurship in India and how can it help in boost the Indian economy. The present paper focuses on development of the economy by developing the women entrepreneurs of the country. The study combines both qualitative descriptions (such as case studies, trends, and statistics) and theoretical concepts (like economic growth theories, gender studies, etc.) to provide a comprehensive view of the status of women entrepreneurs in India.*

**Keywords:** *Descriptively, women entrepreneurs, government scheme, Indian economy*

## 1. INTRODUCTION

Entrepreneurship in India has experienced a paradigm shift in terms of the government being proactive in encouraging and uplifting young entrepreneurs and upcoming start-ups. Startups throughout India continue to thrive because of their innovative nature entrepreneurial energy and ambition. The world now ranks India as its third-biggest startup base which supports brave innovations for next-generation business founders. The rapid expansion of digital infrastructure, business-friendly reforms, government funding, and a strong entrepreneurial mindset serve as key drivers of this flourishing startup landscape. The Department for Promotion of Industry and Internal Trade (DPIIT) under March 14, 2024, recognized a total of 1,23,900 startups that operated across all Indian states. DPIIT focuses on developing and implementing policies and strategies to promote the industrial sector which makes it easier for businesses to start and operate in India. DPIIT runs 3 initiatives- a) DPIIT certificate which is a formal recognition that helps businesses access benefits and incentives. b) Internship scheme that provides students with exposure and hands-on experience to the work culture of government and scheme run by DPIIT. c) 'Make in India,' a government initiative that aims to boost local manufacturing and increase investments in the country.

These statistics above portray an inspiring and encouraging picture of growth and potential. Women owned enterprises, which stood at a moderate 20%, is expected to rise to 33% by 2030. It will mark as a start to an era where women entrepreneurs will be drivers of economic expansion and innovation.

### Government's role in promoting women entrepreneurship in India in the last 5 years

#### *What is Startup India?*

With a vision to promote sustainable development of women entrepreneur for balance growth in India, this initiative aims at strengthening women entrepreneurs in all the states in India through innovative schemes, initiatives, enabling communities and networks. Startup India was launched in 2016 and since then it has tremendously worked towards helping emerging and young entrepreneurs.

As of 31<sup>st</sup> October, 2024, a total of 73,151 startups with at least 1 woman director have been recognised. This number is nearly 50% of total startups recognised by the government.

### STARTUP INDIA VIDEO PODCAST SERIES- '*SUPERSTREE PODCAST*'

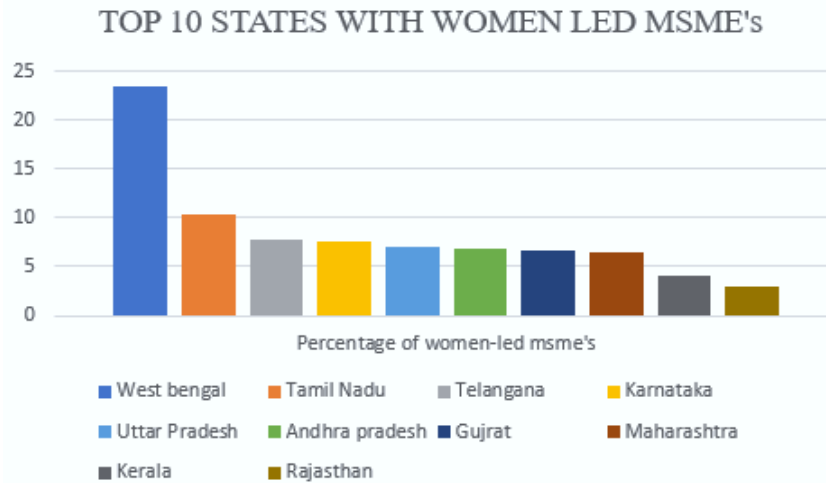
It's 2025 and here's how podcasts and social media can act as a catalyst in encouraging women to lead from the front to start successful business enterprises.

'SuperStree' podcast was launched on 06<sup>th</sup> January 2025 by Startup India and highlights the stories of women entrepreneurs in India. The podcast covers the challenges and learnings of women entrepreneurs, stereotypes and difficulties faced in different sectors and industries, and innovations and success stories of women who have gone out and done extremely well in their fields by building successful business enterprises. The national development of India relies heavily on businesses established and led by women who make substantial industry-based contributions. Startup India established SuperStree: Women in the Startup Ecosystem to celebrate remarkable successful female leaders who inspire people worldwide. A video podcast series presents exceptional female entrepreneurs alongside business leaders for audience viewing. Every episode of the business podcast features a successful female executive who discusses her entrepreneurial path alongside the factors behind her entry into business ownership. The 'SuperStree by Startup India' initiative features ten women entrepreneurs who share important advice that supports female entrepreneurs during their startup journey. So far, the following women entrepreneurs have featured in the podcast-

- **Neha Singh**, Co-Founder & CEO of "*Tracxn*" valued at **84.4 million \$** as of 2019.
- **Naiyya Saggi**, Co-founder of "*Good Glamm Group*" valued at **1.2 billion \$** as of 2024.
- **Sairee Chahal**, CEO & Founder of "*Sheroes*" valued at **30 million \$** as of 2024.
- **Sucharita Eshwar**, Founder & CEO of "*Catalyst for women entrepreneurs*" program which has helped in unlocking **90.3 million \$**.
- **Ahana Gautam**, CEO & Co-founder of "*Open secret*" valued at **26.6 million \$**.
- **Ankita Vashistha**, Founder of "*StrongHer ventures & Saha funds*" values at **3.21 million \$**.
- **Ajaita Shah**, CEO & Founder of "*Frontier Markets*" valued at **10.3 million \$**.

The total number of women enterprises in the Total SSI Sector was estimated at 10,63,721 (10.11 %). The estimated number of enterprises actually managed by women was 9,95,141 (9.46 %). In the States of Mizoram, Orissa, Karnataka, Goa, Lakshadweep, Kerala, Tamil Nadu and Pondicherry, the share of women employment was significantly higher (more than 20 %).

**Figure 1.1: Top 10 states with women led MSME's**



Source: Share of wMSMEs and top-10 states in share of wMSMEs, Source: MoMSME annual report 2021-22

The Indian government has worked relentlessly to adopt various initiatives to promote women entrepreneurship in all the states in India. One of the examples being the tremendous work done in the state of Guwahati where the Ministry of Skill Development and Entrepreneurship (MSDE) through National Institute for Entrepreneurship and Small Business Development (NIESBUD) has been working for upliftment and development of women entrepreneurs not only in Guwahati but across all the states in the country. The following programmes have been implemented by NIESBUD:

- During 2022-23 NIESBUD conducted the Training-of-Trainers and Entrepreneurship Development Programme (EDP) combined with the Trainers Training Programme on Employability and Entrepreneurship and Life Skills in Jan Shikshan Sansthan (JSS). Women made up 78% of the total beneficiaries who participated in these initiatives amounting to 3,883 individuals.
- As part of their service NIESBUD delivers Entrepreneurship Development Programme (EDP) training to both students at National Skill Training Institutes (NSTIs) and Industrial Training Institutes (ITIs) before offering ongoing advisory support after the EDP completion. Trainees can establish businesses through the Skills Strengthening for Industrial Value Enhancement (STRIVE) scheme through this initiative. Between 2023-24 and up to May 2024 the program attracted 22,239 women who made up 28% of all participants.

## 2. REVIEW OF LITERATURE

“Sanjeev S. Ingalagi, Nishad Nawaz, Habeeb Ur Rahiman, A. Hariharasudan, & Vanishree Hundekar present a detailed data analysis on how financial and resource factors act as hurdles for women entrepreneurs starting their entrepreneurial journey. The major finding from this analysis was that, although there are various financial schemes being run by the government, it does not necessarily translate into having full access to such financial schemes. If the resources would not be available at the right time, then determining the success of their entrepreneurial journey will not paint an accurate picture. Along with the factor analysis, the authors also have some suggestions that will be helpful for the government to resolve some of the major issues. The suggestions included, banking sector reforms in offering cost effective financial assistance, proper allocation and channelisation of government resources for production purposes, proper infrastructure facilities in rural areas and proper implementation of training through effective skill training programs.

Sanjeev S. Ingalagi, Nishad Nawaz, Habeeb Ur Rahiman, A. Hariharasudan, and Vanishree Hundekar. 2021. "Unveiling the Crucial Factors of Women Entrepreneurship in the 21st Century" *Social Sciences 10*, no. 5: 153."

G. Nirmala and K. Priya in their research on the topic, "Women entrepreneurs in the Start-up India; challenges and opportunities," have analysed the government schemes and concluded that there is a rapid increase in active participation in the field of entrepreneurship which has proved to be a positive sign for the future of Indian economy. The paper also discusses about the laws that were passed to guarantee the Indian women's access to school and workforce. Women need to have access to programs that raise their knowledge about entrepreneurship and build skills accordingly. All the government led workshops aim to empower women to lead the business world through their motivation, fresh ideas and help boost country's economic growth.

Nirmala, G., and K. Priya. "WOMEN ENTREPRENEURS IN STARTUP INDIA: CHALLENGES AND OPPORTUNITIES." *Current Advances in Multidisciplinary Research* (2023): 150.

My paper seeks to breakdown data on allocation of government union budget for various women entrepreneurship schemes being undertaken in India. Unlike many research papers published in the field of women entrepreneurship in India, this paper does not primarily focus on factors affecting women entrepreneurship in the country. This paper aims at extensive research on data and numbers backed up in various government schemes and its outlook in the upcoming years.

### Union budget 2024-25: A focus on Nari Shakti

The Union Budget for 2024-25, presented by Finance Minister Nirmala Sitharaman, highlights women's empowerment as a cornerstone of India's growth. A significant Rs 3.3 lakh crore has been allocated for women's welfare, focusing on workforce participation, safety, and support systems like hostels and crèches. Key initiatives include:

1. **Working Women Hostels and Crèches:** To provide safe spaces for women to work while ensuring childcare support.
2. **Skilling and Employment:** A scheme to skill 20 lakh women over five years, improving employability.
3. **Mudra Loans:** Doubling the loan limit for women entrepreneurs from ₹10 lakh to ₹20 lakh.
4. **Inclusive Economic Opportunities:** Expanding schemes like Stand-Up India and PM Vishwakarma to support women entrepreneurs.

The government also highlighted that 30 crore loans have been given to women through the Pradhan Mantri Mudra Yojana, and women's enrolment in higher education and STEM fields has risen significantly. Collaboration with NGOs and local communities ensures rural women also benefit, making them vital contributors to India's development.

### 3. METHODOLOGY

The data used for the study is secondary data which has been analysed for preparing this research extensively. The data and information cited in this paper comprises of various official websites, LinkedIn articles, research papers from other authors and scholars, and data from official government websites and union budget. Since the data used is secondary, the research paper is reliable and accurately presented in proper manner. The data presented has been taken from official websites of- Niti Aayog, Government press release frame, Union budget of India and other research papers as cited. The research also adds to the research on women's entrepreneurship by analysing it in a developing-country context. Developing countries differ in forms of large informal sectors, as India does.

### 4. DATA ANALYSIS

**Table 4.1:** Contribution of Women-owned Informal Micro Enterprises (IMEs) to total IMEs registered on Udyam Assist Platform since Inception of the portal (11.01.2023 to 31.01.2024)

CATEGORY	TOTAL NUMBER	EMPLOYMENT (no. of persons)
Women IME	9,108,058	11,023,945
IME's	12,920,177	15,561,967
%age	70.49%	70.84%

Source: Answer to Rajya Sabha unstarred Question No. 263 Dated 05.02.2024 by Ministry of MSME

The increasing numbers of women founders play an essential role in expanding businesses which fuels national economic growth. Female entrepreneurs generate major societal effects by establishing employment opportunities modifying demographics and inspiring upcoming female business leaders.

The contribution of funds from the government has been revolutionary in boosting women entrepreneurs in the country. The schemes and initiatives aim at improving the financial institutions of the banking and investment sector by encouraging and pushing them to invest money into young businesses. Distributing capital to women startups has enabled them to transform their businesses from the ideation stage to a scalable growing business by overcoming the financial factors that have always acted as a bottleneck in development of startups led by women in India.

All such financial initiatives including, 'Alternative investment funds (AIF's)', 'Startup India Seed Fund (SISFS)', Credit Guarantee scheme for startups (CGSS)', show grit and commitment from the government's perspective to allow maximum participations for the Indian female businesswomen.

- **Alternative Investment Funds (AIF's):** 149 startups have been invested in ₹ 3,107 crores with 10% of the AIF's must be exclusively allocated to women entrepreneurs.
- **Startup India Seed Scheme (SISF's):** Women-led startups received ₹ 227.12 crores to 1278 beneficiaries till 2024.
- **Credit Guarantee Scheme for Startups (CGSS):** Worth ₹ 24.6 crore loan guarantees to women-run businesses.

**Table 4.2: Budget allocation report (in INR crores)**

Scheme	Actual 2022-23			Budget 2023-24			Revised 2023-24			Budget 2024-25		
	Revenue	Capital	Total	Revenue	Capital	Total	Revenue	Capital	Total	Revenue	Capital	Total
1. Stand-up India (through NCGTC) *	...	...	...	0.01	...	0.01	0.01	...	0.01	0.01	...	0.01
2. Credit linked capital subsidy and technology upgradation scheme**	0.08	...	0.08	...	...	...	...	...	...	...	...	...
3. Credit linked capital subsidy***	...	...	...	1.06	...	1.06	2.32	...	2.32	0.55	...	0.55
4. Entrepreneurship cum skill development programme (ESDP)****	...	...	...	80.00	...	80.0	65.00	...	65.0	99.00	...	99.0

Source: <https://www.indiabudget.gov.in/doc/eb/allsbef.pdf>

**\* Stand-Up India (through NCGTC):**

This provision gives financial support to the National Credit Guarantee Trustee Company's Credit Guarantee Fund. This fund will help launch the Stand-Up India initiative, supporting new green field businesses owned by women and entrepreneurs from the Scheduled Castes and Scheduled Tribes.

**\*\* Credit Linked Capital Subsidy and Technology Upgradation Scheme:** The Cabinet approved the scheme, which included a sunset clause, remaining in effect until March 31, 2020. The CLCS component targeted to considerably expedite the delivery of technology to micro, small and medium-sized enterprises (MSEs) by leveraging institutional finance to introduce thoroughly created and demonstrably successful technologies within specific sub-sectors or product areas.

**\*\*\* Credit Linked Capital Subsidy (CLCS):** The Cabinet approved the scheme, which included a sunset clause and it remained in effect until March 31, 2020. The CLCS component targeted to considerably expedite the delivery of created and proven technologies to micro, small and medium enterprises (MSEs).

**\*\*\*\* Entrepreneurship cum Skill Development Programme (ESDP):** This facilitation was achieved through institutional finance within specific sub-sectors or product areas. The Entrepreneurship as well as Skill Development Programme (ESDP) scheme, from the Ministry of Micro, Small, in addition to Medium Enterprises, aims to motivate a meaningful number of young people.

*(Expenditure budget 2024-2025, Ministry of Finance Budget Division)*

The Indian economic growth reached almost 8% as analyzed for the real GDP during 2023. The Indian economy achieved its historical milestone by surpassing \$4 trillion in GDP in November 2023. The inflation rate for 2023 was estimated to reach 5% although the Reserve Bank of India had established a target below this level. As a part of their skill development initiative, the government established 30 Skill India Centres in 2023 to train people in modern fields including artificial intelligence robotics and coding. The Startup India Seed Fund Scheme expanded further as it provided funding to more than 1,000 new startups since its inception in 2021. The World Bank states that Indian GDP could rise by 1.5 % points if half of the working population were women. Such transformation would generate lasting improvements in household economic growth. The McKinsey Global Institute report demonstrates that providing equal opportunities to women will raise the nation's GDP by US\$770 billion (22.7% of FY22 GDP) through 2025. Sheets of the economy rely on female entrepreneurs who drive innovation alongside boosting economic expansion across startups and small businesses. These businesses receive critical contributions from women as they shape innovation and economic growth.

**Statistics on performance of Indian economy based on women entrepreneurs in comparison with global economies**

A total of 37 economies (out of 49) received expert evaluations that social support for women was insufficient. Women entrepreneurs in 27 economies out of 49 were discovered to have equivalent or superior resource access than male entrepreneurs. The assessment of social support for women entrepreneurs and resource access relative to men reached satisfactory or above standards in only five economies which include India, Qatar, Norway, Sweden, and the United Arab Emirates. The Global Reports throughout the years have demonstrated inconsistent results regarding disparities in entrepreneurial activity between male and female individuals. The gap between male and female entrepreneur activity has demonstrated some diminishing trends alongside continuing significant obstacles. The measurement of gender differences in entrepreneurial activity depends on analyzing the relationship between female and male startup business owners. The proportion of female entrepreneurs relative to male entrepreneurs improved within 57 out of 74 economies that participated in GEM at least five times since 2001 when researchers applied the identical research method. GEM stands for the Global Entrepreneurship Monitor; it's been 25 years since GEM began assessing the state of the art of

entrepreneurship in the world. Over that time, entrepreneurship has taken its place on the global stage as a key component of the health of economies worldwide.

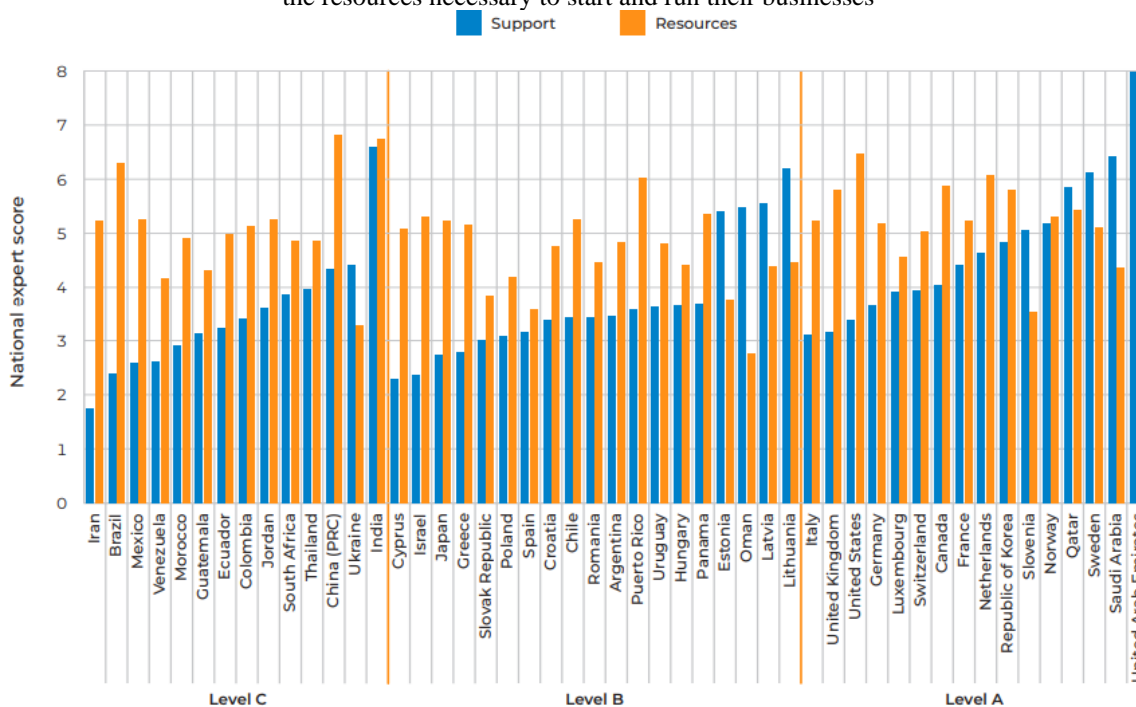
*Outstanding examples include India*, which went from three men starting new businesses for every woman doing the same in 2001, to virtual parity in 2022.

According to a study by the Edelgive Foundation, businesses owned by women are poised to grow by up to 90% in the next five years in India, surpassing growth projections in the US (50%) and the UK (24%). Among India's 63 million MSMEs, approximately 20% are women-

owned. This trend is not only going to help women break the barriers and enter the entrepreneur world, but it will have a trickle-down effect and boost even female employment.

Women in China receive active government backing for work and business development through policies and initiatives that target their employment obstacles. The state created a small-sum guaranteed loan program to support women entrepreneurs through financial funding. These subsidized loans from 2009 onward have distributed 222.06 billion yuan which equals 2631.411 billion Indian rupees to help millions of women become entrepreneurs and progress in their careers. The government actively works to develop urban housekeeping services together with rural handicrafts including weaving and knitting. This scheme creates job opportunities for women who live in cities and towns across the country and helps them find work in their nearby locations and move between different job locations. The government offers specialized support systems to female college graduates by providing training for employment and business development including internships and business guidance. The Sunshine Project launched by the state aims to enhance rural women's capabilities and abilities to shift from agricultural to non-agricultural sectors and urban employment markets. The country operates 200,000 female-focused training facilities that have trained 200 million women in contemporary agricultural practices and novel crop varieties combined. The establishment of 53,000 women's professional cooperatives together with 1.5 million women who received agricultural technician certifications supports women's collective economic growth.

**Figure 1.2:** National expert scores for the perceived social support for women entrepreneurs, and their relative access to the resources necessary to start and run their businesses



Source: GEM National Expert Survey, 2023

Figure 1.2 illustrates perceptions about existing support systems for women entrepreneurs and fundamental business resources needed for business establishment and growth. Experts demonstrate contrasting views regarding social support and resource availability assessments between different economies leading to minimal connection between their scores. The United Arab Emirates and India together with Saudi Arabia received the highest expert rankings for perceived support toward women entrepreneurs. Iran together with Cyprus and Brazil showed the most minimal scores in this assessment. Social support received poor ratings by numerous economies since 22 out of the 49 economies scored 3.5 or lower. A total of eight economies from Level C together with 11 economies from Level B and three economies from Level A (United States, United Kingdom, and Italy) demonstrate major worldwide needs for improvement in this area. The survey participants evaluated resource access opportunities for female entrepreneurs as better than opportunities for male entrepreneurs. Resource accessibility received better evaluations from economies when compared to social support evaluations as the number of economies with poor ratings in this area remained lower.

## 5. CONCLUDING REMARKS

Women’s participation in the economy is essential for sustainable economic development, gender equality, and poverty alleviation. McKinsey Global Institute (MGI) estimates that India could boost its GDP by USD 0.7 trillion by bringing 68 million more women into India’s workforce by 2025. The World Bank reports that India could increase GDP growth by

1.5 percentage points by including 50% of the women in the workforce. However, India’s female labour force participation rate (FLFPR) declined from 32% in 2005 to 19% in 2021, 27% less than the global average. Many researches have indicated that entrepreneurs feel

much more confident and fuller of hope when they know they have strong backing of business support services in form of government schemes, programmes and various financial benefits through banking reforms to ensure survival and continuous growth of their ventures. Based on past data and various surveys done through research, it is believed that entrepreneurs are more likely to go above and beyond to take risks which they might have not taken without any support and guidance from external business environmental factors. Rather than government extensively focusing on programmes and schemes from a nationwide perspective, the central government should also realise the importance of local and state level authorities who can work from the grassroot levels to formulate and implement short term plans to encourage women entrepreneurship from small scale and then eventually promoting to go large scale on a national level. A holistic, integrated approach that supports entrepreneurs throughout the early stages of their enterprise journey can foster the development of more high-growth, sustainable businesses. India needs to focus investment on women's economic empowerment because this move supports the national goals of gender equality along with poverty reduction and inclusive economic development. Women play a vital economic role by establishing businesses while working in agriculture and formal fields and by performing unpaid family care responsibilities.

The current state of data lacks sufficient evidence about the differences between entrepreneurial activity-related skills and educational backgrounds as well as socio-economic factors like income.

**Sonica Aron, Managing Partner, Marching Sheep said that,** India's 58.5 million entrepreneurs include 8.05 million women, which is 13.76 percent. During season two of Shark Tank, approximately 40% percent of the businesses presented to the investors were owned by women. A growing number of women entrepreneurs and business owners are creating many job opportunities, along with difficult firmly created gender standards and stereotypes; they also serve as role models for an important number of young women. A meaningful social mindset shift will be brought about by this. Many women entrepreneurs currently operate in diverse sectors, including the health industry, nutrition, social causes, branding, handicraft, as well as e-commerce, to depict the breadth of their involvement. They have provided a second income, thus stabilizing their own families and they are currently providing at least several hundred employment and growth opportunities to other women and today’s youth across urban and rural India.

A considerably faster expansion of national prosperity would result from substantially increased female employment. Indian women contribute approximately 22 percent to the nation's gross domestic product; this figure is substantially less than the global average of 45 percent. Women-owned businesses considerably power economic development.

Entrepreneurship projects, while presenting important challenges, will thrive in a compassionate setting, becoming exceptionally profitable as well as indispensable to national development.

(News ABP live, “Sonica Aron”, 08 March 2023)

### **Enhancing the Targeting of Female Entrepreneurs and Improving the Collection and Reporting of Gender-Disaggregated Data**

Gender norms continue to significantly limit the opportunities for female entrepreneurs across all sectors. To address this, a comprehensive national entrepreneurship policy for women is essential to guide various sectors in improving the startup success rates of women-led businesses. Currently, very few schemes report gender-disaggregated data regarding their uptake and effectiveness. To rectify this, the design of these schemes should integrate gender- disaggregated data analytics into their outcomes. This will help capture trends, identify reasons for regional disparities in performance, and allow for the development of tailored solutions for these areas.”

The central government must add the quality of support for women entrepreneurs and businesses led by women as a fundamental criterion in entrepreneurship rankings across all indexes such as the *India Innovation Index*, *Startup Ranking*, and *Ease of Doing Business Index*.

**Table 4.3: Entrepreneurial activity by age, gender and education**

“Country	Total early-stage Entrepreneurial Activity (TEA) by gender		Established Business Ownership (EBO) by gender	
	% Male	% Female	% Male	% Female
India	14.6	9.3	18.0	6.6
China	6.3	7.3	5.4	2.9”

Source: <https://www.gemconsortium.org/reports/latest-global-report>

**Table 5.1:** Author’s observations and suggestions to upscale women entrepreneurs where the government acts as a catalyst and plays a critical role

“Entity	What can they do?
1. Government	<ul style="list-style-type: none"> <li>➤ Simplify the application and selection procedure for pre- existing schemes and programmes running for development of women entrepreneurs.</li> <li>➤ Launch rural level plans and effective schemes encouraging women to strive towards financial independence.</li> <li>➤ Establish and open up state level and national level entrepreneurial cells and clubs dedicated for aspiring women entrepreneurs starting from grassroot levels, that is colleges.</li> <li>➤ Offer cheap and ready credit for initial set up investment for the ventures so that raising funds to establish business does not become a hindrance for women.</li> <li>➤ Every year, WEPs flagship Women Transforming India (WTI) awards showcase the successful journeys of women entrepreneurs who are at the frontiers of their fields from manufacturing, handicrafts, health and wellness to technology and automation. 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.</li> </ul>
2. Private sector	<ul style="list-style-type: none"> <li>➤ Come up with new national and state level platforms in form of shows and competitions which not only motivates young and aspiring women entrepreneurs but promotes startup culture in India as a whole. The famous show “Shark Tank India’ has been revolutionary in encouraging the youth to build startups. The show has created the following positive effects: a) Democratisation of funding b) Emphasis on innovation c) Promotion of diversity d) Empowerment of women entrepreneurs (Saniya Ahmad Khan, Yourstory)</li> <li>➤ Introduce accessible online courses, workshops, early training sessions, education and promotion of digitisation.</li> </ul>
3. Banking sector	<ul style="list-style-type: none"> <li>➤ Training sessions to educate women on usage of online banking tools and features.</li> <li>➤ Online portals to apply for raising small loans by assessing their applications.</li> <li>➤ Same treatment for all entrepreneurs and business owners irrespective of their gender.</li> </ul>
4. Mentoring and networking	<ul style="list-style-type: none"> <li>➤ Successful women entrepreneurs in India such as Falguni Nayar, Vineeta Singh, Suchi Mukherjee, Richa Kar and many more to raise their voices and create content online for young and upcoming women entrepreneurs to see and learn from their mistakes and know more about their hardships and learnings along the entrepreneurial journey.”</li> </ul>
Source: Author’s own suggestions	

Tackling the challenges faced by women in rural areas requires a deep understanding of local needs and strong collaboration among various stakeholders. Partnerships with NGOs, private sectors, and local communities have played a crucial role in reaching remote areas and fostering lasting change.

The government’s approach, guided by the principle of "Sabka Saath, Sabka Vikas, Sabka Vishwas," has set a solid foundation for women-led development in its initial 100 days.

Through initiatives focused on financial inclusion, social empowerment, housing, and livelihood creation, women are not only participating in but driving India’s growth. As these efforts continue, the vision of a developed India by 2047, where every woman has equal opportunities, is steadily becoming a reality. The Indian government and businesses should establish forms of credit risk assessments more suited for women, improvement of women’s property and land ownership laws, and new financial offerings that target the female entrepreneur in order to level the playing field.



As women in India, they are always taught that you do your work, work quietly, you work hard and people will take notice of your work. To put an end to this fixed mindset where men in India think that women cannot be providers for the family, women in India have to adopt the leadership role and lead their firms and organisations from the fore front.

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