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A Study on the Challenges and Opportunities of Women Entrepreneurs

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Abstract: ***This research explores the complex terrain of female entrepreneurship with the goal of illuminating the diverse obstacles and prospects encountered by female entrepreneurs. Gender inequality still prevents women from fully participating in and succeeding in the business sphere, even in spite of the increasing recognition of their contributions to the entrepreneurial ecosystem. This study clarifies the structural, cultural, and institutional obstacles that face female entrepreneurs by an extensive analysis of the body of literature and also with the help interviews of women entrepreneurs in-person and through google forms the data that was collected was then analysed. This research adds to a deeper understanding of the complex factors influencing women's entrepreneurial aspirations and provides insights into practical solutions for creating gender-inclusive entrepreneurship ecosystems by critically assessing both possibilities and constraints.***
Keywords: women enterpreneurs, empowerment, challenges and opportunities, enterpreneurship, business

I. INTRODUCTION

Today's female entrepreneurs in India's business sector encounter a variety of obstacles and opportunities that mold their own paths. Even with changes in laws and societal attitudes, women in India still face obstacles when launching their own enterprises. Obtaining sufficient funding is a major issue. Occasionally, banks and investors are hesitant to fund ventures driven by women, which results in a financial gap. In order for female entrepreneurs—who frequently possess excellent ideas and business acumen—to realize their full potential, it is imperative that this obstacle be removed. Gender bias is another difficult issue. Stereotypes and rigid notions of women's duties can impede women's advancement in the workplace. In order to get over this, we must make a concerted effort to advance a culture that values people for their ability rather than their gender. The perception of women in leadership posts is influenced by prevailing conventions and expectations. It can be difficult to strike a balance between work and family; to do so, one must be self-motivated and have support from inclusive workplace cultures and flexible work schedules. However, there are increasing opportunities in spite of these difficulties. With the help of creativity and government efforts, India's startup environment is developing into a fantastic location for female business owners. The goal of initiatives like Mudra Yojana and Stand-Up India is to promote women-owned enterprises and broaden the economic landscape. By enabling women entrepreneurs to use digital platforms for networking, marketing, and business, technology helps level the playing field. Traditional barriers are broken down by e-commerce, social media, and digital marketing, which help reach a wider audience. Additionally, corporations and investors recognize the importance of women-led firms as awareness of diversity and inclusion rises. Initiatives that support gender diversity demonstrate a shift in perspective, fostering an atmosphere in which aptitude and creativity are valued above gender.

In conclusion, the world of Indian women entrepreneurs presents both exciting potential arising from a changing economy and limitations posed by old conventions. It is imperative to acknowledge and address obstacles while capitalizing on new opportunities in order to foster a more vibrant and inclusive entrepreneurship environment in India.

II. OBJECTIVES

In order to create focused interventions and policies, analyze the particular difficulties experienced by female entrepreneurs in diverse industries and geographical areas, such as discrimination, work-life balance concerns, cultural hurdles, and gender bias.

Examine how innovation, technology, and digital platforms can empower women company owners. See how digitalization can open up new doors, close gaps in market access, and improve the scalability and resilience of businesses.

Evaluate the success of current efforts and support programs targeted at encouraging women to start their own businesses, noting areas for improvement and best practices to maximize their influence on the growth of female-led enterprises and economic empowerment.

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III. RESEARCH METHODOLOGY

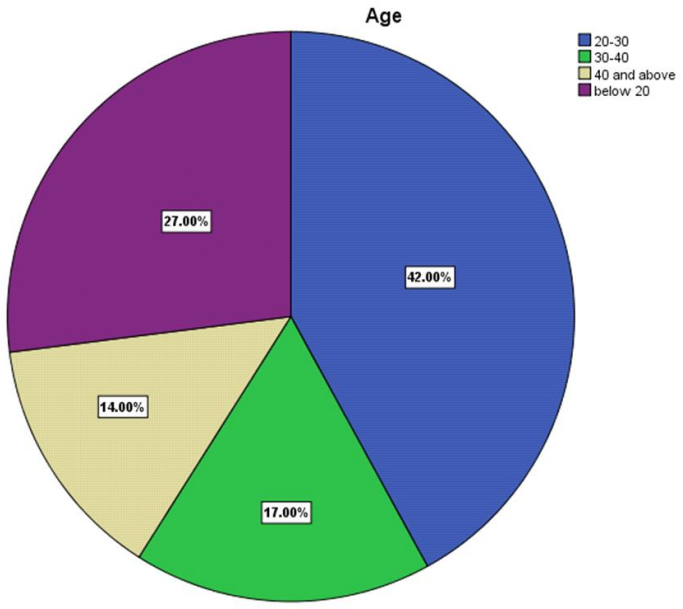
1) *Research Design:* The research design that we used in this project is exploratory and casual
2) *Source of Data:* The source used is primary data while collecting data and secondary while doing LRs
3) *Data Collection:* The data is collected with the help of a Questionnaire.
4) *Population:* Women Entrepreneurs living in Ahmedabad
5) *Sample:* Single women entrepreneur
6) *Sampling Frame:* Ahmedabad
7) *Age Group:* 18-30 and Above 30 years.
8) *Sample Size:* 100
9) *Sampling Method:* Non Probability Convience Sampling method

IV. DATA ANALYSIS

Table 1.1 Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	20-30	42	42.0	42.0	42.0
	30-40	17	17.0	17.0	59.0
	40 and above	14	14.0	14.0	73.0
	below 20	27	27.0	27.0	100.0
	Total	100	100.0	100.0	

Graph 1.1



- *Interpretation*

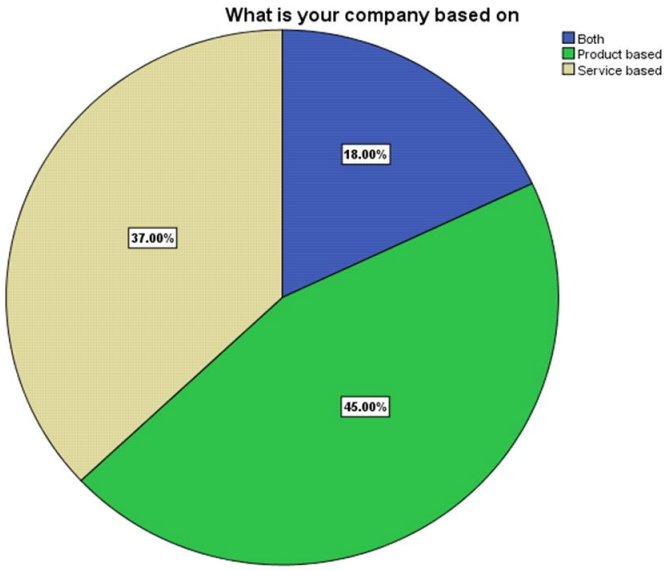
This table represents age distribution:42% are in the 20-30 age group, 17% are in the 30-40 age group, 14% are 40 and above, 27% are below 20 years old.

The cumulative percent indicates the growing proportion with each category. The total sample size is 100.

Table 1.2 What is your company based on

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Both	18	18.0	18.0	18.0
	Product based	45	45.0	45.0	63.0
	Service based	37	37.0	37.0	100.0
	Total	100	100.0	100.0	

Graph 1.2



- *Interpretation*

This table illustrates the distribution of companies based on their nature:

18% of the companies are involved in both products and services. 45% are purely product-based companies. 37% are exclusively service-based companies.

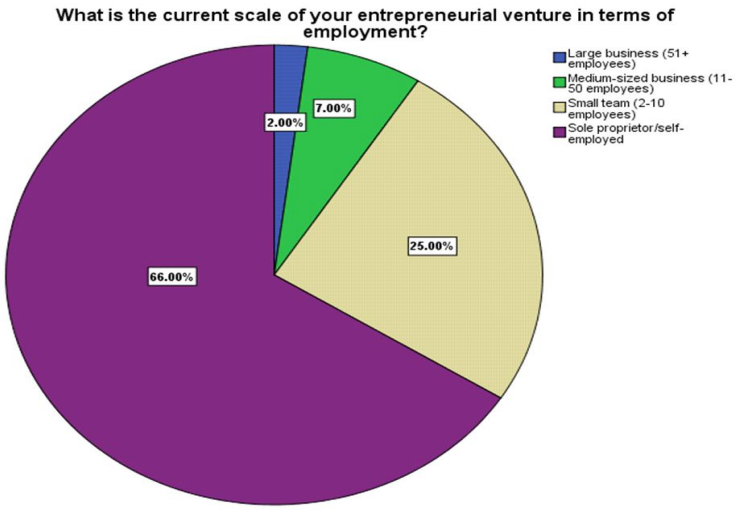
The cumulative percent indicates the increasing proportion as you move through the categories. The total sample size is 100.

Table 1.3 What is the current scale of your entrepreneurial venture in terms of employment?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Large business (51+ employees)	2	2.0	2.0	2.0
	Medium-sized business (11-50 employees)	7	7.0	7.0	9.0
	Small team (2-10 employees)	25	25.0	25.0	34.0
	Sole proprietor/self-employed	66	66.0	66.0	100.0
	Total	100	100.0	100.0	

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Graph 1.3



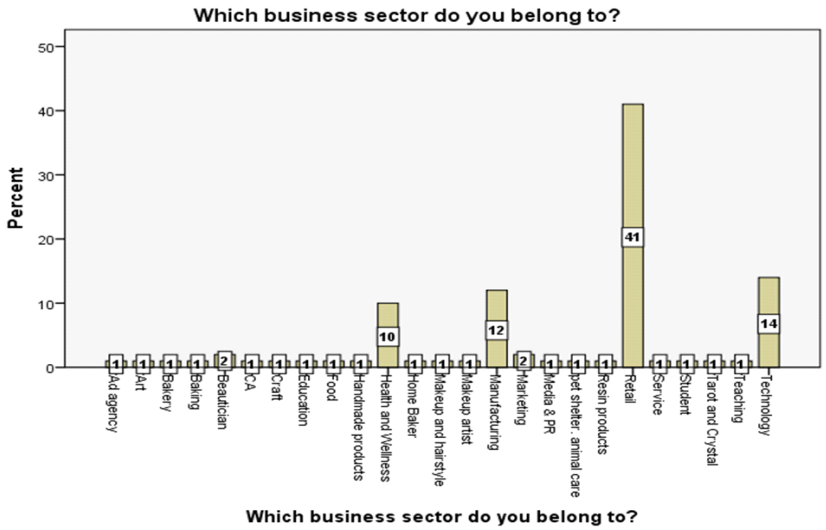
- *Interpretation*

This table provides information about the scale of entrepreneurial ventures based on their employment size:
2% of ventures are classified as large businesses with 51 or more employees. 7% fall into the category of medium-sized businesses with 11-50 employees. 25% are characterized as small teams with 2-10 employees. The majority, 66%, are sole proprietors or self-employed individuals. The cumulative percent indicates the growing proportion as you move from smaller to larger business scales. The total sample size is 100.

TABLE 1.4 Which business sector do you belong to?

			Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Ad agency		1	1.0	1.0	1.0
	Art		1	1.0	1.0	2.0
	Bakery		1	1.0	1.0	3.0
	Baking		1	1.0	1.0	4.0
	Beautician		2	2.0	2.0	6.0
	CA		1	1.0	1.0	7.0
	Craft		1	1.0	1.0	8.0
	Education		1	1.0	1.0	9.0
	Food		1	1.0	1.0	10.0
	Handmade products		1	1.0	1.0	11.0
	Health and Wellness		10	10.0	10.0	21.0
	Home Baker		1	1.0	1.0	22.0
	Makeup and hairstyle		1	1.0	1.0	23.0
	Makeup artist		1	1.0	1.0	24.0
	Manufacturing		12	12.0	12.0	36.0
	Marketing		2	2.0	2.0	38.0
	Media & PR		1	1.0	1.0	39.0
	pet shelter. animal care		1	1.0	1.0	40.0
	Resin products		1	1.0	1.0	41.0
	Retail		41	41.0	41.0	82.0
	Service		1	1.0	1.0	83.0
	Student		1	1.0	1.0	84.0
	Tarot and Crystal		1	1.0	1.0	85.0
	Teaching		1	1.0	1.0	86.0
	Technology		14	14.0	14.0	100.0
	Total		100	100.0	100.0	

Graph 1.4



- *Interpretation*

This table provides an overview of the business sectors that respondents belong to:

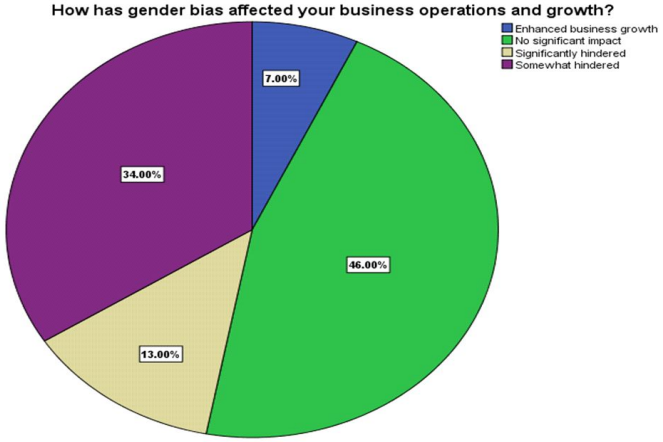
Various sectors are represented, including manufacturing, technology, retail, health and wellness, and marketing. The most common sector is retail, accounting for 41% of the respondents. Manufacturing and technology sectors contribute significantly, with 12% and 14%, respectively. Other sectors, such as education, media, and pet care, are also represented in smaller proportions.

The cumulative percent shows the combined proportion of respondents up to each category. The total sample size is 100.

TABLE 1.5 How has gender bias affected your business operations and growth?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Enhanced business growth	7	7.0	7.0	7.0
	No significant impact	46	46.0	46.0	53.0
	Significantly hindered	13	13.0	13.0	66.0
	Somewhat hindered	34	34.0	34.0	100.0
	Total	100	100.0	100.0	

Graph 1.5



- *Interpretation*

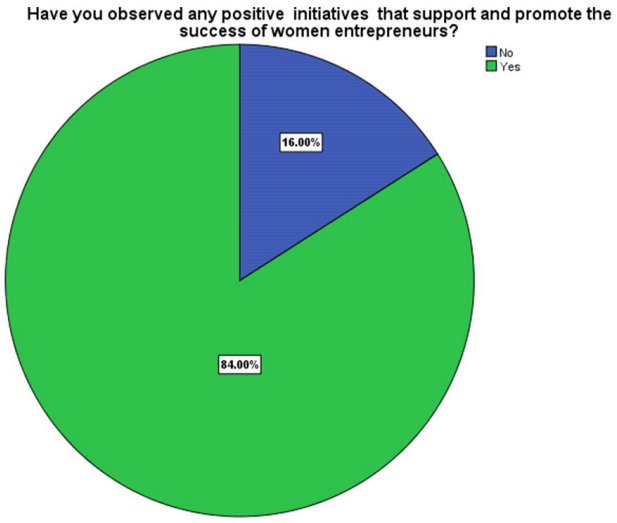
This table reflects the impact of gender bias on business operations and growth 7% of respondents believe that gender bias has enhanced their business growth. 46% state that gender bias has had no significant impact on their business operations. 13% feel that gender bias has significantly hindered their business growth. 34% believe that gender bias has somewhat hindered their business operations.

The cumulative percent indicates the increasing proportion of respondents as you move from positive to negative perceptions of the impact of gender bias. The total sample size is 100.

TABLE 1.6 Have you observed any positive initiatives that support and promote the success of women entrepreneurs?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	16	16.0	16.0	16.0
	Yes	84	84.0	84.0	100.0
	Total	100	100.0	100.0	

Graph 1.6



- *Interpretation*

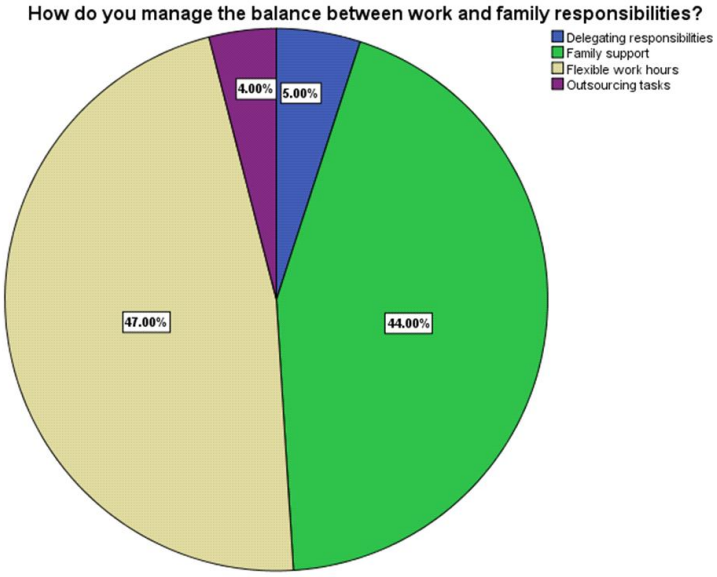
This table indicates the respondents' observations regarding positive initiatives supporting and promoting the success of women entrepreneurs: 84% of respondents have observed positive initiatives supporting women entrepreneurs. 16% report not having observed such initiatives. The cumulative percent shows the increasing proportion of respondents who have observed positive initiatives. The total sample size is 100.

TABLE 1.7 How do you manage the balance between work and family responsibilities?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Delegating responsibilities	5	5.0	5.0	5.0
	Family support	44	44.0	44.0	49.0
	Flexible work hours	47	47.0	47.0	96.0
	Outsourcing tasks	4	4.0	4.0	100.0
	Total	100	100.0	100.0	

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Graph 1.7



- *Interpretation*

This table represents how respondents manage the balance between work and family responsibilities: 5% delegate responsibilities to manage the balance. 44% rely on family support to strike a balance between work and family. 47% utilize flexible work hours as a strategy for managing their responsibilities. 4% outsource tasks to maintain a balance.

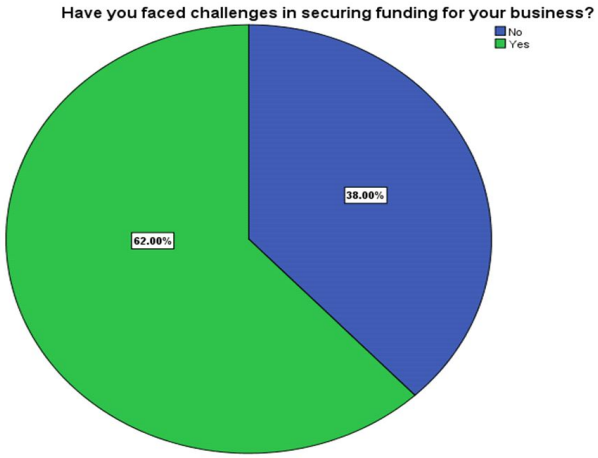
The cumulative percent indicates the increasing proportion of respondents as you move through the different strategies. The total sample size is 100.

Table 1.8

Have you faced challenges in securing funding for your business?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	38	38.0	38.0	38.0
	Yes	62	62.0	62.0	100.0
	Total	100	100.0	100.0	

Graph 1.8



- *Interpretation*

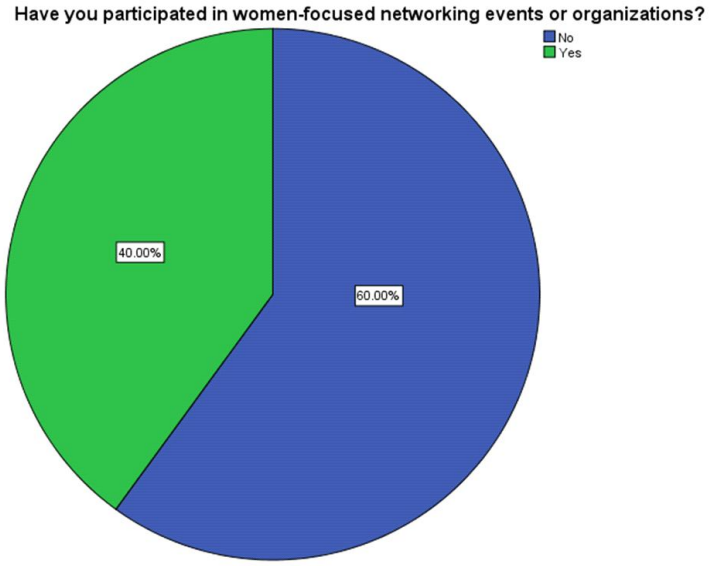
This table indicates respondents' experiences in securing funding for their businesses:62% of respondents have faced challenges in securing funding. 38% report not encountering difficulties in securing funding.

The cumulative percent shows the increasing proportion of respondents who have faced challenges in securing funding. The total sample size is 100.

Table 1.9

Have you participated in women-focused networking events or organizations?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	60	60.0	60.0	60.0
	Yes	40	40.0	40.0	100.0
	Total	100	100.0	100.0	

Graph 1.9



- *Interpretation*

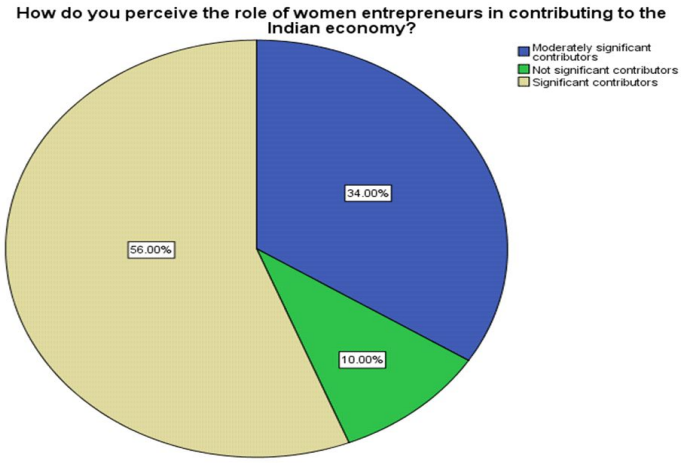
This table indicates respondents' participation in women-focused networking events or organizations:

40% of respondents have participated in women-focused networking events or organizations. 60% have not participated in such events or organizations. The cumulative percent shows the increasing proportion of respondents who have or have not participated in women-focused networking events. The total sample size is 100.

Table 1.10

How do you perceive the role of women entrepreneurs in contributing to the Indian economy?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Moderately significant contributors	34	34.0	34.0	34.0
	Not significant contributors	10	10.0	10.0	44.0
	Significant contributors	56	56.0	56.0	100.0
	Total	100	100.0	100.0	

Graph 1.10



- *Interpretation*

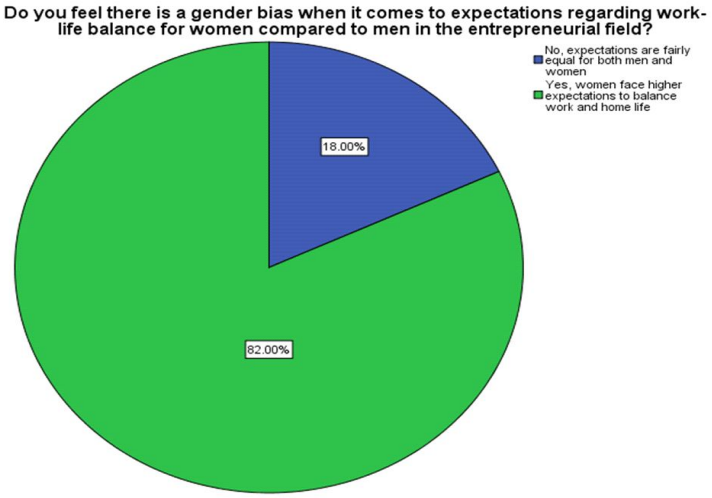
This table represents respondents' perceptions regarding the role of women entrepreneurs in contributing to the Indian economy: 34% view women entrepreneurs as moderately significant contributors. 10% consider women entrepreneurs not significant contributors. A majority of 56% believe that women entrepreneurs are significant contributors to the Indian economy. The cumulative percent shows the increasing proportion of respondents who perceive women entrepreneurs as contributors to the economy. The total sample size is 100.

Table 1.11

Do you feel there is a gender bias when it comes to expectations regarding work-life balance for women compared to men in the entrepreneurial field?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No, expectations are fairly equal for both men and women	18	18.0	18.0	18.0
	Yes, women face higher expectations to balance work and home life	82	82.0	82.0	100.0
	Total	100	100.0	100.0	

Graph 1.11



- *Interpretation*

This table indicates respondents' perceptions of gender bias in expectations regarding work-life balance for women compared to men in the entrepreneurial field:

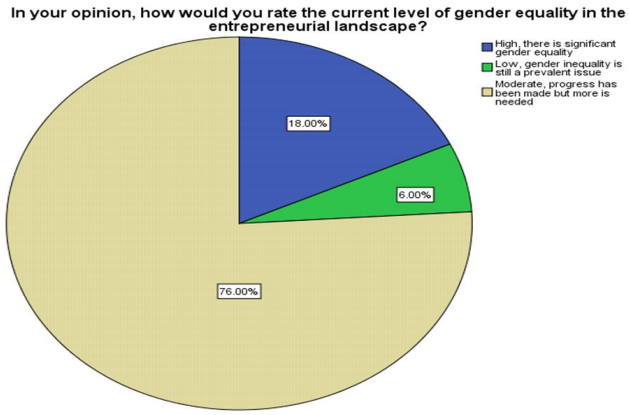
82% of respondents believe that women face higher expectations to balance work and home life. 18% think that expectations are fairly equal for both men and women.

The cumulative percent shows the increasing proportion of respondents who perceive gender bias in expectations for work-life balance in the entrepreneurial field. The total sample size is 100.

Table 1.12
In your opinion, how would you rate the current level of gender equality in the entrepreneurial landscape?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	High, there is significant gender equality	18	18.0	18.0	18.0
	Low, gender inequality is still a prevalent issue	6	6.0	6.0	24.0
	Moderate, progress has been made but more is needed	76	76.0	76.0	100.0
	Total	100	100.0	100.0	

Graph 1.12



- *Interpretation*

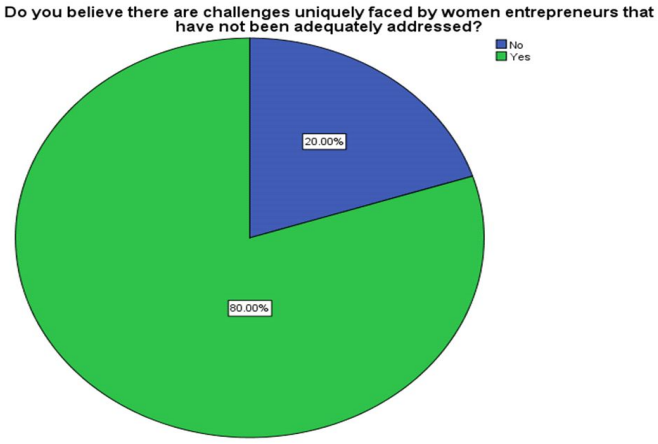
This table reflects respondents' opinions on the current level of gender equality in the entrepreneurial landscape:18% of respondents believe that there is a high level of gender equality with significant progress. 6% think that gender inequality is still prevalent, indicating a low level of gender equality. The majority, 76%, perceive a moderate level of gender equality, acknowledging progress but recognizing the need for more.The cumulative percent shows the increasing proportion of respondents who rate the level of gender equality from high to low. The total sample size is 100.

Table 1.13
Do you believe there are challenges uniquely faced by women entrepreneurs that have not been adequately addressed?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	20	20.0	20.0	20.0
	Yes	80	80.0	80.0	100.0
	Total	100	100.0	100.0	

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Table 1.13



- *Interpretation*

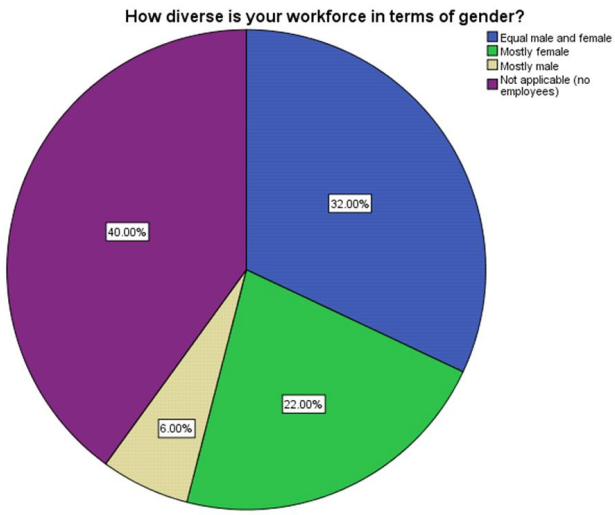
This table indicates respondents' beliefs regarding challenges uniquely faced by women entrepreneurs that have not been adequately addressed: 80% of respondents believe that there are challenges uniquely faced by women entrepreneurs that have not been adequately addressed. 20% think that such challenges have been addressed adequately. The cumulative percent shows the increasing proportion of respondents who do or do not believe there are challenges uniquely faced by women entrepreneurs that need more attention. The total sample size is 100.

Table 1.14

How diverse is your workforce in terms of gender?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Equal male and female	32	32.0	32.0	32.0
	Mostly female	22	22.0	22.0	54.0
	Mostly male	6	6.0	6.0	60.0
	Not applicable (no employees)	40	40.0	40.0	100.0
	Total	100	100.0	100.0	

Graph 1.14



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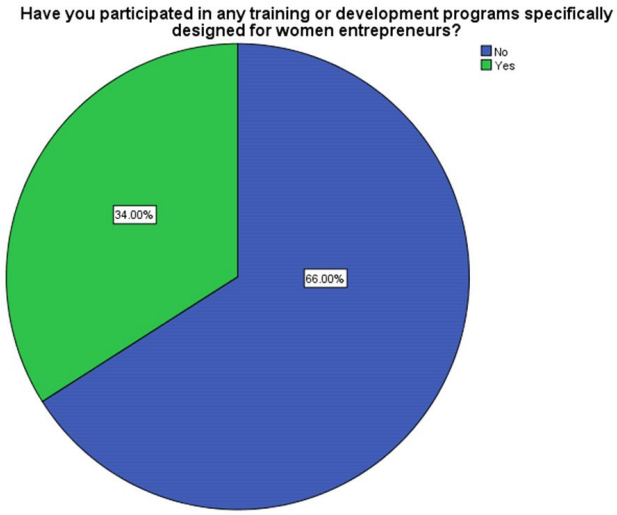
- *Interpretation*

This table provides information about the diversity of the workforce in terms of gender:32% of respondents have an equal number of male and female employees. 22% mostly have female employees. 6% mostly have male employees. 40% indicate "Not applicable (no employees)," meaning they don't have employees.The cumulative percent shows the increasing proportion of respondents in each category. The total sample size is 100.

Table 1.15
Have you participated in any training or development programs specifically designed for women entrepreneurs?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	66	66.0	66.0	66.0
	Yes	34	34.0	34.0	100.0
	Total	100	100.0	100.0	

Graph 1.15



- *Interpretation*

This table indicates respondents' participation in training or development programs specifically designed for women entrepreneurs: 66% of respondents have not participated in such programs. 34% have participated in training or development programs specifically designed for women entrepreneurs.

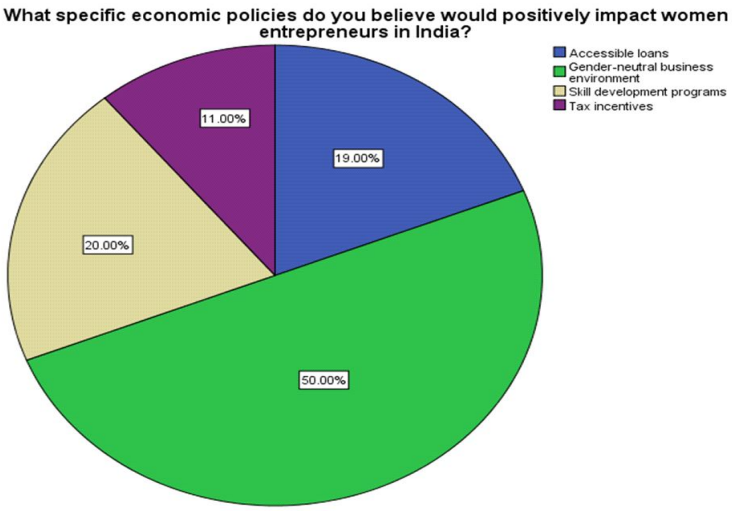
The cumulative percent shows the increasing proportion of respondents who have or have not participated in these programs. The total sample size is 100.

Table 1.16
What specific economic policies do you believe would positively impact women entrepreneurs in India?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Accessible loans	19	19.0	19.0	19.0
	Gender-neutral business environment	50	50.0	50.0	69.0
	Skill development programs	20	20.0	20.0	89.0
	Tax incentives	11	11.0	11.0	100.0
	Total	100	100.0	100.0	

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Graph 1.16



- *Interpretation*

This table represents respondents' opinions on specific economic policies that would positively impact women entrepreneurs in India:

19% believe accessible loans would be beneficial. 50% emphasize the importance of a gender-neutral business environment. 20% suggest skill development programs as a positive impact. 11% think tax incentives would positively impact women entrepreneurs.

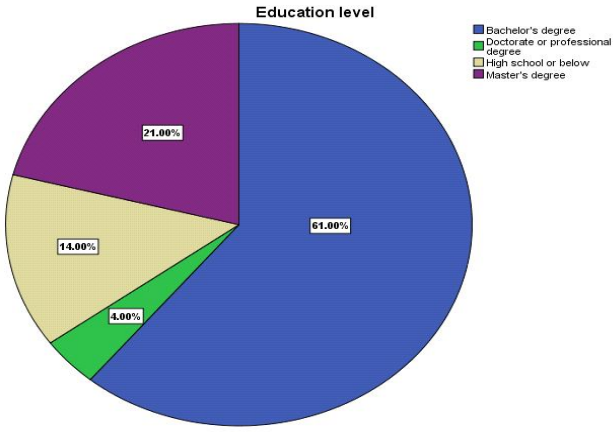
The cumulative percent shows the increasing proportion of respondents who support various economic policies for the benefit of women entrepreneurs. The total sample size is 100.

Table 1.17

Education level

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Bachelor's degree	61	61.0	61.0	61.0
	Doctorate or professional degree	4	4.0	4.0	65.0
	High school or below	14	14.0	14.0	79.0
	Master's degree	21	21.0	21.0	100.0
	Total	100	100.0	100.0	

Graph 1.17



- *Interpretation*

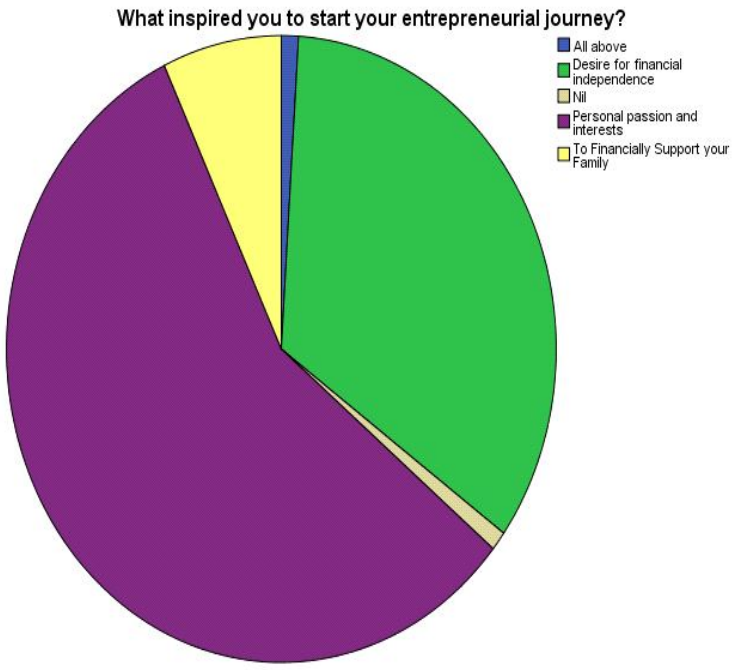
This table provides information on the education level of the respondents:61% of the respondents have a Bachelor's degree. 21% hold a Master's degree. 4% have a Doctorate or professional degree. 14% have a high school education or below. The cumulative percent shows the increasing proportion of respondents with each education level. The total sample size is 100.

Table 1.18

What inspired you to start your entrepreneurial journey?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	All above	1	1.0	1.0	1.0
	Desire for financial independence	34	34.0	34.0	35.0
	Nil	1	1.0	1.0	36.0
	Personal passion and interests	57	57.0	57.0	93.0
	To Financially Support your Family	7	7.0	7.0	100.0
	Total	100	100.0	100.0	

Graph 1.18



- *Interpretation*

This table indicates the inspiration behind respondents starting their entrepreneurial journey:
57% were inspired by personal passion and interests. 34% started their entrepreneurial journey with a desire for financial independence. 7% aimed to financially support their family. 1% chose "All above" as their inspiration. 1% mentioned "Nil" as their inspiration, possibly indicating no specific inspiration mentioned.
The cumulative percent shows the increasing proportion of respondents with each inspiration. The total sample size is 100.

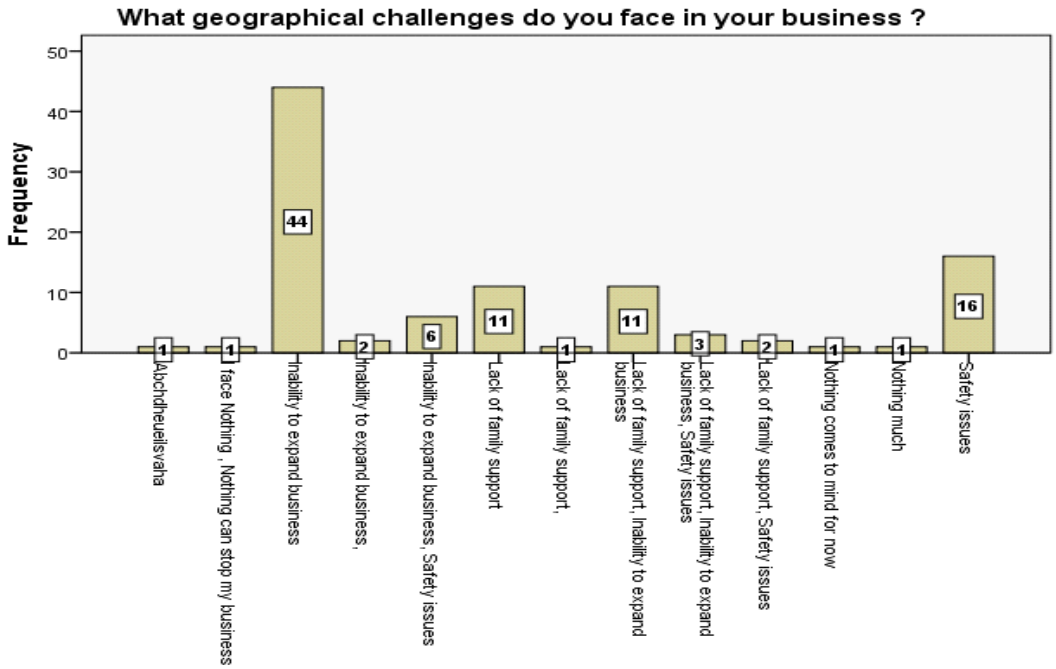
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Table 1.19

What geographical challenges do you face in your business ?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Abchdheueilsvaha	1	1.0	1.0	1.0
	I face Nothing , Nothing can stop my business	1	1.0	1.0	2.0
	Inability to expand business	44	44.0	44.0	46.0
	Inability to expand business,	2	2.0	2.0	48.0
	Inability to expand business, Safety issues	6	6.0	6.0	54.0
	Lack of family support	11	11.0	11.0	65.0
	Lack of family support,	1	1.0	1.0	66.0
	Lack of family support, Inability to expand business	11	11.0	11.0	77.0
	Lack of family support, Inability to expand business, Safety issues	3	3.0	3.0	80.0
	Lack of family support, Safety issues	2	2.0	2.0	82.0
	Nothing comes to mind for now	1	1.0	1.0	83.0
	Nothing much	1	1.0	1.0	84.0
	Safety issues	16	16.0	16.0	100.0
	Total	100	100.0	100.0	

Graph1.19



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- *Interpretation*

This table provides insights into the geographical challenges faced by respondents in their businesses:44% of respondents cited "Inability to expand the business" as a significant challenge. 16% identified "Safety issues" as a geographical challenge. 11% mentioned "Lack of family support" as a challenge. Various combinations of challenges were reported, such as the combination of "Lack of family support" and "Inability to expand business." Some responses, like "Nothing comes to mind for now," indicate uncertainty or no specific challenge mentioned.

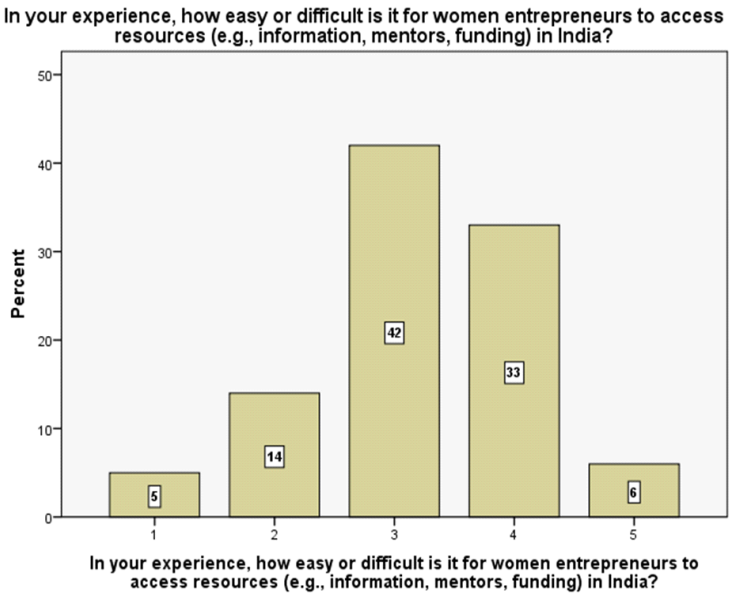
The cumulative percent shows the increasing proportion of respondents with each specific or combined geographical challenge. The total sample size is 100.

Table 1.20

In your experience, how easy or difficult is it for women entrepreneurs to access resources (e.g., information, mentors, funding) in India?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	5	5.0	5.0	5.0
	2	14	14.0	14.0	19.0
	3	42	42.0	42.0	61.0
	4	33	33.0	33.0	94.0
	5	6	6.0	6.0	100.0
	Total	100	100.0	100.0	

Graph 1.20



- *Interpretation*

This table represents respondents' perceptions of the ease or difficulty for women entrepreneurs to access resources in India:5% of respondents rated it as very easy (score of 1). 14% found it easy (score of 2). The majority, 42%, perceived it as neither easy nor difficult (score of 3). 33% found it difficult (score of 4). 6% rated it as very difficult (score of 5).

The cumulative percent shows the increasing proportion of respondents based on their ratings of ease or difficulty. The total sample size is 100.

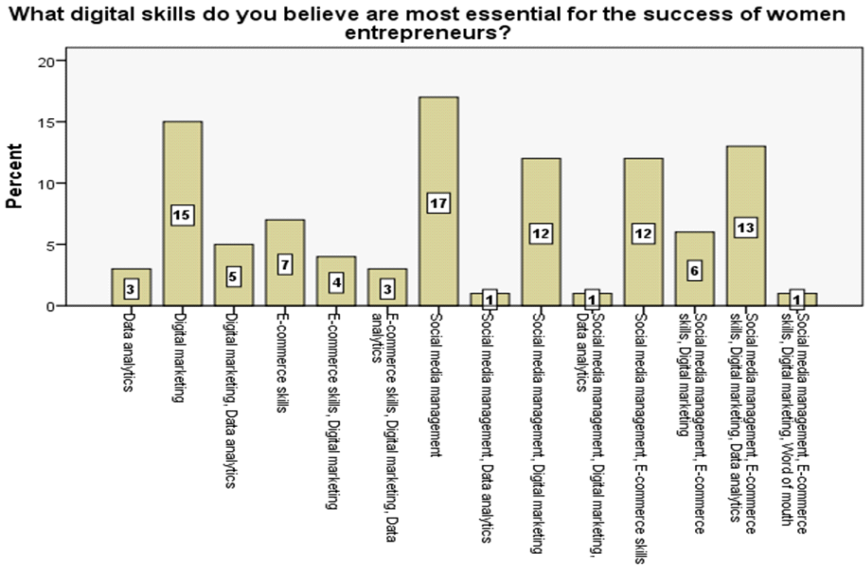
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Table 1.21

What digital skills do you believe are most essential for the success of women entrepreneurs?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Data analytics	3	3.0	3.0	3.0
	Digital marketing	15	15.0	15.0	18.0
	Digital marketing, Data analytics	5	5.0	5.0	23.0
	E-commerce skills	7	7.0	7.0	30.0
	E-commerce skills, Digital marketing	4	4.0	4.0	34.0
	E-commerce skills, Digital marketing, Data analytics	3	3.0	3.0	37.0
	Social media management	17	17.0	17.0	54.0
	Social media management, Data analytics	1	1.0	1.0	55.0
	Social media management, Digital marketing	12	12.0	12.0	67.0
	Social media management, Digital marketing, Data analytics	1	1.0	1.0	68.0
	Social media management, E-commerce skills	12	12.0	12.0	80.0
	Social media management, E-commerce skills, Digital marketing	6	6.0	6.0	86.0
	Social media management, E-commerce skills, Digital marketing, Data analytics	13	13.0	13.0	99.0
	Social media management, E-commerce skills, Digital marketing, Word of mouth	1	1.0	1.0	100.0
	Total	100	100.0	100.0	

Graph 1.21



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- *Interpretation*

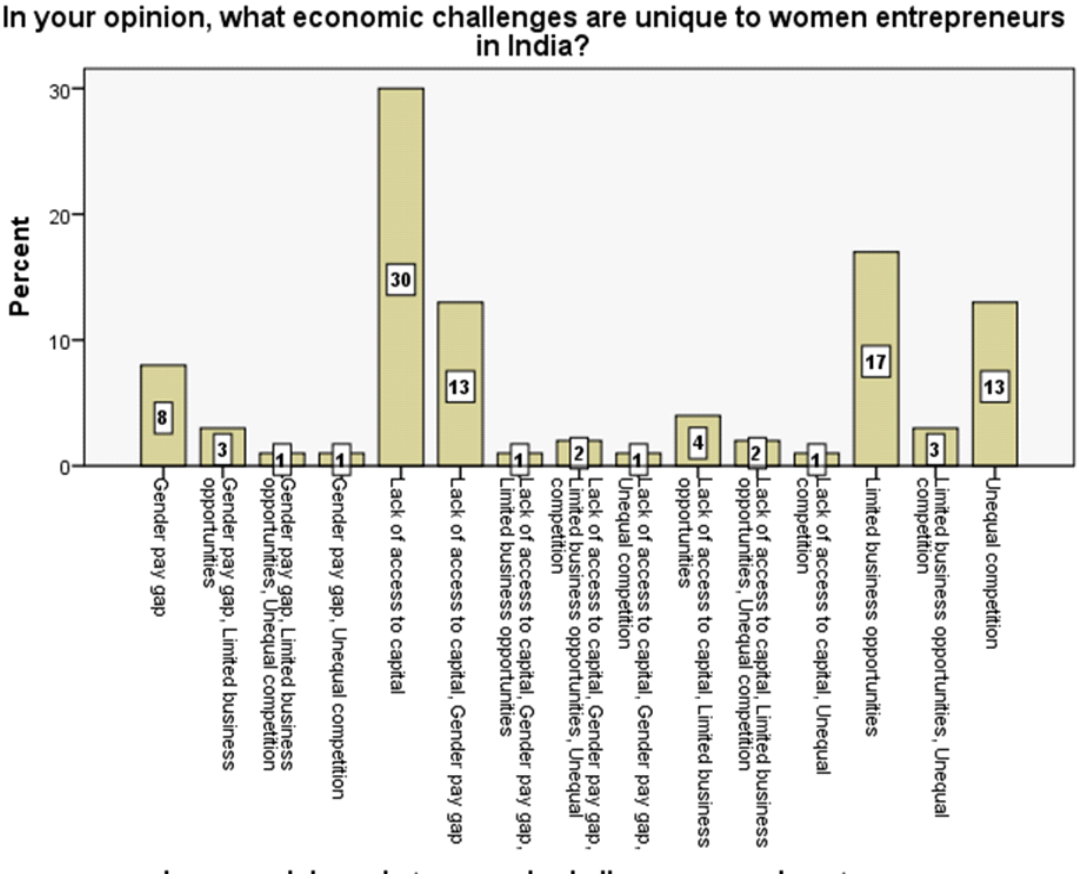
This table reflects the digital skills that respondents believe are most essential for the success of women entrepreneurs:
The most commonly mentioned skill is Social media management, with various combinations of other skills. 15% specifically identified Digital marketing as an essential skill. 7% emphasized E-commerce skills. 3% highlighted Data analytics.
The cumulative percent shows the increasing proportion of respondents based on the combination of digital skills they perceive as essential. The total sample size is 100.

Table 1.22

In your opinion, what economic challenges are unique to women entrepreneurs in India?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Gender pay gap	8	8.0	8.0	8.0
	Gender pay gap, Limited business opportunities	3	3.0	3.0	11.0
	Gender pay gap, Limited business opportunities, Unequal competition	1	1.0	1.0	12.0
	Gender pay gap, Unequal competition	1	1.0	1.0	13.0
	Lack of access to capital	30	30.0	30.0	43.0
	Lack of access to capital, Gender pay gap	13	13.0	13.0	56.0
	Lack of access to capital, Gender pay gap, Limited business opportunities	1	1.0	1.0	57.0
	Lack of access to capital, Gender pay gap, Limited business opportunities, Unequal competition	2	2.0	2.0	59.0
	Lack of access to capital, Gender pay gap, Unequal competition	1	1.0	1.0	60.0
	Lack of access to capital, Limited business opportunities	4	4.0	4.0	64.0
	Lack of access to capital, Limited business opportunities, Unequal competition	2	2.0	2.0	66.0
	Lack of access to capital, Unequal competition	1	1.0	1.0	67.0
	Limited business opportunities	17	17.0	17.0	84.0
	Limited business opportunities, Unequal competition	3	3.0	3.0	87.0
	Unequal competition	13	13.0	13.0	100.0
	Total	100	100.0	100.0	

Graph 1.22



- *Interpretation*

This table provides insights into the economic challenges that respondents believe are unique to women entrepreneurs in India:
30% identified "Lack of access to capital" as a significant challenge. 17% pointed to "Limited business opportunities" as a unique challenge. 13% mentioned "Unequal competition" as a distinct economic challenge. Various combinations of challenges were reported, such as the combination of "Gender pay gap," "Limited business opportunities," and "Unequal competition."
The cumulative percent shows the increasing proportion of respondents based on the combination of economic challenges they perceive as unique to women entrepreneurs. The total sample size is 100.

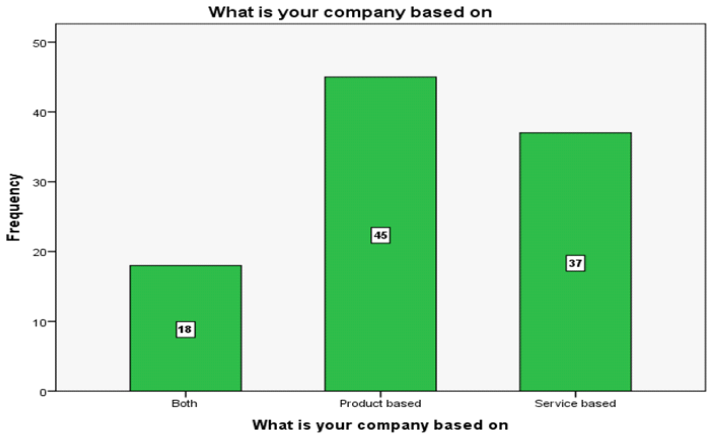
V. HYPOTHESIS TESTING

A. *Frequency Distribution*

TABLE 1.23 What is your company based on

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Both	18	18.0	18.0	18.0
	Product based	45	45.0	45.0	63.0
	Service based	37	37.0	37.0	100.0
	Total	100	100.0	100.0	

Graph 1.23



- *Interpretation*

ü The above data interprets that majority of the women have started product-based company.
ü The data shows that there is also considerable number of women who have started service-based company.
ü The data also shows that there are very few women who have started product based and service-based companies.

B. Crosstab

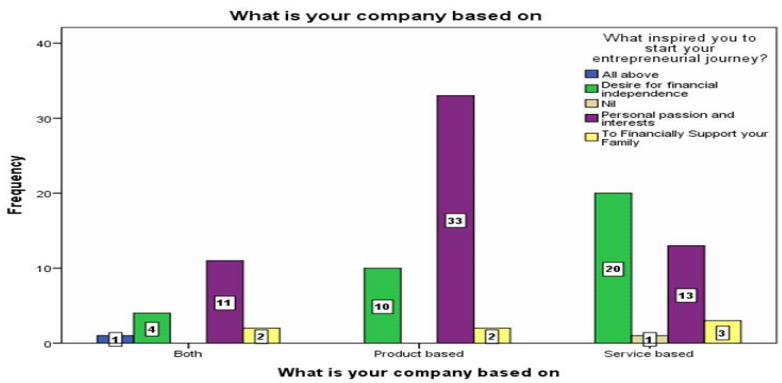
Variable 1: - What is your company based on?
Variable 2: - What inspired you to start your entrepreneurial journey?

TABLE 1.24 What is your company based on * What inspired you to start your entrepreneurial journey? Crosstabulation

Count

		What inspired you to start your entrepreneurial journey?					Total
		All above	Desire for financial independence	Nil	Personal passion and interests	To Financially Support your Family	
What is your company based on	Both	1	4	0	11	2	18
	Product based	0	10	0	33	2	45
	Service based	0	20	1	13	3	37
Total		1	34	1	57	7	100

Graph 1.24



- *Interpretation*

ü The above data shows us that majority of the women who wanted to be financially independent started service-based companies
ü The above data also shows us that majority of the women who had any personal interest hobbies or any personal passion started product-based companies
ü It is observed that fewer women, who desired financial independence or had hobbies, started both product-based and service-based companies.

C. Chi Square

Variable 1: - What is your company based on?
Variable 2: - What inspired you to start your entrepreneurial journey?
Interpretation:- The significance value is > 0.05
Accept H0 means there is no significant association between What is your company based on and What inspired you to start your entrepreneurial journey .

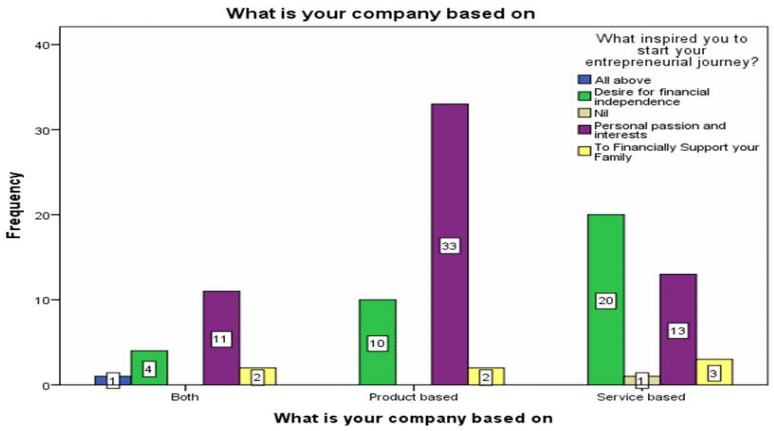
TABLE 1.25 What is your company based on * What inspired you to start your entrepreneurial journey? Crosstabulation

Count

		What inspired you to start your entrepreneurial journey?					Total
		All above	Desire for financial independence	Nil	Personal passion and interests	To Financially Support your Family	
What is your company based on	Both	1	4	0	11	2	18
	Product based	0	10	0	33	2	45
	Service based	0	20	1	13	3	37
Total		1	34	1	57	7	100

Hypothesis H0: - There is no significant association between What is your company based on What inspired you to start your entrepreneurial journey .
Hypothesis H1: - There is significant association between What is your company based on What inspired you to start your entrepreneurial journey? Crosstabulation

Graph 1.25



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VI. FINDINGS

A. Challenges Faced by Women Entrepreneurs

1) *Discrimination & Gender Bias:* Female entrepreneurs face prejudices when trying to obtain chances, resources, and finance. Gender stereotypes affect how competent people are seen, which may impede growth and collaboration.
2) *Work-Life Balance Concerns:* For female entrepreneurs, striking a balance between work and personal obligations is a major difficulty. Women may be disproportionately impacted by societal standards and expectations when it comes to becoming entrepreneurs.
3) *Cultural Barriers:* Diverse cultures bring with them differing degrees of support and acceptance for female entrepreneurs. Cultural standards that are considered conservative may serve as obstacles that impact how women are viewed in the economic world.
4) *Funding Accessibility:* Women-owned enterprises encounter difficulties in obtaining capital, as they have restricted access to angel and venture capital investments. Reducing the financial gap is essential to competitiveness and sustained growth.

B. Empowerment via Technological Innovation

1) *Digital Platforms and Market Access:* Digitalization lowers geographical barriers to market access by creating new channels. Online channels give female business owners the chance to connect with a worldwide audience and grow their clientele.
2) *Scalability and Resilience:* Technology boosts scalability, enabling companies to expand without facing major resource limitations. Digital tools help firms become more resilient by enabling them to adjust to shifting market conditions.
3) *Closing Knowledge and Skill Gaps:* Innovation and technology efforts can close knowledge and skill gaps, giving women the resources they need to succeed. Programs for digital literacy are essential to ensuring that female entrepreneurs can take full advantage of the advances in technology.

C. Support Program Evaluation

1) *Success Measures:* Key performance indicators, including the number of women entrepreneurs assisted, business growth rates, and economic impact, are examined in order to evaluate the effectiveness of existing initiatives. Success should also be evaluated in terms of broader networks, money, and mentorship opportunities.
2) *Areas for Improvement:* Identify areas where the current assistance programs fall short, such as poor funding, little outreach, or inadequate mentorship opportunities. Programs can be more effective if they are designed to address intersectional issues.
3) *Best Practices:* Highlight effective tactics used by current programs, like targeted funding schemes, networking events, and mentorship activities. Examples of best practices for upcoming projects can be found in case studies of successful female-led businesses.

VII. LIMITATIONS

1) *Time Consuming:* The process to do our research has taken a lot of time and it is a long process which is continuous in nature so research can be time consuming.
2) *Lack of Respondents:* The major other problem is lack of respondents. It is hard to get the women's respondents for the survey and it is the long process to convince women's respondents.
3) *Sample Bias:* The sample used in a research study may not fully represent the diversity of women entrepreneurs in India, potentially leading to skewed findings.
4) *Limited data Availability:* Access to comprehensive and accurate data on women entrepreneurs in India may be limited, making it challenging to draw robust

VIII. SUGGESTIONS/RECOMMENDATIONS

The following recommendations can be made in light of the findings in order to empower and assist female entrepreneurs in overcoming the obstacles they encounter:

1) *Handling Gender Bias and Discrimination:* Put policies in place to address gender inequalities in funding and resource allocation, such as investing opportunities that are inclusive of all genders or imposing diversity quotas. delivering education and awareness campaigns to dispel myths and advance a more diverse entrepreneurial environment.
2) *Fostering a Balanced Work-Life:* Provide support systems and flexible work schedules to assist female entrepreneurs in juggling their personal and professional obligations. Speak up in favor of laws that support gender parity in the workplace and deal with cultural norms that could interfere with work-life harmony.

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3) *Support and Cultural Sensitivity:* Create programs that address the unique cultural requirements and difficulties faced by female entrepreneurs

IX. CONCLUSIONS

In conclusion, the challenges faced by women entrepreneurs in India are multifaceted and require comprehensive solutions to foster their success and empowerment. From cultural biases and societal expectations to limited access to resources and funding, these obstacles hinder the growth and potential of women-led businesses. However, through targeted policies, educational initiatives, and support networks, there is immense potential to create an environment where women entrepreneurs can thrive, driving economic growth, innovation, and social progress. Empowering women entrepreneurs is not just about gender equality; it's about unlocking the untapped potential that benefits society as a whole. By addressing these challenges head-on, India can harness the full entrepreneurial talent and contribute to a more inclusive and prosperous future.women entrepreneurs in India encounter a myriad of challenges ranging from cultural biases and societal expectations to limited access to finance, networks, and mentorship. Additionally, they often grapple with balancing familial responsibilities with business pursuits. However, despite these obstacles, the resilience and determination of women entrepreneurs persist, showcasing their potential to drive economic growth and social change. Efforts to address these challenges through policy reforms, targeted support programs, and cultural shifts can unlock the full potential of womenentrepreneurs, fostering inclusive and sustainable development in India

X. ACKNOWLEDGMENT

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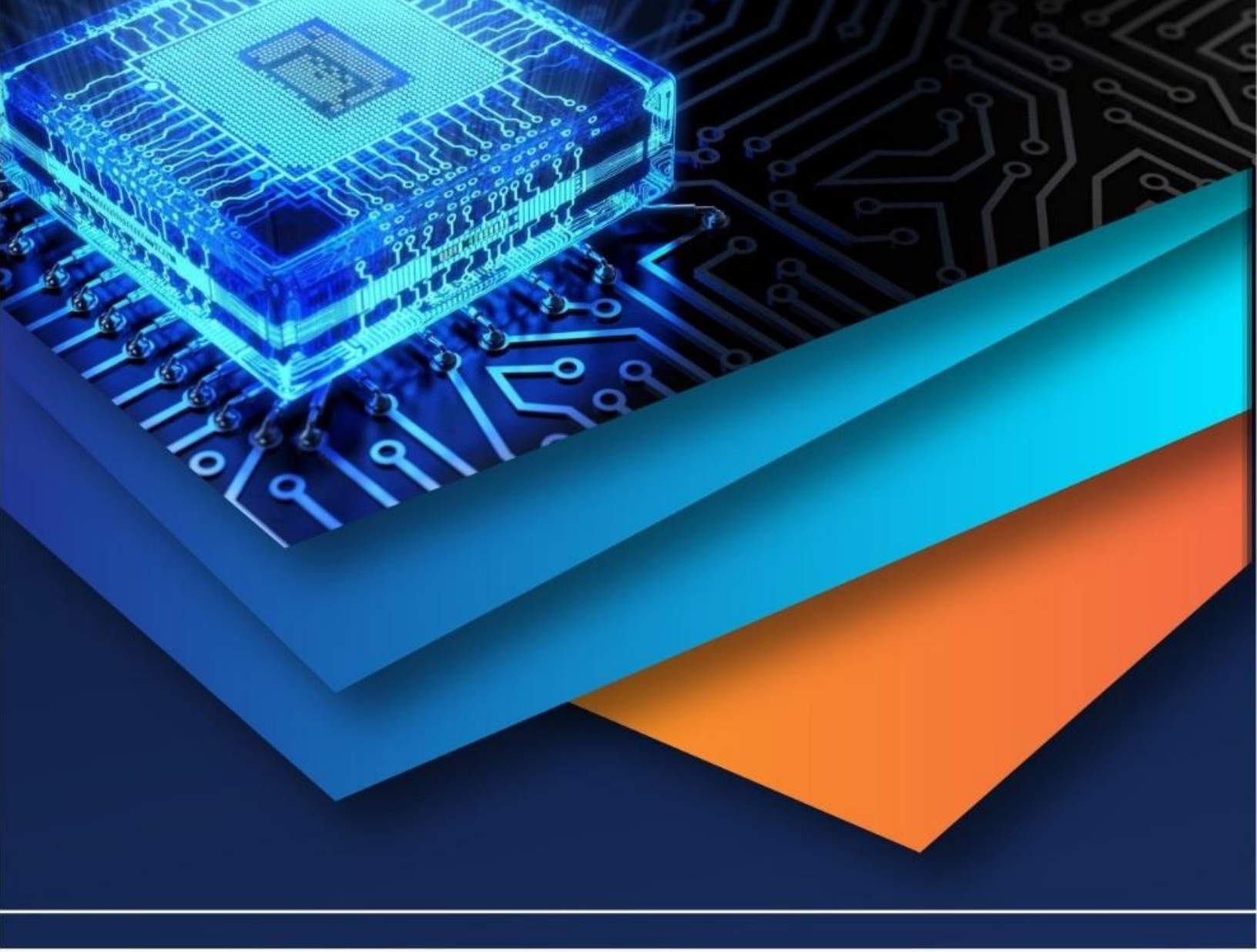
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