

Contributions of government initiatives to promote women entrepreneurs in india

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Abstracts- The promotion of women's entrepreneurship has become a key priority for the Indian government in recent years. The government of India has launched various initiatives to support and encourage women entrepreneurs, with the aim of promoting gender equality, empowering women, and promoting economic development. This paper reviews the contribution of government initiatives to the promotion of women entrepreneurs in India. The review covers a range of initiatives, including policies, programs, and schemes aimed at supporting women entrepreneurs. The paper highlights the key achievements of these initiatives, including the increased participation of women in entrepreneurship, the creation of new businesses and employment opportunities, and the promotion of innovation and competitiveness in the economy. The paper also identifies the key challenges and limitations of these initiatives, including the need for greater awareness and outreach, better access to finance and resources, and the need to address social and cultural barriers to women's entrepreneurship. Overall, the review suggests that government initiatives have played a crucial role in promoting women entrepreneurs in India. However, there is a need for continued efforts to address the challenges and limitations of these initiatives and to ensure that they are inclusive, effective, and sustainable in the long term.

Keywords: women entrepreneurs, employment opportunities, innovation, competitiveness,

1.1. INTRODUCTION:

Women entrepreneurship is increasingly recognized as a key driver of economic growth and development in India. Despite this, women entrepreneurs face several challenges, including limited access to finance, information, and resources, and social and cultural barriers to entrepreneurship. To address these challenges, the Indian government has launched several initiatives aimed at promoting women entrepreneurship, with the aim of empowering women, promoting gender equality, and promoting economic development. The contribution of government initiatives on the promotion of women entrepreneurs in India. The paper reviews a range of initiatives launched by the government, including policies, programs, and schemes aimed at supporting women entrepreneurs. The review considers the achievements, challenges, and limitations of these initiatives, and identifies the key factors contributing to their success or failure. The importance of government initiatives in promoting women entrepreneurship in India, and suggests that these initiatives have played a key role in increasing the participation of women in entrepreneurship, promoting innovation and competitiveness, and creating new businesses and employment opportunities. However, the paper also identifies the need for continued efforts to address the challenges and limitations of these initiatives, and to ensure that they are inclusive, effective, and sustainable in the long term.

The government of India has taken various initiatives to promote women entrepreneurship, recognizing the potential of women as a key driver of economic growth and development. The following are the key roles played by these government initiatives in promoting women entrepreneurship in India:

1. **Creating awareness:** Government initiatives play a crucial role in creating awareness among women about the opportunities available for entrepreneurship, and the support available from the government to start and grow their businesses.
2. **Providing financial support:** Lack of access to finance is one of the main barrier faced by women entrepreneurs. Government initiatives such as the MUDRA scheme and the Stand-Up India scheme bring financial support and assistance to women entrepreneurs to start and expand their businesses.
3. **Building capacity:** Government initiatives also aim to build the capacity of women entrepreneurs through various training and skill-building programs, including mentoring and coaching support.
4. **Removing regulatory barriers:** Government initiatives also aim to remove regulatory barriers that may hinder the growth of women entrepreneurs, such as simplifying the process of obtaining licenses, registrations.
5. **Facilitating market access:** Government initiatives also aim to facilitate market access for women entrepreneurs by providing them with opportunities to showcase their products and services and connect with potential customers and partners.

1.2. LITERATURE REVIEW:

1. **Arora, N., & Singh, N. (2019) The role of government initiatives in promoting women entrepreneurship in India,** this paper provides an overview of government initiatives aimed at promoting women entrepreneurship in India, and evaluates their effectiveness in addressing the challenges faced by women entrepreneurs.
2. **Das, M., & Banerjee, M. (2018) Women entrepreneurship in India: An overview of government initiatives,** this paper provides an overview of government initiatives aimed at promoting women entrepreneurship in India, including policies, programs, and schemes, and evaluates their effectiveness in promoting women entrepreneurship.
3. **Pattnaik, R., & Mohapatra, S. (2019) Empowering women entrepreneurship in India: Role of government initiatives,** this paper explores the role of government initiatives in promoting women entrepreneurship in India, and identifies the key factors contributing to their success or failure.

4. **Chauhan, A., & Jain, V. (2018) Government Initiatives for women entrepreneurship in India**, this paper provides a comprehensive review of government initiatives aimed at promoting women's entrepreneurship in India and evaluates their impact on women entrepreneurs.
5. **Mittal, A., & Singh, R. (2018) Role of government initiatives in promoting women entrepreneurship in India**, this paper explores the role of government initiatives in promoting women's entrepreneurship in India and identifies the challenges and limitations of these initiatives.
6. **Mohanty, S. R., & Samal, S. K. (2019) Government Initiatives for women entrepreneurship development in India**, this paper provides a critical review of government initiatives aimed at promoting women's entrepreneurship in India and identifies the key challenges and limitations of these initiatives.
7. **Agarwal, V., & Shah, P. (2018) Government Initiatives for women Entrepreneurship in India**, this paper provides an overview of government initiatives aimed at promoting women's entrepreneurship in India and evaluates their effectiveness in promoting women entrepreneurship.
8. **Vats, R., & Gupta, S. (2018) Women entrepreneurship in India: An evaluation of government initiatives**, this paper evaluates the effectiveness of government initiatives aimed at promoting women entrepreneurship in India, and identifies the key factors contributing to their success or failure.
9. **Srivastava, S., & Dhar, R. L (2020) Role of government initiatives in promoting women entrepreneurship in India**, this paper explores the role of government initiatives in promoting women entrepreneurship in India and identifies the challenges and opportunities for women entrepreneurs.
10. **Jain, K., & Jain, R. (2019) Empowering women through entrepreneurship: A study on government initiatives in India.**, This paper evaluates the effectiveness of government initiatives aimed at promoting women entrepreneurship in India, and identifies the key factors contributing to their success or failure.
11. **Chawla, D., & Sharma, R. (2017) Empowering women entrepreneurs in India: A review of government-backed programs**, this study provides an overview of government-backed programs aimed at empowering women entrepreneurs in India. It analyses the impact of these programs on women's entrepreneurship and identifies challenges and gaps that need to be addressed. The review also provides recommendations for policymakers to strengthen these initiatives.
12. **Shukla, A. (2019) Government Initiatives for Promoting Women's Entrepreneurship in India: An Analysis**, in this study, the author analyses the various government initiatives aimed at promoting women's entrepreneurship in India. The study finds that while these initiatives have had some impact, there is still a long way to go in terms of creating a supportive ecosystem for women entrepreneurs. The author suggests that greater collaboration between the government, private sector, and civil society is needed to address the challenges faced by women entrepreneurs.
13. **Srivastava, S., & Singh, A. (2020) Women Entrepreneurship in India: Opportunities and Challenges**, this study examines the opportunities and challenges faced by women entrepreneurs in India, and discusses the various government initiatives aimed at promoting their entrepreneurship. The study finds that while these initiatives have helped increase the number of women entrepreneurs in the country, women still face significant barriers in accessing capital, markets, and networks. The authors recommend greater investment in training and mentorship programs to address these barriers.
14. **Singh, K., & Singh, P. (2019) Women Entrepreneurship in India: A Review of Government Initiatives**, this review article provides an overview of the various government initiatives aimed at promoting women entrepreneurship in India. The article discusses initiatives such as the Stand Up India Scheme, the Mahila Udyam Nidhi Scheme, and the Women Entrepreneurship and Empowerment Program, among others. The authors note that while these initiatives have helped increase the number of women entrepreneurs in the country, there is still a need for greater support in terms of access to capital, markets, and technology.
15. **Arora, S., & Chakrabarti, R. (2018) Women Entrepreneurship in India: Government Policies and Initiatives**, this study examines the various government policies and initiatives aimed at promoting women entrepreneurship in India. The study finds that while these initiatives have helped increase the number of women entrepreneurs in the country, women still face significant barriers in terms of access to finance, markets, and networks. The authors recommend greater investment in training and mentorship programs, as well as measures to address issues such as harassment and discrimination.
16. **Narang, S., & Verma, S. (2020) Women Entrepreneurship in India: An Overview of Government Policies and Programs**, this article provides an overview of the various government policies and programs aimed at promoting women entrepreneurship in India. The article discusses initiatives such as the Start-up India program, the Women Entrepreneurship Platform, and the Trade Related Entrepreneurship Assistance and Development (TREAD) scheme, among others. The authors note that while these initiatives have helped increase the number of women entrepreneurs in the country, there is still a need for greater support in terms of access to finance, markets, and networks.
17. **Khurana, R., & Gupta, M. (2020) Government Initiatives to Promote Women Entrepreneurship in India**, this study examines the various government initiatives aimed at promoting women entrepreneurship in India, such as the Stand Up India Scheme and the Women Entrepreneurship and Empowerment Program. The study finds that these initiatives have helped to increase the number of women entrepreneurs in the country and improve their access to finance and networks. The authors suggest that the government should focus on creating more targeted initiatives to address specific challenges faced by women entrepreneurs.
18. **Jain, R., & Singh, J. (2019) Government Initiatives for Women Entrepreneurs in India: A Critical Analysis**, this study provides a critical analysis of the various government initiatives aimed at promoting women entrepreneurship in India. The study finds that while these initiatives have helped to create awareness and provide support to women entrepreneurs, they have not been effective in addressing the systemic barriers faced by women in accessing finance, markets, and networks. The authors recommend that the government should focus on creating more inclusive policies and programs that address these barriers.

19. **Singh, P., & Kaur, H. (2021) Impact of Government Initiatives on Women Entrepreneurship**, this study examines the impact of government initiatives on women entrepreneurship in the state of Punjab in India. The study finds that these initiatives have helped to increase the number of women entrepreneurs in the state and improve their access to finance and networks. The authors suggest that the government should continue to invest in these initiatives and also focus on creating more awareness about entrepreneurship among women.

20. **Kumar, S., & Pathak, R. D. (2020) Government Initiatives for Entrepreneurship Development in India**, this literature review provides an overview of the various government initiatives aimed at promoting entrepreneurship in India. The study finds that the government has introduced a number of policies and programs to support entrepreneurship, such as the Start-up India initiative, the Stand Up India Scheme, and the Atal Innovation Mission. It also highlights the role of government institutions, such as the National Entrepreneurship Development Board and the Small Industries Development Bank of India, in providing support to entrepreneurs and also examines the impact of these initiatives on the growth of entrepreneurship in India. The study finds that these initiatives have helped to create a more favourable environment for entrepreneurship, providing entrepreneurs with access to finance, networks, and training. The authors suggest that the government should continue to invest in these initiatives and focus on creating more targeted programs to address specific challenges faced by entrepreneurs

1.3. OBJECTIVES OF THE STUDY:

The aim of this paper is to look into government policies to promote women entrepreneurs and to also describe various contributions towards making women more empowered, bringing more and more employment in India.

1. To know the several initiatives provided by the government to promote women entrepreneurs in India.
2. To know the various problems and obstacles faced by women entrepreneurs in India.

1.4. RESEARCH METHODOLOGY:

the study of the paper is descriptive and analytical in nature. the secondary data certain gathered from the record published by different published books, journals, internet sources, research articles, and magazines.

1.5. ANALYSIS AND INTERPRETATIONS:

review of the literature provides valuable insights into the government's efforts to promote women's entrepreneurship in India. The analysis highlights the key findings and conclusions from the literature review, such as the success of government schemes like Stand-Up India, Mudra Yojana, Mahila E-Haat, and Women Entrepreneurship Platform (WEP) in promoting women entrepreneurship in the country. It also suggests that the government's efforts to promote women's entrepreneurship in India have been successful in creating a more supportive environment for women entrepreneurs. The review highlights the importance of providing women entrepreneurs with access to finance, mentorship, and networking opportunities and identifies the challenges faced by women entrepreneurs, such as the lack of access to finance and mentorship. provide a comprehensive understanding of the government's efforts to promote women entrepreneurship in India. The analysis and interpretation of the findings suggest that while the government's initiatives have been successful in creating a more supportive environment for women entrepreneurs, there is a need to address the challenges faced by women entrepreneurs and ensure that they have equal access to opportunities and resources. One of the primary challenges faced by women entrepreneurs in India is access to finance. Women entrepreneurs often struggle to secure funding from banks and financial institutions due to the lack of collateral and credit history. Women entrepreneurs often face a lack of mentorship and guidance in their business ventures. Due to the male-dominated nature of the business world, women entrepreneurs often struggle to find mentors who can provide them with the necessary support and advice to succeed in their ventures. Women entrepreneurs often struggle to balance their work and personal lives. The traditional gender roles and societal expectations in India often put women under pressure to fulfill their family responsibilities while running their businesses, leading to burnout and stress. Other cultural barriers and gender bias also pose a significant challenge for women entrepreneurs in India. Women often face discrimination and social stigma in their communities and workplaces, which can hinder their ability to start and grow their businesses. Women entrepreneurs often struggle to build their networks and promote their businesses. Due to the lack of networking opportunities and marketing channels, women entrepreneurs find it challenging to connect with potential customers and grow their businesses.

These barriers and challenges faced by women entrepreneurs in India highlight the need for government and private sector initiatives to create a more supportive and inclusive environment for women entrepreneurs. Access to finance, mentorship, and networking opportunities, along with efforts to break cultural barriers and gender biases, are critical to ensuring the success of women entrepreneurs in India.

The government of India has launched several policies and schemes to support and promote women entrepreneurship and address the barriers faced by women entrepreneurs in India. Here are some of the key government policies and schemes aimed at removing the various barriers faced by women entrepreneurs:

1. **Stand-Up India Scheme:** The Stand-Up India Scheme was launched in 2016 to provide loans to women and SC/ST entrepreneurs for setting up greenfield enterprises. Under the scheme, women entrepreneurs can avail of loans ranging from Rs. 10 lakhs to Rs. 1 crore for starting a new venture.
2. **Mudra Yojana:** The Pradhan Mantri Mudra Yojana was launched in 2015 to provide funding support to micro and small enterprises, including women entrepreneurs. This scheme offers loans to promote micro and small enterprises up to 10 lakhs in three category that is shishu , kishor and tarun.
3. **Mahila E-Haat:** The Mahila E-Haat is an online platform launched in 2016 to support and promote women entrepreneurs by providing them with a platform to sell their products and services online. The platform helps women entrepreneurs to access a wider market and promote their businesses.

4. **Women Entrepreneurship Platform (WEP):** The Women Entrepreneurship Platform was launched in 2018 to entrepreneurship among women by providing them with access to mentorship, networking, and funding opportunities. The platform also offers training and capacity-building programs to support women entrepreneurs in their business ventures.

5. **MUDRA Shishu Loan:** Under the MUDRA Shishu Loan scheme, women entrepreneurs can avail of loans of up to Rs. 50,000 to start or expand their businesses. The scheme aims to support women entrepreneurs in the informal sector who do not have access to formal credit.

These government policies and schemes have played a crucial role in removing the various barriers faced by women entrepreneurs in India. By providing funding support, mentorship, networking opportunities, and online platforms, these schemes have created a more conducive environment for women entrepreneurs to commence their business. However, there is still a need for more comprehensive support systems and policies to address the cultural barriers and gender biases that hinder women's entrepreneurship in India.

Apart from the above mentioned schemes to promote women entrepreneurs some other policies and schemes that can be implemented to promote women entrepreneurship in India:

1. **Women Entrepreneurship Fund:** The government can create a dedicated fund for women entrepreneurs to provide them with financial support, mentorship, and other resources to start and grow their businesses.

2. **Incubation Centres:** The government can establish incubation centers to provide women entrepreneurs with access to mentorship, training, and networking opportunities. These centres can also provide shared office space and access to technology and other resources.

3. **Skill Development Programs:** The government can launch skill development programs for women entrepreneurs to enhance their entrepreneurial skills, including marketing, finance, and business management.

4. **Awareness Campaigns:** The government can launch awareness campaigns to encourage more women to pursue entrepreneurship and showcase the success stories of women entrepreneurs. This can help break cultural barriers and inspire more women to become entrepreneurs.

5. **Gender Sensitization Programs:** The government can launch gender sensitization programs to educate men and women about gender biases and discrimination and remote a more inclusive and supportive environment for women entrepreneurs.

These initiatives, if implemented effectively, can create a more conducive environment for women entrepreneurs in India and help them to reduce the barriers and obstacles they bear in commencing and growing their businesses.

1.6. FINDING AND CONCLUSION:

1. The government's initiatives have been successful in increasing the number of women-led businesses in the country. Studies have shown that the number of women-led businesses has increased over the past few years with the help of the government's various schemes and programs.

2. The government's initiatives have played a significant role in increasing the participation of women in the labour force. Studies have shown that the participation of labour force of women has increased due to the government's efforts to promote women's entrepreneurship.

3. The government's initiatives have helped to create a more supportive environment for women's so that they can contribute in the economy in various ways. The studies have highlighted that women entrepreneurs are now more likely to receive support from government in terms of funding, training, and mentorship.

4. The government's initiatives have contributed to reducing gender inequality in the country. Studies have shown that the gender inequality in income has reduced due to the government's efforts to promote women's entrepreneurship. Many government initiatives are focused on urban areas and are not accessible to women entrepreneurs in remote areas. This limits the effectiveness of the initiatives in promoting women's entrepreneurship in the country.

5. While government has launched various funding schemes, the process of accessing these funds is often complicated and many women entrepreneurs still fight to access the finance they need to start their own work.

6. However, the studies have also point out several difficulties faced by women entrepreneurs in India, including access to finance, mentorship, and networking opportunities. These challenges need to be addressed to ensure the continued growth and success of women-led businesses in the country.

Overall, the studies have concluded that the government's initiatives to promote women entrepreneurship in India have been successful in creating a more supportive environment for women entrepreneurs and increasing their participation in the labour force. However, more needs to be done to address the challenges faced by women entrepreneurs and ensure that they have equal access to opportunities and resources.

government initiatives have played an important role in promoting and developing women's entrepreneurship in India, but more needs to be done to address the various challenges and barriers faced by women entrepreneurs, especially in terms of access to finance, networks, and mentorship. There is also a need for more comprehensive support systems and policies to promote gender parity in the entrepreneurial ecosystem.

1.7. RECOMMENDATION:

- With the increased emphasis on digitalization in recent years, the government can focus on providing training and resources to women entrepreneurs to improve their digital skills. This can include programs on e-commerce, digital marketing, and social media management to help women entrepreneurs effectively promote and sell their products and services online.
- Women entrepreneurs often face challenges in accessing capital, particularly from traditional sources such as banks. The government can explore creative funding mechanisms such as crowdfunding and venture capital to provide financial access to women entrepreneurs so that they can establish and grow their businesses.

- There is significant potential for women entrepreneurship in rural areas, particularly in sectors such as agriculture and handicrafts. The government can promote entrepreneurship in rural areas by providing training and resources to women entrepreneurs and creating incentives such as tax exemptions and subsidies for businesses operating in rural areas.
- The government can foster a culture of entrepreneurship by promoting entrepreneurship education in schools and colleges, creating awareness campaigns, and celebrating the achievements of their growth. This would contribute in making a healthy environment for women entrepreneurs to thrive and inspire them to commence their start-ups.
- The government can create women-centric incubators to support women entrepreneurs in various stages of business development. Such incubators can provide mentorship, access to funding, and training programs specifically tailored to the needs of women entrepreneurs
- The government can simplify regulatory processes for women entrepreneurs by creating a single-window clearance system for various approvals required to start and run a business. This would reduce the administrative burden on women entrepreneurs and make it easier for them to set up and operate their businesses.
- There is a need for greater gender sensitivity in the implementation of government initiatives. This includes addressing cultural biases and providing a supportive environment for women entrepreneurs to thrive.
- Provide counselling through the managerial expert, technical personnel, NGOs should be provided.
- Women general feel so hesitated while going through various required formalities in extending loan imposed by bank, they face various problem in formulating project report and preparation and completion of various paper work. the banks should simplify the application form women.
- There is various initiative of government got the encouragement of women's entrepreneurs but their execution on ground level is so poor, there should be a strong monitoring of these policies at different levels of execution.

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