

# A Study of The Role of Entrepreneurship in Women Empowerment in Terms of Government Policies

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## ABSTRACT

According to the study given here, it is critical to clarify pre-existing theoretical notions in order to better explain the uniqueness of female entrepreneurship as a single research topic. The primary goal of this research is to investigate the role of entrepreneurship in women's empowerment, as well as the influence of government policy on the development of women's entrepreneurship. In reality, until the late 1990s, the study of women in the business process was underestimated due to a lack of devoted research on the issue and the belief that a stereotypically male business model was the natural way to do business. Women business owners are comparable to males in certain basic demographic qualities, challenges, and business characteristics, but they differ greatly in individual dimensions such as education, occupation, and other considerations.

**Keywords:** Entrepreneurship, Women Empowerment, Government of India, promotion etc.

## Introduction

"Empowerment of women is a process that helps the powerless or marginalized achieve a greater share of control over resources and decision-making," according to Narayan (1998). As a result, empowerment may also be defined as the process of gaining mastery of one's own identity, ideology, and access to the resources that ultimately determine one's level of power. The "unjust differentiation and inhuman discrimination against women" that persists in India's extremely egalitarian and male chauvinistic society is frequently identified as the fundamental reason of women's powerlessness. Cultural conventions, superstitions, behavioral training, and other obstacles prevent them from having equal access to opportunities for social, economic, political, and professional development. When these restraints are abolished, we can really say that women have attained empowerment. If she has a stronger self-esteem, she will be more driven to succeed in school and in life in general, benefiting not just herself but also her loved ones and the larger community.

One meaning of "empower" proposed by Sahay (1998) is "to give power or authority to," while another is "to give capacity to; enable; permit" Reference: Sahay, S., "Women and Empowerment: Approaches and Strategies," Discovery Publishing House, New Delhi. The term "power" is essential in the context of "empowerment," which refers to the capacity to develop, sustain, and propagate an ideology as well as real assets like as property and money.

Women's entrepreneurship boosts household and community finances while also aiding in poverty reduction efforts. It is a prerequisite for every country concerned about economic development. Women's empowerment requires participation in a number of development efforts. As a result, supporting women to start and expand small companies has become a critical strategy in the struggle for women's economic independence. Women's micro-enterprises and small-scale companies play an important role in ensuring the survival of low-income households while also increasing the self-esteem, professional competence, and economic independence of its female employees. However, it is obvious that women, particularly in impoverished countries, are the most disadvantaged members of society. Women's economic position is very low in India, particularly in rural areas with little job opportunities.

Individuals living in rural areas have a severe lack of economic prospects, but entrepreneurship may help to alleviate this problem by starting new enterprises, hiring formerly jobless individuals, and overall boosting the rural economy. Women in both urban and rural areas are increasingly interested in beginning their own professional enterprises as a method of breaking free from poverty, providing for their families, and improving their standard of living. According to Faleye (1999), women's development requires both independence and empowerment, in addition to poverty reduction through improved output. As a result, women must be provided the resources they require to excel in the job, at home, and in the society at large. The capacity to triumph in the face of adversity is the result of a combination of self-control over one's resources and ideology, improved self-assurance, and a transformation of one's own consciousness (Sharma & Varma, 2008).

Women may now increase their confidence in a variety of ways to help them thrive in today's competitive environment. Women's economic independence, the opportunity to direct their own lives, self-reliance, self-determination, and the ability to accomplish for themselves may all be assisted by training women in entrepreneurship and other income-generating activities. Bisht and Sharma (1991) argue that female entrepreneurship can help women achieve economic freedom as well as independence from males. In response to this demand, the Indian government has begun the empowerment process.

Women by establishing Self-Help Groups and executing other national policies and development programs. Self-Help Groups (SHGs) seek to assist the rural poor, particularly women, by giving them with access to microcredit, allowing them to start their own companies.

### **Women Empowerment Through Entrepreneurship**

The advancement of women's entrepreneurship has the following effects:

- One benefit of entrepreneurship programs is that they increase women's self-esteem and provide them with a better future.
- Second, with the assistance of Self-Help Groups, women in rural regions are actively participating in projects to develop their own small companies, resulting in financial independence and increased respect within their communities.
- Third, women's entrepreneurship develops awareness among rural women about personal finance, health, the environment, cleanliness, family well-being, social forestry, and other issues.
- Micro-enterprises are the greatest option for rural women to supplement their family income and pay for their children's education and health.
- Women's financial contributions to the family have apparently resulted in changes in how some financial choices are handled at home. Nowadays, husbands generally seek their wives' opinion before making big decisions.
- To a larger degree, rural poverty in developing economies may be addressed by encouraging entrepreneurship and the usage of microenterprises.

### **Literature review**

**Harpriya atl. (2022).** The study literature was conducted in the Uttar Pradesh district of Faizabad. According to the conclusions of this study, this business is appropriate for female entrepreneurs who are unable to work outside the home owing to family obligations or cultural restraints. Individuals can operate this company from the comfort of their own homes.

**Tlaiss, Hayfaa A., and Mcadam, Maura (2021).** Arab women entrepreneurs schooled in Islamic feminism regarded Islam as a diverse resource. A qualitative interpretive approach was applied, which includes 25 in-depth semi-structured interviews with Muslim female entrepreneurs. Islam helped them to define and identify with success based on their own business experiences.

**Nurjanah Mahat, Ida Rahayu Binti Mahat, and Mimi Sofiah Ahmad Mustafa (2021).** Currently, various governments provide assistance to company owners in the form of finance for operations, online and offline business training, and business counseling. This study's findings suggest that women entrepreneurs should be taught crisis management skills in addition to government-provided facilities and incentives. Women entrepreneurs must be able to endure and respond successfully to company crises.

**Sharma, Manvee, (2021).** In India, men dominate business, but women have understood the need of survival and the need to approach men. In the corporate sphere, they strive for equal liberty and equality.

**Mahajan, Ritika; Bandyopadhyay, Kaushik Ranjan (2021)** The research provides a comprehensive analysis of the current literature on the junction of entrepreneurship and sustainable development, as well as a selection of case studies relevant to the issue at hand. The study concluded that it is necessary to look into entrepreneurship from a gender viewpoint not only for the purpose of researching entrepreneurship in general, but also to determine whether or not the presence of women in entrepreneurial roles contributes to the promotion of the cause of sustainable economic development.

**"Shukla, Anuja, Kushwah, Priyanka, Jain, Eti, Sharma, Shiv Kumar, (2021)"**, in a descriptive research study in which 246 student answers were obtained, and the study's findings suggest that students from entrepreneur households have a positive attitude toward entrepreneurship. The relevance of online skills in relation to entrepreneurial attitude and intention has been combined; women with internet skills are more likely to wish to start their own firm. As a result, the e-commerce system may utilize the findings to urge next-generation women to adopt accessible technology in their entrepreneurial enterprises.

**Ashutosh Singh (2020)** According to the study's findings, all independent variables - culture, family support, and, obviously, financial resources - have a positive and significant influence on women entrepreneurs' entrepreneurial performance. This study demonstrates that women are more capable of creating and operating their own sustainable and profitable enterprises if provided the right support and incentives.

**Amrutha Mary Lukose (2020)**. The "gap" in entrepreneurship refers to the extent to which facts, motives, sector decisions, and business success and development differ. According to the survey, people's attitudes and personality traits are the most essential factors in establishing India's entrepreneurial mission.

**Chinmayee Sahoo (2020)**. Women were given preference in all sectors, even the more specialized industries of small-scale manufacturing. A rising number of government and non-governmental organizations are recognizing women's economic achievements through programs like self-employment and industrialization. It will need coordinated efforts from all sectors of society to increase the number of women who own businesses and participate in more entrepreneurial ventures.

In a research study, **Kritika Pallavi (2020)** proposed that traditional networks be created to assist research scholars in discovering new territories in order to develop a greater awareness of business ownership among women and address the unintentional neglect of women businessmen, particularly in India.

**Prof. Seema Singh and Dr. Antra Singh (2020)** Women's empowerment is more than just a catchphrase; it is essential for the advancement of the family, society, and nation. The paper has examined a wide range of affirmative laws, policies, and initiatives implemented by the government, NGOs, and business sector as part of their Corporate Social Responsibility initiatives and comes to the conclusion that there is an urgent need to rethink India's affirmative action policies, giving new impetus to enabling girls and women not only through traditional schooling but also by handholding for skills training and providing them with equal economic opportunities. The study's findings open up a variety of avenues for policy discussion and intervention in the field of female empowerment.

**Funmi Olufunmilola Ojediran and Alistair Anderson (2020)** say that entrepreneurship has the capacity to drive individuals, but only gradually. Although some independence is attained, liberation is a long and laborious process. The study indicated that understanding changes in banking operations and regulatory laws, as well as the current state of uncertainty, is critical for participating in the Training Program and mitigating challenges to some extent.

**Islam, Nazrul (2020)** Women's lack of ownership, leadership, and empowerment is an obvious fault that must be rectified if the country is to succeed economically in the long run. The findings suggest that legislators in this area should pay more attention to the legal framework, entrepreneurship training and education, spouse involvement in women's businesses, and the role of women's business associations in developing SME regulations in order to promote women's rights and contribute to Bangladesh's long-term growth.

In addition, **Sefer (2020)** created a gender-sensitive methodology that was utilized to assess women's business activity. When it came to integrating women into the commercial sector and the economy as a whole, agricultural co-ops were seen as bottom-up organizations. Several research initiatives on entrepreneurship have been conducted at the regional and national levels.

**Lavanya.V And Dr.S.Chitra (2020)**, in a research study conducted in Tamil Nadu's rural areas, argues that women must continue to be economically, socially, and technologically empowered in order to thrive in today's society. If they are properly directed, she can empower other women to get educated, which will aid in the development of their businesses.

**Dr. Varadaraja.S, (2020)**, The policy and institutional framework for fostering entrepreneurial aptitude and offering vocational education and schooling has increased the opportunities for women's financial independence.

**Saraswat, Ritwik, and Lathabhavan, Remya (2020)**. According to the study's findings, 74% of respondents say women face barriers to obtaining managerial and decision-making roles. The research concluded with a discussion of the most serious difficulties confronting women business owners in India, as well as instances of their accomplishments, the variables affecting women company owners, and various groups' attitudes on women business owners.

**Bruce R. Borquist and Anne De Bruin (2019)** Women-led social entrepreneurship organisations contribute to good social change by adopting and expressing certain values. According to the study, organizations and their female leaders demonstrated values such as universalism, compassion, security, and self-direction; yet, gender and religion views were revealed to be facilitators that influenced approaches of social reform.

**Rita, Arbi Siti Rabiah, and Mohammad Fahlevi (2019)**, A male-dominated sector also influences and encourages women to create their own firms.

In addition, **Zainuddin et al. (2019)** looked at the challenges that Bumiputera women face while engaging in social entrepreneurship. The literature research revealed four challenges to overcome: the social network, the economics, the environment, and a lack of prior expertise in social entrepreneurship. This study used an experimental group of thirty Bumiputera women entrepreneurs. The research findings show that the previously described challenges are no longer an impediment to obtaining success in the economic sector.

### Objectives of the Research

1. To study the role of entrepreneurship in women empowerment.
2. To study the impact of government in promotion of women Entrepreneurship.

### Hypothesis

- **H01:** There is no significant relationship between women entrepreneurship and government policies.
- **Ha1:** There is a significant relationship between women entrepreneurship and government policies.

### Methodology

The study is based on empirical survey research. The research design employs a mixed approach methodology. Data was collected using both primary and secondary sources. The study used a purposeful stratified random sampling approach. The respondents were questioned with a standardized questionnaire, and their results were utilized to test hypotheses. Data are collected using a framed questionnaire. The sample size was 225 women entrepreneurs from Rajasthan who were chosen as responders using random sampling. The Chi-Square test is a statistical tool used by researchers to compare categorical variables within the same population. According to the data, both variables are categorical, thus the chi-square test is an effective technique for assessing the relationship between women's entrepreneurship and government policy.

### Data Analysis

**Table 1: Association between women entrepreneurship and Govt. Policy**

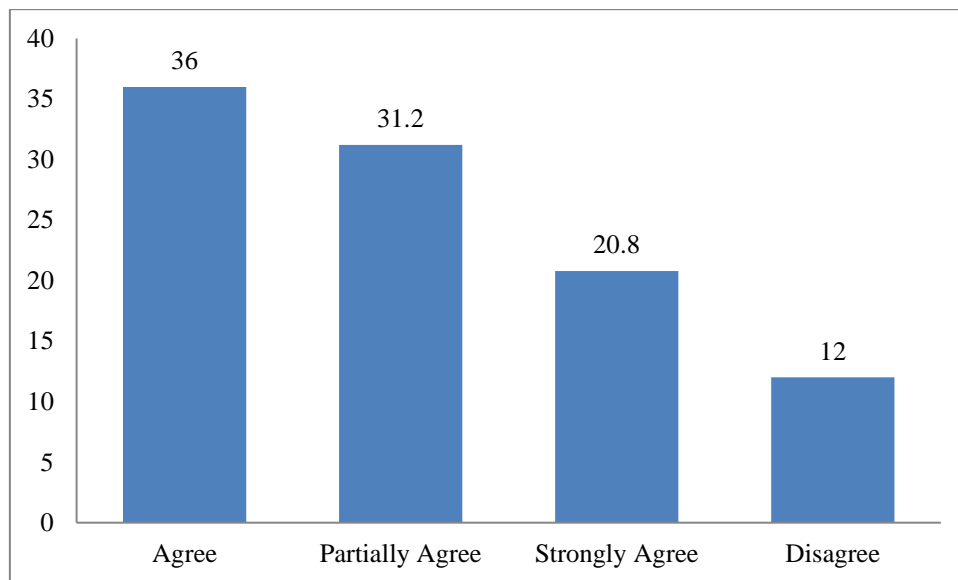
Chi-Square Tests			
	Value	df	Asymptotic Sig. (2-sided)
Person Chi-Square	6.133	2	.006
Likelihood Ratio	8.233	2	.008
Linear-by-Linear Association	13.784	1	.000
N of valid cases	225		

The chi-square test was used to assess the relationship between women's entrepreneurial activity and government initiatives. The Chi-square test of association assesses correlations between categorical variables. The study shows Pearson chi-square = 6.132, DF = 2, P value = .006, and Likelihood Ratio Chi-Square =

8.233, DF = 2, P value =.008. As we can see from our statistical statistics, both p-values are less than 0.05. After comparing values, the null hypothesis was rejected, indicating that there is a link between women's entrepreneurship and government policies. The findings also suggest that in order to enhance women's entrepreneurship, the government must develop policies that encourage women to start businesses. To meet the second purpose, several questions were posed to the responders. The first question addressed respondents about financial constraints and obligations as motivators for women to become entrepreneurs.

**Table 2: Problem Faced in Becoming Women Entrepreneur**

Scale	N	%
Agree	81	36.00
Partially Agree	70	31.11
Strongly Agree	47	20.89
Disagree	27	12.00
Total	225	100.00

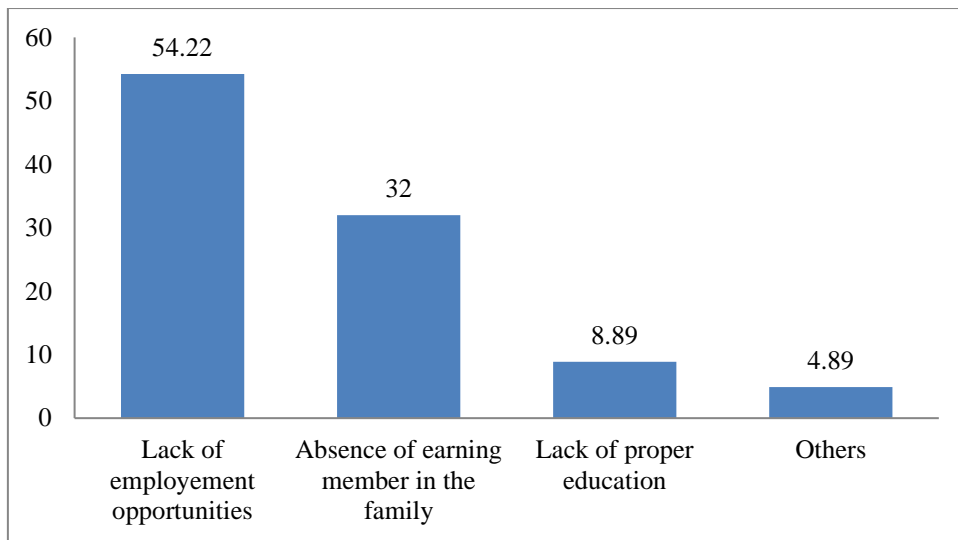


**Figure 1: Problem Faced in Becoming Women Entrepreneur**

The study revealed that 81 (36.00%) agreed with the statement, 70 (31.11%) somewhat agreed with it, 47 (20.89%) strongly agreed with it, and 27 (12.00%) disagreed with it.

**Table 3: Reason for Choosing Entrepreneurship**

Particular	N	%
Lack of employment opportunities	122	54.22
Absence of earning member in the family	72	32.00
Lack of proper education	20	8.89
Others	11	4.89
Total	225	100.00

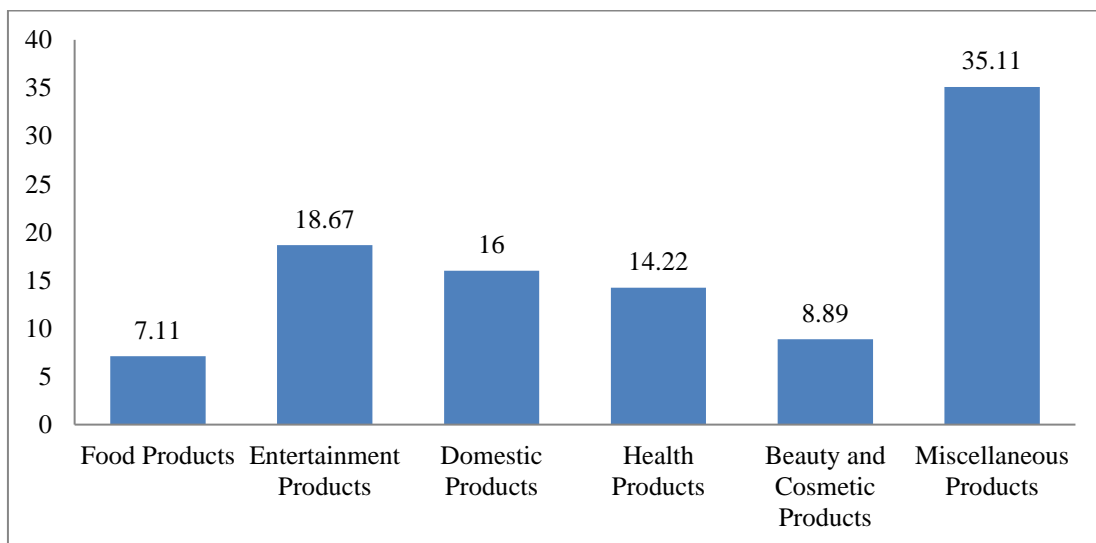


**Figure 2: Reason for Choosing Entrepreneurship**

When asked about the reasons behind choosing business ownership, it was observed that 11 (4.89%) participants said they chose business ownership for other reasons, 72 (32.00%) respondents chose business ownership in the absence of an earning member in the family, and 20 (8.89%) chose business ownership due to a lack of proper education.

**Table 4: Types of Business Activity Involved**

Particular	N	%
Food Products	16	7.11
Entertainment Products	42	18.67
Domestic Products	36	16.00
Health Products	32	14.22
Beauty and Cosmetic Products	20	8.89
Miscellaneous Products	79	35.11
Total	225	100.00

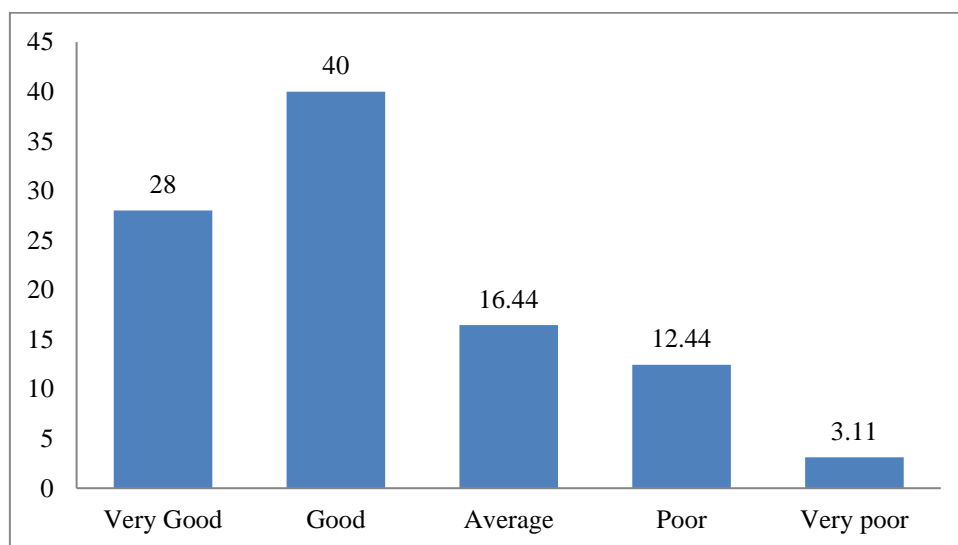


**Figure 3: Type of Business Activity Involved**

When respondents were asked what type of business activity they were involved in, it was discovered that the majority of respondents, 79 (35.11%), sold miscellaneous products, followed by 18.67% who sold entertainment products, 14.22% who sold health products, 16.00% who sold domestic products, 8.89% who sold beauty products, and 7.11% who sold food.

**Table 5: Attitude of the Respondents**

Scale	N	%
Very Good	63	28.00
Good	90	40.00
Average	37	16.44
Poor	28	12.44
Very poor	7	3.11
Total	225	100.00

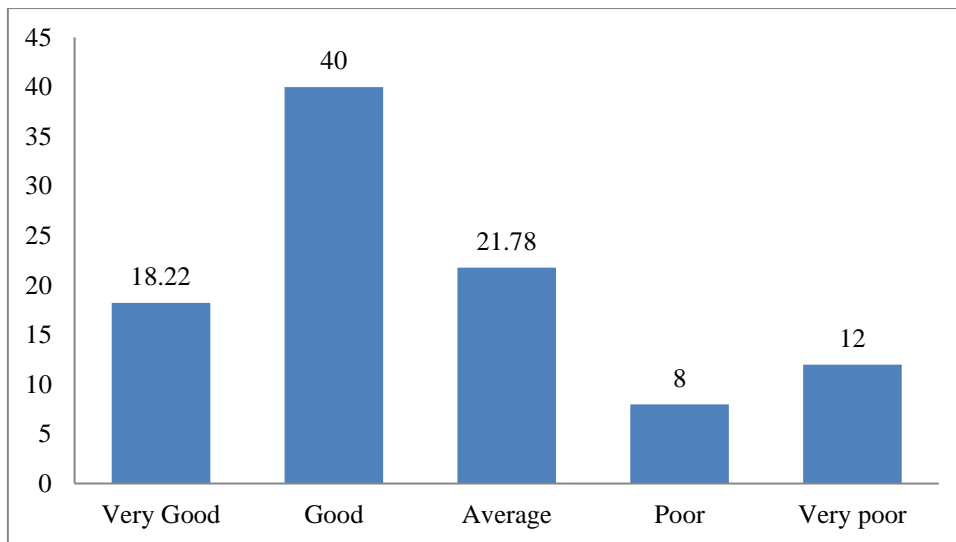


**Figure 4: Attitude of the Respondents**

To accomplish this, the first question was asked about their attitude toward work. The analysis revealed that of the 225 respondents, 90 (40.00%) rated their attitude as good, followed by 28.00% businessmen who thought their entrepreneur was very good, 16.44% respondents rated themselves as average, 12.44% rated themselves as poor, and only 3.11% respondents thought about themselves to be very poor.

**Table 6: Confidence Level of Respondents**

Scale	N	%
Very Good	41	18.22
Good	90	40.00
Average	49	21.78
Poor	18	8.00
Very poor	27	12.00
Total	225	100.00

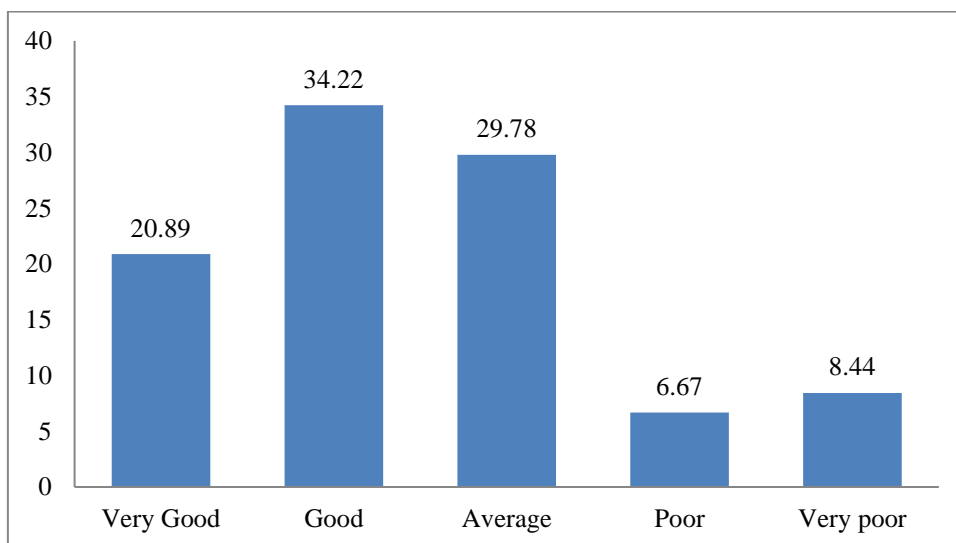


**Figure 5: Confidence Level of Respondents**

A question was posed regarding their confidence level. Out of 225 respondents, 40.00% believe their confidence level is good, 21.78% believe their confidence level is average, 18.22% say their confidence level is very good, 8.00% consider one another to be poor, and 12.00% say their confidence level is very poor.

**Table 7: Risk Taking Ability of Respondents**

Scale	N	%
Very Good	47	20.89
Good	77	34.22
Average	67	29.78
Poor	15	6.67
Very poor	19	8.44
Total	225	100.00



**Figure 6: Risk Taking Ability of Respondents**

When it was questioned to the respondents, are they able to take risk occasionally for their business? It was noticed from the study that out of total 225 respondents, 34.22% had strong risk-taking capacity. 29.78% said



they had an average degree of risk-taking ability, 20.89% stated they were very good at risk-taking, and the remaining respondents were terrible at risk-taking (6.67% and 8.44%).

## Conclusions

Women are essential for any state's social and economic development. Women have faced significant challenges due to their lower social standing and constant need for support. Even if there are many fewer women working in a specific location than men, women are making a greater contribution to the economy. Even though they are usually found in small businesses, they are capable of developing and flourishing with the right moral support and resources. Despite these hurdles, some women have managed to stand out by working tirelessly, perseveringly, and skillfully. In recent years, UP has steadily grown. The government and other organizations have worked tirelessly to promote entrepreneurship in the region in order to ensure that people enjoy long-term progress. They have also benefited from the policy aimed at promoting the growth of female entrepreneurs in the region. Many more programs and efforts promote the growth of female entrepreneurs in the region.

According to the survey, the bulk of UP's female entrepreneurs pursue entrepreneurship due to their low socioeconomic status, which forces them to work longer hours to support their families. Because men predominate in society, business enterprises are inherited by the male population. Due to these factors, female entrepreneurs face more operational difficulties in running their businesses successfully, such as family issues, marketing their goods and services, a lack of skilled workers, gender disparity, a variety of levies and taxes, obtaining raw materials, infrastructure, and finances. The Indian government should solve operational concerns in the informal sector, as women entrepreneurs confront substantial obstacles.

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