ABSTRACT

Entrepreneurs in India represent a vibrant, popular and unique group of women with a strong motivation for achievement. This article highlights those motivating forces that led to the growth of women enterprises in India and the obstacles faced by them. Structural equation modeling (SEM) was implemented to analyze the data collected from 677 students. The variables in the model were compared using the gender T-test using machine learning techniques, and all multivariate analyzes were performed individually to better understand their perceptions. The agreement shows that gender inequality in business ownership remains high in many economies around the world. In most of the economies analyzed, less than a third of new limited company owners are women. Self-employment is more frequently used by women entrepreneurs, but only three economies have the same or equal number of female entrepreneurs as men. The results show that the mean difference between men and women is not large, but there are also reasons, PBC, and higher subjective criteria in men and women's higher business goals. The schemes introduced to support women entrepreneurs by the State and Central governments are also studied.

Keywords: Machine learning, Data Classification, Women entrepreneurs, India, schemes, obstacles, State and Central governments.

I. INTRODUCTION

A woman entrepreneur is an innovative and creative person pursuing economic independence thereby generating employment opportunities for women by establishing and running an enterprise. A woman enterprise is defined as one that is owned and controlled by a woman having a minimum financial interest of 51 percent of the capital and giving at least 51 percent of employment to women. (United Nations 2006). The female literacy rate is 65 percent in India. Women have a strong desire to accept challenges and lead an economically independent life. Apart from their role in the family, today women exhibit remarkable entrepreneurial traits. Of the 58.5 ml entrepreneurs in India 14 percent are women generating 13.35 ml jobs. Of the total, one third entrepreneurs are in the agriculture sector and two thirds in industry and service sectors. Only 2 percent are engaged in start-up business [1-10].

The study has the following objectives

1. To analyze the motivating forces that lead women to take up entrepreneurship as a career.
2. To assess challenges faced by women entrepreneurs in India.

The literature generally suggests that entrepreneurship is a male-dominated area (Muntean & Özkazanc-Pan, 2015). In short, gender is a very confusing variable that weakens entrepreneurial behavior and intent (Haus et al., 2013). Therefore, Guzman & Kacperczyk, 2019) should always be held accountable. Universities are the focus of entrepreneurs, but we argue that the volatility of business potential within universities should also be understood by gender (Dilli & Westerhuis, 2018). This study addresses this need and attempts to analyze employment opportunities in the context of Spanish university and you can specifically map how this factor affects gender accounting. The causal relationship between personality traits is mapped for entrepreneurial purposes between men and women and explains how this relates to business development in Spain. Potential business is a useful idea because it includes not only the level at which an individual has an entrepreneurial level, but is also responsible for
the intent of the business and the decision to start a business (Santos, 2008; Santos, et al., 2013). Intention is especially important because it is relatively powerful in predicting actual behavior (Krueger, 2017) and is a good proxy for investigating the short-term future of your business.

II. DATA COLLECTION AND METHODOLOGY

This study is based on secondary data from published reports of Journals, RBI reports, Newspapers, Website etc.

The role of the motivators Competence itself may not be a sufficient reason for aspiring entrepreneurs. This business interest can also be due to personal desires, realizing that intrinsic rewards or personal goals can be achieved through entrepreneurship (Krueger and Brazeal, 1994). These dynamics among genders, such as women seeking independence (Sánchez Cañizares and Fuentes García, 2010), men seeking profit (Maes et al., 2014) and women seeking satisfaction Equal individuals (Buttner and Moore) There are certain differences., 1997) It is the intrinsic drive to personal achievement that drives a certain tendency to achieve that goal (Ryan and Deci, 2000). We believe that character and behavior mediation, and the development of this startup engine can be facilitated by the fact that people can act confidently for their benefit. In other words, your control and efficiency, perceived knowledge and skills can influence your motivation to pursue the business because it advertises for joint ventures attainable goals. Perceived PBCs are likely to find some discrepancy in how these factors influence motivation, as gender differences are generally average and technology is closely related to parental concerns Women in business (Minniti, 2009). Predict and hypothesize that technology reinforces the motivation for entrepreneurship. Women are more than cognitive control. Conversely, PBC will have a greater effect on men.

A. Motivating factors that encourage women to accept entrepreneurship as a career.

The history of women entrepreneurs in India brings out that their kitchen activities were represented by 3P's namely Pickle, Powder and Pappad making. But with the spread of education, the three P’s were replaced by the 3E’s viz Energy, Electronics and Engineering. Skill development and education.

These are the main driving forces for women to emerge as entrepreneurs. The main motivating forces are as follows; the need for an identity in the society, innovative thinking freedom to take independent decisions, and pursues family business. In many instances the success stories of friends encourage them to become entrepreneurs. Need to earn additional income for their ward is also a strong motivating factor. Opportunities for self-fulfillment attract many women to become entrepreneurs. The above factors are classified as Push factors and Pull factors by Gelin (2005). Push factors include need for enhancing family income, dissatisfaction with salaried job, difficulty in finding work and need for flexible work schedule. Recent research raised the phenomenon of ‘glass ceiling’. This acts as a barrier for mid-level women managers to move up to the executive level. Glass ceiling is considered as a push factor that motivate women to leave their jobs and take up entrepreneurship. Pull factors are identified as the need for economic independence and desire for accumulating wealth power and social status. Kjeldsen Nielson (2000)introduced the concept of self-efficacy that is influenced by personal characteristics, surroundings, type of enterprise and environment conducive for entrepreneurship [11-32].

B. Challenges faced by women entrepreneurs

AUN study has identified the challenges faced by women[33][34]. They are lack of access to finance, assets, information technology, infrastructure and other facilities that enable their efficiency and business growth. (United Nations 2006). Women in India live in a male dominated society and are not capable of facing risks. Marketing skills of women are not on par with that of men. Women lead a protected life and are less educated and economically not stable. Mobility of women is restricted due to cultural factors. The family obligations of women also act as a barrier. Women give importance to family relationship and hence do not give importance to their career as entrepreneurs.

C. Lack of family support  also act as a barrier

Women control only small business units, they don’t use advanced technology for their business. Lack of awareness of sources of financial assistance is another challenge.

D. Achievement motivation of women is less compared to that of men.

Factors that limit women entrepreneur’s ability are their inability for financial management and lack of liquid assets. Lack of management experience leads to incompetence. Not maintaining books and records relevant for the
business leads to accurate data. Women face marketing problems due to insufficient exposure. The failure to seek expert advice, limited social and business networks and inability to deal with workers unions also act as barriers to women entrepreneurship (Mayoux2001). Lack of confidence, leadership and managerial skills limit their accessibility to new markets. Women face the challenges of learning how to effectively operate the activities of a new business while simultaneously attempting to meet all other expectations that are part of entrepreneurship (Schaefer, 2003).

E. Eminent Women Entrepreneurs of India

The first Indian woman entrepreneur in the corporate sector is Kalpana Saroj of Kamani industries. Some of the influential women entrepreneurs in India today are Indu Jain (Bennet and Coleman), Kiran Mazunrdar Shaw (Bicicon ltd), Vandanaluthra (VLCC), Priyapaul (Park hotels), Ritu kumar (world famous fashion designer), Shahnaz Hussain (Shahnaz herbals), Suchi Mukherjee (Limeroad), Richakar(zivame), Upasana Taku (mobikwik). In the start-up ventures following women entrepreneurs have made a mark Aditi Gupta (Menstrupedia), Aditi Balbir (V resorts), Ankita Gaba(social samosa.com), Aishwarya Ashoka (Mad street Den), Chitra Ciurnani Daga (Thrillophilia), Debadulla Upadhyaya (Time saver z dotcom) Falguninayar (Nykaa), Garimasatija (Poshvine), Harpreetakaur (Love4apple).

F. Government measures to support women entrepreneurs

The following are some of the important schemes under which women entrepreneurs are supported in India: Women’s Development Corporation (WDCs), Marketing of non-farm products of Rural women Scheme (MAHIMA) Assistance to non-farm development of rural women scheme (ARWIND). Indra Mahila Yojana, Indra Mahila Kendra, Mahila Samiti Yojana, Mahila Vikas Nidhi, Mahila Udayam Nidhi, schemes of NABARD, SIDBI, Rashtriya Mahila Kosh, Micro and Small Industries cluster development programme., SBI’s Stree Sakthi Program.

G. Listen to the voice of women entrepreneurs.

One way to make this easier is to create a government agency with women business owners. These offices can be responsible for programs such as setting up business centers for women, organizing seminars and gathering information, and providing information online to those who want to start and grow their business. Diversity also has strong business cases. Joi Burnford, founder of MiConfidence Matters, reminds listeners. Women also need an ally in front of the house: to help with the work and mental burden of running the house.

III. ANALYSIS OF THE GAP BETWEEN MALE AND FEMALE ENTREPRENEURS

Thirty-five economies provided information on single female homeowners in 2016. Figure 2 shows the relationship between new women and sole proprietorships in this economy. The percentage of new single women varies from 60.7% in Austria to 0.7% in Afghanistan. Only three economies, Austria, the Philippines and Estonia, registered a single property in 2016, which is equal to or greater than a single property in 2016.

![Image](image_url)

a. Average income-group percentages of new female LLC owners and sole proprietors in 2016
Women's business ownership in the Middle East and North Africa is relatively low compared to OECD high-income groups. Women entrepreneurs in the Middle East and North Africa face obstacles such as economic constraints and a lack of female-friendly entrepreneurship policies. For example, women in the Middle East are half as likely to have an official bank account for men as men (Demirge-Kunt et al. 2015). In addition, women entrepreneurs (CAWTAR, IFC 2007, 7) in areas such as access to skills training in financial management, finding and retaining talented employees, and securing capital recognize similar challenges in business.

IV. ISSUES AND POLICIES WOMEN’S ENTREPRENEURSHIP:

Women entrepreneurship should be examined separately for two main reasons. The first reason is that women entrepreneurship has been recognized as a major untapped source of economic growth over the last decade. Women entrepreneurs create new jobs for themselves and others and through diversity offer the public a variety of solutions to manage, organize, manage and seize business problems. However, they are still a minority in all entrepreneurs. The second reason is that the issue of women in entrepreneurship is generally neglected in society and the social sciences. Women not only have a lower rate of participation in entrepreneurship than men, but they also choose to start and run a business in other men’s sectors. Women-chosen industries (primarily retail, education and other service sectors) are less important for economic development and growth than high-tech and manufacturing.

V. HOW ARE DEMOGRAPHIC CHANGES IMPORTANT FOR ECONOMISTS?

Economists are aware that population growth is one of the most important factors in economic growth. To determine this, there is a simple correlation: GDP growth rate (GDP) = population growth rate + per capita growth rate, where GDP per capita is divided by GDP by population. There are more people in the labor market, more workers, and more and more people are consuming things like food, energy, cars and clothing. Demographic issues are approaching the horizon, as do the number of retirees expected to live longer even if they are no longer in the workforce. Unfortunately, the number of new births to replace these retirees in the labor market is very low.

VI. LOW FEMALE ENTREPRENEURSHIP RATES CAUSES

Some of the founders interviewed by the writer said they had never experienced sexism. They suffer from a variety of entrepreneurial challenges, but think they have nothing to do with gender. They consider themselves diligent and believe that the best ideas will succeed and bright and enthusiastic entrepreneurs will succeed. Conversely, older, experienced female entrepreneurs complained that it was difficult to become a female entrepreneur. Young entrepreneurs have not (yet) experienced gender inequality, but pregnancy incompatibilities also show a subtle misunderstanding of prejudice, which is often worse than naked discrimination.

Looking at newly registered LLCs between 2014 and 2018, we can see that the share of women’s ownership among newly registered companies is constantly higher. Of the 44 countries with data, the participation of women-owned enterprises is higher in new business flows than on existing business lists in only 12 countries.
The biggest profit is in Nigeria, and newly registered companies have a 17% higher probability that a woman is the owner in the shares of all existing companies. Samoa recorded the largest losses of 80% of existing businesses, with only 3% of newly registered businesses owned by women between 2014 and 2018. One person tends to save in low-income countries, both men and women. Levels The relative importance of savings in relation to adoption reduces the level of income and is redirected to high-income countries where savings are preferred to acceptance. However, the gap between men and women remains at all income levels, with more corporate drivers and savings than women.

VII. CONCLUSION

In order to motivate women entrepreneurs’ attempts must be made to nurture their efforts. Women entrepreneurs should be encouraged and motivated by conducting awareness programs. Practical training and personality development program will promote their leadership skills. Vocational training and skill development workshops can be organized for the benefits of women. First, low-level female entrepreneurship is part of the growing gender gap in economic participation and opportunity. Therefore, it is important to provide equal access to education and to encourage women to use the skills acquired when entering the labor market. Policies are needed to include more women in managerial and managerial positions, which will help women gain experience and knowledge that will enable them to start their own businesses. They should be offered soft loans and subsidies and micro credits. Training to understand policy and strategies of the Government should be organized. By adopting programmers similar to the above mentioned the challenges faced by women can be sorted out and they can be motivated.

REFERENCES


