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ECOCHIC ENTREPRENEURS: WOMEN SHAPING A SUSTAINABLE FUTURE

Mr. S. SARAVANAN¹, Assistant Professor, Department of MBA, Sona College of Technology, Tamil Nadu, India. saravananselvakumar97@gmail.com

MADHUMITHA.M², SHRUTHI.P³, PUNITHA. J⁴, RAYON SHARON. P⁵, SHOBANADEVILS⁶

Student/ MBA, Sona College of Technology, Tamil Nadu, India.

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ABSTRACT:

Sustainability emphasizes balancing environmental conservation, social equity, and economic viability for enduring intergenerational well-being. Regarding business, sustainability entails sustainable materials, optimized supply chains, renewable energy, and education support. Entrepreneurship involves identifying opportunities, marshaling resources, and taking risks to actualize innovative ideas, thus contributing to economic growth, innovation, and industry evolution. This explores women entrepreneurship's evolution, motivating factors like intrinsic drives, self-confidence, management skills, push/pull factors, and socio-cultural aspects. It also examines the challenges women entrepreneurs face, like gender bias, limited funding access and networks, work-life balance difficulties, and role model absence. However, women can overcome these obstacles by leveraging flexibility, diversity, targeted support groups and programs, becoming role models themselves, etc. Moreover, the study analyzes past research on the characteristics, performance, and problems of women entrepreneurs in developing economies. It also reviews factors impacting success, including economic aspects, emotional intelligence, and external forces. Additionally, it explores rural women entrepreneurs' sustainable intentions and refugee women entrepreneurs' ventures. Furthermore, the outline of the study Indian government schemes supporting women entrepreneurs across sectors like food, agriculture, and microcredit. It also gauges today's youth perspectives on women entrepreneurship. Finally, it discusses the future scope for women entrepreneurs regarding investment, digital tools, collaborations, training, government backing, innovation, work-life balance, diversity, and social entrepreneurship.

Keywords: Sustainability, women entrepreneurs, entrepreneurship, socio-cultural, emotional intelligence.

INTRODUCTION:

“You can tell the condition of a nation by looking at the status of woman in the society”- pt. Jawaharlal Nehru

In order to be sustainable, current demands must be satisfied without sacrificing the capacity of future generations to satisfy their own wants. Sustainability spans over various domains, including environmental conservation, social equity, and economic viability. Economic sustainability seeks enduring profitability while considering the broader impact on society. Overall, sustainability represents a holistic approach to development that seeks balance among ecological, social, and economic dimensions to ensure enduring well-being for current and future generations. Sustainability in terms of business suggest that utilizing renewable energy sources to power facilities, streamlining supply chains to save greenhouse gas emissions, producing with sustainable materials, and supporting education. Entrepreneurship is a dynamic and multifaceted concept encapsulating the pursuit of creating, managing, and scaling a business venture. At its core, entrepreneurship involves identifying opportunities, marshaling resources, and taking calculated risks to bring innovative ideas to fruition. Entrepreneurs exhibit a unique combination of vision, adaptability, and resilience as they navigate the challenges of the business landscape. Whether establishing a startup or reviving an existing enterprise, entrepreneurs play a crucial part in influencing sectors, encouraging innovation, and accelerating economic progress. The entrepreneurial journey is characterized by continuous learning, problem-solving, and a willingness to embrace uncertainty, ultimately contributing to the fabric of a vibrant and evolving business ecosystem. Entrepreneurship, a dynamic pursuit, involves identifying opportunities, marshaling resources, and taking risks to bring innovative ideas to life. Entrepreneurs contribute to economic growth, innovation, and industry shaping. Their journey involves continuous learning, problem-solving, and embracing uncertainty, enriching the business ecosystem. In developing economies, research on women entrepreneurs is limited. Notably, **(Robert D. Hisrich 1999)** women acknowledged as prosperous businesspeople because of their fervent ambition, endowments, and aptitude for substantial economic growth. **(Rizwan Ullah Khan, et al. 2021)** include pertinent information about the traits, achievements, and challenges faced by female entrepreneurs in developing nations.

REVIEW OF LITERATURE

These previous studies on the woman entrepreneurs are listed below:

Dina Modestus Nziku and Chanel Bikorimana (2023) conducted research on the topic of "Women entrepreneurs who are internally displaced refugees in Glasgow, Scotland" and looks at Glasgow's minority women entrepreneurs who are forcibly displaced as refugees and how they identify opportunities. The results showed that dynamic opportunity identification, discovery, recognition, and exploitation is how women locate and seize entrepreneurial possibilities. However, due to limitations imposed by local council authorities, the Scottish Government, and the Westminster Government, women-led enterprises continue to remain underdeveloped.

Aliaksei Kazlou (2023) addresses refugees and labor migrants. The impact of family and kinship resources on these migrant groups' propensity to leave self-employment is examined in this study. The statement underscores the significance of being close to relatives who have previously engaged in entrepreneurship as a means of acquiring knowledge and human capital resources.

They discovered that although there is a general positive view toward entrepreneurship, there are less intentions to start one. It also demonstrated how entrepreneurial views are influenced by background variables and geographical variations, including gender and entrepreneurial background. Furthermore, having a history in entrepreneurship enhances entrepreneurial attitudes, and fear of failure may be a bigger barrier for women, which lowers their interest in starting their own business **Taipale-Eravalala and Hintikka (2023)**.

Berislav Zmuk, and Mirjana Pejic Bach, et al. (2023) respondents value both economic and sustainability goals in the media, looks into stakeholders' perceptions on economic and sustainability goals in the UAE, and identifies key development focus groups. **Tala Abuhussein (2022)** investigated "the impact of COVID-19 on refugee women's entrepreneurship in Jordan. The study's manual thematic data analysis and epistemological foundations are both present. In the end, the paper created a schematic framework of key enablers, constraints, and strategic response of women entrepreneurs. The overall demonstrates about the opportunities available to the refuge women and factors that influenced also shows the process of identifying pain points, differentiating, and innovative features, or studying the impact on society, economy, and environment. **Giang NT Nguyen, Thinh Gia Hoang, et al. (2021)** found that intrinsic reasons including growth, creativity, autonomy, and rejecting traditional gender identity are the main sources of motivation. But rather than providing a driving force, institutions present obstacles. The two biggest obstacles are gender stereotypes and a dearth of social capital, which both represent an unfavorable informal institutional environment. The business journeys of a few South Indian women entrepreneurs were examined by **Jasmine Banu and Rupashree Baral (2021)** 35 female business owners in Tamil Nadu, India's micro, small, and medium-sized firm sectors were interviewed for the study. Using NVivo 12 to analyze the data, the results indicate that a combination of strong family support, institutional support, and personal traits greatly influenced the job choice, growth, and well-being of women entrepreneurs. According to the report, in order to promote the faster growth of women-owned tiny and small companies, the government should offer suitable institutional support through tailored programs and incentives. They will grow with the help of skill development and personality development programs that are appropriate.

Valiappan Raju (2021) Women's individual competencies and their desire to start their own business are not traditionally related. This shows that the relationship between individual competences and perceived capability with the purpose of becoming an entrepreneur is mediated by perceived opportunity. This is one of the few studies that uses empirical analysis to examine the relationship between the personal traits of women and their intention to become sustainable entrepreneurs. It also looks into whether rural women are inspired to take charge of their own lives and use their intention to become sustainable entrepreneurs to support economic

development. **Kelly and McAdam (2021)** explored the experiences of digital entrepreneurs who undergo identity transitions. The study focuses on the motivations, characteristics, and future career plans of digital entrepreneurs. It also discusses the role of online communities in building social connections and professional identity development. The article highlights the liminal nature of the entrepreneurial journey and the challenges faced by individuals in navigating career changes.

Karin Berglund and Tunga Kiyak (2021) "Women's entrepreneurship in Tanzania and Sweden: institutional contexts and policy implications." It talks on how institutional settings affect women's entrepreneurship in Sweden and Tanzania, highlighting the importance of legal pluralism, neo-liberal reforms, and gender inequality. The study highlights the need for additional empirical research, especially given the Tanzanian setting. **Mengtian Xiao and Fang Lee Cooke (2020)** said about In China, women are becoming more and more entrepreneurs; yet institutional gender inequality still limits their potential. There is a lack of critical viewpoints and an excessive amount of descriptive research. Expanding opportunities and removing obstacles need multifaceted efforts from multiple parties. **Laura A. Orobia, et al. (2020)** talked about a study that looks at the conditions of the entrepreneurial framework that affect the sustainability of young and female-owned enterprises in Uganda. Stakeholder involvement, expertise, ecosystem management, marketing, and innovation are essential components of sustainability. Government regulations and education are not the primary predictors of sustainability; instead, access to capital and IT infrastructure are improving young and female entrepreneurs' access to capital and IT is essential to enhancing the viability of their businesses.

Kamberidou Irene (2020) the report summarizes research on female entrepreneurs conducted between 2011 and 2019, looking at their traits, goals, obstacles, and successful tactics. It talks about how women still have to deal with obstacles like the "multitasking whirlpool" and gender differences, yet they still contribute significantly to the economy. Although women in developing countries face significantly more obstacles, these benefits are becoming more widely acknowledged. According to the report, innovation and sustainable development depend on removing discriminatory barriers and incorporating gender views. **Mohammad Rashed Hasan Polas (2020)** Utilizing Smart PLS 3.0 (SEM) and SPSS V25, the study looked at data from 297 Bangladeshi rural women. The study found that perceived skill and social perception are positively and significantly connected with the ambition to launch a sustainable business. However, no clear correlation has been found between women's desire to start their own businesses and their personal skills. The study also found that perceived opportunity functions as a mediator in the relationship between perceived capability and individual competencies with the aim of becoming an entrepreneur.

Crittenden and Bliton (2019) emphasized the advantages for female micro-entrepreneurs and the chances for skill development in the direct selling industry. The writers stress the value of direct selling as a strategy for female entrepreneurs looking to enter the market. The main justifications for working in the gig economy are also mentioned. **Ramadani Veland** Research on the impact of sociocultural contexts on women's entrepreneurial behavior and activities in

Indonesia was covered by **Vanessa Ratten (2017)**. It looks at things like risk-taking, honesty, hard work, tolerance, and cooperation between people of different cultural backgrounds. According to the research, women's entrepreneurial activities in the nation are directly influenced by sociocultural surroundings. **Dianne H.B. Welsh, Isabel C. Botero, et al. (2017)** focused on female entrepreneurs working in family businesses. They discovered that the association between perceptions of role conflict and belonging to a family business can be moderated by emotional support from family members. Role conflict is more prevalent among women who do not feel emotionally supported by their families. The findings have implications for both economic growth and work-life studies.

Vanita Yadav and Jeemol Unni (2016) discussed the evolution of studies on women's entrepreneurship from the 1980s to the present. It draws attention to the rise in evaluations of the literature on female entrepreneurs as well as the necessity of feminist critique and cutting-edge research techniques. They also stress the need of comprehending the disparities in gender and the effects of industry, family, culture, and goal orientation on businesses started by women. **Mai Camilla Munkejord (2016)** carried out research on female immigrant entrepreneurs. The study highlights the value of family support and spatial embeddedness for immigrant entrepreneurs in a rural setting by examining the experiences of 18 female immigrants who are also entrepreneurs. It contributes to the body of research on immigrant entrepreneurship by highlighting the experiences of female immigrants with self-employment in rural settings.

Atiana S. Manolova, et al. (2007) highlighted industry-level regulations and individual background characteristics in their discussion of the influence of networking and human capital on development expectations of male and female entrepreneurs in Bulgaria. Gender inequalities in Canadian small- and medium-sized business owners' access to external finance were noted by **Barbara J. Orser, Allan L. Riding, et al. (2006)**, who found no statistically significant difference in the turndown rates between men and women. It also emphasizes how crucial it is to account for industry and size when evaluating any potential gender disparities in funding rates.

Gry Agnete Alsos, Elisabet Ljunggren (2006) explored gender biases in entrepreneur-investor relationships, analyzing signals sent and interpreted in investment cases. It provides in-depth analyses of decision documents and offers insights for addressing gender differences in access to financial capital. **Helen Ahl (2006)** the predominance of Anglo-Saxon cultural conceptions in entrepreneurship study, with 64% of papers coming from US universities. **Ayşe Ozturk and Robert D.Hisrich (1999)** discussed the topic of women entrepreneurs in underdeveloped nations. They provide light on the possibilities, challenges, and driving forces facing female entrepreneurs. The study looks at a number of topics, including gender, funding sources, and obstacles experienced by female business owners. The difficulties in characterizing entrepreneurs and the move in entrepreneurship study toward behavioral techniques were covered by **William B. Gartner et al. (1989)**.

OBJECTIVES:

- ❖ To explore the evolution of women in the field of entrepreneur.
- ❖ To identify the factors influencing a women entrepreneur.

- ❖ To identify the opportunities and challenges faced by the women entrepreneur in India.
- ❖ To explore on future scope of women entrepreneurship.
- ❖ To understand youth mindset about female entrepreneurs.

DISCUSSION:

Theoretical Background:

The first study on women entrepreneurs was published by Schwartz in 1976, involving interviews with 20 women entrepreneurs about their characteristics, attitudes and motivations. Progress was slow from 1975-2006, with fewer than 50 publications per year. Growth picked up from 2006-2014, with around 50 publications per year. Since 2014, there has been exponential growth, with over 150 publications per year on average. Developments in technology, social awareness, gender equality policies etc. have shaped women's entrepreneurship in the past decades. Sustainable entrepreneurship integrating social/environmental goals with business emerged as a concept in the 2000s. Research links women's entrepreneurship to sustainability goals like UN SDG 5 on gender equality. Studies find women entrepreneurs tend to be more oriented toward sustainability than male counterparts. Review of publications shows focus on gender differences, social/economic/environmental impact, and involvement in sectors like tourism. (De Bruin et al., 2006, 2007; Brush et al., 2006; Brush et al., 2009) investigated on these topic woman entrepreneurship has focused on empowering woman through entrepreneurship.

1960s: Limited influence, female feticide & dowry issues; initial strides in education and entrepreneurship.

1970s: Shift towards careers, feminist activism, laying foundations for confident female presence in the business market.

1980s: Technological surge, heightened awareness of women's rights, increased education opportunities for females.

1990s: Surge in women entrepreneurs, surpassing men; policy changes promote liberalization and globalization.

21st Century: Women redefine roles, overcoming challenges, contributing to innovation; visibility and success in all spheres

Fig.1: Evolution of women entrepreneur

Factors Influencing Women Entrepreneur:

Economic factors and women entrepreneurs' success

The arrangement of relevant data associated with both external and internal corporate funding is referred to as an economic element, and it has an impact on the success of businesses. Even still,

it is acknowledged that in many underdeveloped nations, women receive very little recognition for their entrepreneurial endeavors. In the private sector, women contribute to the economy at a rate that is notably lower than that of men. Women need to find answers and have simple access to funding for their start-up enterprises in a lot of developing nations. Almost in every industry, external variables including political, financial, and social ones have a big impact on women entrepreneurs (**Norin Arshed, Graeme Martin, and et al 2022**). Furthermore, **Saleem (2017)** conjectured that external factors including the environment, governmental policies, and political difficulties in emerging economies had a substantial impact on the success of women entrepreneurs. Political, economic, and environmental variables are also external aspects that are crucial to the success of businesses. It has been discovered that women are impacted by changes in political and economic systems. In the context of women, SMEs that lack funding for innovative and developmental strategies cannot establish and maintain a competitive edge and manage the political, economic, and social concerns themselves. (**Yasher Salamzadeh, Rizwan Ullah Khan, et al., 2021**).

Emotional Stability on woman entrepreneur:

Siri Terjesen (2016) with over fifteen years of experience conducting comparative research in entrepreneurship and exploring gender and labor market issues, has contributed to the field. Compiling the 'Female Entrepreneurship Index Report' in 2015, the Global Entrepreneurship Development Institute brought to light the problems that women entrepreneurs confront around the world. In India, where women entrepreneurs are still in their infancy, there is a dearth of female representation in this field, as indicated by the nation's low position of 70 and its score of 25.3 out of 77 countries in the 2015 study.

Emotional Intelligence on woman entrepreneur:

Accurate appraisal and expression of emotion in oneself and in others, the effective regulation of emotion in oneself and others, and the use of feelings to motivate, plan, and achieve in one's life" are the set skills that make up emotional intelligence (**Salovey and Mayer 1990**). The four interrelated dimensions of emotion facilitation of thought, perception, evaluation, and expression of emotions, understanding and analyzing of emotional information, applying emotional knowledge, and emotion regulation (**Mayer & Salovey, 1997**).

Societal Perception on woman entrepreneur:

While there are measures in place to help women-owned businesses (WOBs) and entrepreneurial regulations that appear to be gender-neutral, Chinese women view the absence of official support for entrepreneurship as a greater barrier than that faced by males to engage in entrepreneurial activity (**Shinnar et al., 2012**). One explanation for this could be that, given the differences in resource and support demands among businesses with different sizes, stages of development, and industries (**Henrekson and Johansson, 1999**), entrepreneurs' perceptions of institutions tend to be more attuned to aspects pertaining to the operation and growth of their companies. Furthermore, the entrepreneur's ability to obtain information from both public and private sources shapes this impression (**García-Cabrera et al., 2016**).

Stereotypes affect women's ambition to launch their own enterprises as well as how other people view female entrepreneurs. When analyzing female entrepreneurs, it's critical to consider contextual elements including societal standards and expectations. The alternatives available to female entrepreneurs may be restricted by a society's culture and customs (**Tatiana S, Manolova Nancy M, et al 2017**).

Push and pull factors:

Pull elements Women entrepreneurs who are driven to try something new and pursue independent careers view their careers as challenges and adventures. Push factors: When family circumstances force women to take on more responsibility, they start businesses as a way to overcome financial hardships. The motivators for women to pursue entrepreneurship as a career are boredom and frustration from previous employment (**Brush, 1999**).

Social-cultural factors

The fifth aspect is socio-cultural, and it functions as an independent major construct in the current model. The term "socio-cultural factor" describes the various external cultures that are connected to an employee's characteristics and how they affect the instability of a corporation and the economy (**Rizwan Ullah Khan, Yashar Salamzadeh, et al 2021**).

Challenges faced by Women Entrepreneur:

- ❖ Gender based bias and discrimination- From questioning their abilities and competence to questioning their commitment to business venture, biases and discriminatory views can be damaging for women led businesses as it often manifests into other problems, like the lack of access to funds or lack of recognition of their achievements.
- ❖ Access to funding and capital – Surveys and research shows that women entrepreneurs often face challenges when it comes to accessing funding and capital for their businesses. This is often a result of biases in the investors but can also be due to limited access to opportunities as well.
- ❖ Easy access to networking opportunities – The key to a successful entrepreneurship is networking. However, networking opportunities are often something that women entrepreneurs might not have easy access to. This could be due to multiple reasons, including bias and discrimination, lack of mentors and peers in the same field, or limited outreach
- ❖ Lack of role models – Women entrepreneurs still only consist of a small portion of all business owners in the world. It is also known that sometimes women in the field do not get their due respect, or have their credit taken by men in the field. Less representation leads to less role models that women can look up to.
- ❖ Work-life balance – Even with man women entering the business world, they often have to keep up with traditional roles that society expects of them. Women are often expected to manage households and children. Maintaining work-life balance can become extremely difficult in such cases.

TURNING CHALLENGES INTO OPPORTUNITIES

- ❖ Work-life balance – It can be tricky to balance work and life when also operating a business. However, being an entrepreneur can also mean flexibility noted by **Anna Sorenson (2023)**. Recognizing the flexibility that an entrepreneurship offers and developing a business model that can harness that flexibility is how you overcome this challenge. Moreover, it is also important that you set up a support system that understands and supports the challenges of balancing personal and professional responsibilities.
- ❖ Overcoming gender bias – There is still a lot of work to be done in overcoming gender bias, discrimination, and stereotyping from the roots. Given how often women face these challenges for just being women, it can often be disheartening. Embracing your diversity, however, can help you overcome such challenges and further your cause as women. Women entrepreneurs can bring unique perspectives and experiences that can help challenge such outdated mentality and inspire the next generations.
- ❖ Building strong networks – Networking, or rather, the lack of networking is another challenge that women entrepreneurs face. Actively seeking out networking opportunities that actively engage with women entrepreneurs can help you gain access to mentors, peers, and industry experts. If you can't find mentors the traditional way, look for programs that target women entrepreneurs specifically. This can be hugely beneficial to you.
- ❖ Leveraging women-focused support groups – Groups that focus on women in business can help immensely when you're trying to build diverse networks and seek out mentors. They can also help you gain access to funding opportunities. Women focus support groups are of great importance as they can provide the right aid that women entrepreneurs need.
- ❖ Become a role model – The lack of representation of women entrepreneurs can be demoralizing for the next generation of women entrepreneurs. Amplify your achievements through any and all channels, whether through blogs, or through social media channels. Furthermore, actively seek opportunities to guide rookies, and share your insights in industry panels. By actively becoming role models and leaders, women entrepreneurs can break down the barriers

Schemes for the advancement of woman entrepreneurship in India

This attribution indicates that the information and viewpoints presented in the content are accredited by **Kanchan Rani, (2021)** at this point; we can declare that there was a period of masculine domination in our culture. However, things have entirely changed in this day and age, and there are plenty of women who have overcome these kinds of oppression. For example, Indira Nooyi, Smt. Pratibha Patil, Chanda Kochar, and our present financial Minister Mrs. Nirmala Sitaraman is another illustration of Indian women's empowerment. There are currently around 29 programs in place to support female entrepreneurs. Here are a few of them:

- Sarkari Yojana
- Pradhan Mantri Mudra Yojana

- Bhartiya Mahila Bank
- Annapurana Scheme
- Stri Shakti Package
- Orient Mahila Vikas Yojana
- Training of Rural Youth for Self-Employment
- Working Women's Forum Indira Mahila Kendra
- Rashtriya Mahila Kosh
- Dena Shakti Scheme
- Udyogini Scheme
- Cent Kalyani Scheme
- Mahila Udyam Nidhi Scheme
- Mudra Yojana Scheme for Women Trade Related Entrepreneurship Assistance and Development Scheme (TREAD)
- Udyog Bandhu And Mahila Udyog Bandhu
- Micro Credit Yojana
- Khadi and Village Industries Commission (KVIC)
- Marketing of Non-Farm Products of Rural Women
- Indira Mahila Yojana
- Rajiv Gandhi Mahila Vikas Pariyojana (RGMVP)

Youth minds set on women entrepreneurs:

The youth of today are more open-minded and accepting of women entrepreneurs than previous generations. They are more likely to view women as capable of running successful businesses and are more supportive of their efforts accredited by **Laura A. Orobio (2022)**. There are still some challenges that women entrepreneurs face when it comes to gaining the trust and respect of young people. For example, some young people may still hold onto traditional gender roles and believe that women should not be in positions of power. It is important to educate young people about the benefits of women's entrepreneurship and how it can contribute to sustainable development. through workshops, seminars, and other educational programs said by **(Seyedali Ahrari and Steven Eric Krauss, et al 2019)**. Young people should also be encouraged to pursue entrepreneurship themselves, regardless of their gender. This can help to break down gender stereotypes and promote equality in the business world. Finally, it is important to create a supportive environment for women entrepreneurs where they can receive the resources and mentorship they need to succeed. This can include access to funding, networking opportunities, and other forms of support.

Scope for Future Female Entrepreneurs:

The future of women entrepreneurship is a topic of great interest and importance. Women entrepreneurs have made significant strides in recent years, but there is still a long way to go in terms of closing the gender gap in entrepreneurship. Here are some emerging trends and

opportunities that could help encourage the next generation of women entrepreneurs said by **Siong Choy Chong (2014)** are as follows:

- **Investment in Women-led Start-ups:** According to a report by Pitch Book, women-led start-ups received only 2.3% of the total venture capital funding in 2020. However, there has been a growing trend of investment in women-led start-ups in recent years. In 2021, the number of women-led unicorns (start-ups valued at over \$1 billion) reached an all-time high. This trend is expected to continue in the coming years, providing more opportunities for women entrepreneurs to secure funding for their ventures.
- **Digital Transformation:** The COVID-19 pandemic has accelerated the digital transformation of businesses across the world. This has created new opportunities for women entrepreneurs to start and grow their businesses online. E-commerce, social media marketing, and other digital tools have made it easier for women entrepreneurs to reach customers and expand their businesses.
- **Collaboration and Networking:** Collaboration and networking are essential for the success of any entrepreneur. Women entrepreneurs can benefit from joining networks and communities that provide support, mentorship, and resources. Organizations such as Women's Business Centres, National Association of Women Business Owners, and Women's Business Enterprise National Council offer various resources and support for women entrepreneurs.
- **Education and Training:** Education and training are crucial for the success of women entrepreneurs. Many organizations offer training programs, workshops, and courses specifically designed for women entrepreneurs. These programs provide valuable knowledge and skills that can help women entrepreneurs start and grow their businesses.
- **Government Support:** Governments around the world are recognizing the importance of women entrepreneurship and are taking steps to support women entrepreneurs. For example, the Indian government has launched various initiatives such as the Stand-Up India scheme, which provides loans to women entrepreneurs. Similarly, the US government has various programs such as the Women's Business Centre program, which provides training, counselling, and other resources for women entrepreneurs.
- **Role Models and Mentors:** Role models and mentors can play a significant role in encouraging the next generation of women entrepreneurs. Women entrepreneurs can benefit from connecting with successful women entrepreneurs who can provide guidance, advice, and inspiration. Many organizations offer mentorship programs specifically designed for women entrepreneurs.
- **Innovation and Creativity:** Innovation and creativity are essential for the success of any entrepreneur. Women entrepreneurs can benefit from thinking outside the box and coming up with innovative solutions to problems. Many successful women entrepreneurs have built their businesses by identifying unmet needs and developing creative solutions.
- **Social Entrepreneurship:** Social entrepreneurship is a growing trend among women entrepreneurs. Social entrepreneurs aim to create positive social and environmental

impact through their businesses. Many women entrepreneurs are using their businesses to address social and environmental issues such as poverty, education, and climate change.

- **Work-Life Balance:** Work-life balance is crucial for the success and well-being of women entrepreneurs. Many women entrepreneurs face challenges in balancing their personal and professional lives. However, there are various strategies and tools that women entrepreneurs can use to achieve work-life balance, such as time management, delegation, and self-care.
- **Diversity and Inclusion:** Diversity and inclusion are essential for the success of any business. Women entrepreneurs can benefit from building diverse and inclusive teams and businesses. Studies have shown that diverse teams are more innovative and perform better than homogeneous teams.

These are just a few of the emerging trends and opportunities in women entrepreneurship. With the right support, resources, and opportunities, women entrepreneurs can continue to make significant contributions to the global economy and society.

URBAN START-UPS

The Government of India defined a start-up as an entity that, in an effort to control the start-up space, announced its policy initiatives under its "Start-up India" Initiative.

- a. Was registered or incorporated no more than five years ago
- b. Has never had a turnover of more than INR 250 million throughout a fiscal year.
- c. Pursuing innovation, product development, deployment, or commercialization.

Operationally, urban start-ups are characterized as technology-based or non-technology-based company endeavours that exclude agricultural activities. As a result, a large number of microbusinesses, such milk cooperatives, are not among them.

To put it briefly, urban start-ups have been classified as either technology-based or non-technology-based and non-agricultural for the purposes of the study.

These were a few urban start-ups that included prosperous female entrepreneurs in the twenty-first century, according to authors **Tanu Shukla and Gajendra Singh Chauhan (2018)**.

Suggestions for the Development of Woman Entrepreneurship:

It's a widely held belief that there are two solutions to every problem.

First, give them your acceptance; if that's not possible, make the necessary changes. Numerous issues face a female entrepreneur. However, if we continue to accept these issues, then the progress of women in entrepreneurship is impossible.

- In underdeveloped nations, micro financing has gained a lot of traction as a specific answer to the problems faced by female entrepreneurs. The Bank Rakyat in Indonesia, the Bunco Solo-Dario (Bunco-sol) in Bolivia, and the Gramm in Bank in Bangladesh are a few examples are
- To raise awareness among them, awareness campaigns had to be launched.
- When they start a new firm, they should have access to the necessary advice and consultation.

- Mass-scale skill development initiatives, sufficient technical training programs, and workshops should be held to inspire individuals to engage in entrepreneurial endeavors.
- Women and other marginalized groups should be encouraged to learn about the advantages of being entrepreneurs.
- Make recommendations for ways to raise the literacy rate among them, such as offering free instruction, scholarships, and encouragement that will raise their level of awareness and knowledge.
- In order to elevate the standing of female entrepreneurs, provisions must be made for their education, hands-on experience, and comprehensive and all-encompassing character growth.
- Suggested gender-specific issues and solutions to these obstacles ought to be talked about.

Women entrepreneurs continue to shape a more sustainable future, driven by intrinsic motivation and a passion for driving positive change. Though they still face obstacles related to funding, networks, discrimination, and work-life balance, women leverage flexibility, collaboration, innovation and targeted support to turn challenges into opportunities.

Conclusion

Women entrepreneurs continue to shape a more sustainable future, driven by intrinsic motivation and a passion for driving positive change. Though they still face obstacles related to funding, networks, discrimination, and work-life balance, women leverage flexibility, collaboration, innovation and targeted support to turn challenges into opportunities. Moving forward, the scope is promising for women entrepreneurs to make further strides - whether by harnessing digital tools, securing investment, collaborating, receiving training, innovating, balancing responsibilities, promoting inclusivity or pursuing social entrepreneurship goals. With relevant ecosystem support, policy frameworks and shift in societal mindsets, women entrepreneurship can unlock abundance, diversity and empowerment for current and future generations.

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