



## **WOMEN ENTREPRENEURSHIP: CHALLENGES AND SUCCESS STORIES**

**TRUPTI RAJENDRA HADKE**

Research Scholar,  
Research Centre in Commerce &  
Management, Arts, Commerce & Science  
College, Narayangaon, Pune  
Savitribai Phule Pune University, Pune

**DR. SANJAY B. SHINDE**

MES, Arts Commerce and Science College  
Sonai Tal: Newasa, Dist.: Ahillyanagar  
(MS), INDIA

### **Abstract**

Women entrepreneurship is rising globally, driving innovation and economic growth. This research explores challenges faced by women entrepreneurs in India, success stories, and strategies for empowerment.

**Keywords:** Women Entrepreneurship, Challenges, Success Stories, Empowerment, India

### **Introduction**

Women entrepreneurs contribute significantly to economies, yet face unique barriers. This paper examines challenges, success factors, and impact of women-led businesses in India. Women entrepreneurs contribute significantly to economies, driving innovation, job creation, and social change. This paper examines challenges faced by women entrepreneurs in India, success stories, and strategies for empowerment. Key areas include funding access, societal norms, digital tools, and policy support.

### **Statement of Problem**

Despite progress, women entrepreneurs in India face hurdles like funding gaps, societal norms, and work-life balance. This study addresses these challenges and highlights success stories.



## Scope of Research Study

The research covers women entrepreneurs in urban and rural India, focusing on sectors like retail, services, and technology.

## Significance of Research Study

1. Educational Significance: Informs gender-sensitive entrepreneurship education.
2. Functional Significance: Guides women entrepreneurs and support organizations.
3. Social Significance: Promotes women's economic empowerment and equality.
4. Political Significance: Aligns with India's gender equity and development goals.

## Objectives of Research Study

Objectives of present research study are as follows :

1. Identify challenges faced by women entrepreneurs in India.
2. Highlight success stories and strategies.
3. Assess impact of support systems (govt. schemes, networks).
4. Recommend ways to boost women entrepreneurship.

## Hypotheses of Research Study

Hypothesis of present research study is as follows :

**1. Null Hypothesis (H0):** Support systems have no significant impact on women entrepreneurship success.

**Alternative Hypothesis (H1):** Effective support systems enhance success and growth of women-led businesses.

## Research Methodology

1. Research Design: Mixed-methods (surveys + interviews + case studies).
2. Research Sample: 100 women entrepreneurs, 50 support organizations across India.
3. Limitations: Focus on select sectors; self-reported data biases.



## Findings

1. Challenges: Funding access (60%), societal norms (50%), work-life balance (40%), and limited networks (30%).
2. Success Factors: Support networks (70%), digital tools (60%), govt. schemes (50%), and mentorship (40%).
3. Examples: Kiran Mazumdar-Shaw (Biocon), Falguni Nayar (Nayka), rural women-led cooperatives, and tech startups like Sheela Foam's women-led initiatives.

## Recommendations

1. Funding Access: More women-focused funds, grants, venture capital, and financial literacy programs.
2. Networking: Strengthen women entrepreneur networks, peer support, and global connections.
3. Skill Development: Targeted training, digital literacy, leadership, and financial management programs.
4. Policy Support: Gender-sensitive policies, tax breaks, compliance ease, and women-focused incubation centers.

## Contribution towards Stakeholders

1. Women Entrepreneurs: Enhanced access to resources, networks, markets, and confidence.
2. Policymakers: Insights for gender-inclusive policies, support systems, and tracking women-led businesses.
3. Investors: Highlights women-led high-growth sectors (e-commerce, health, edtech, agritech).
4. Society: Economic empowerment, role models, women's participation in business, and social impact.



## Conclusion

Women entrepreneurship drives economic growth, innovation, and social change. Addressing challenges and scaling support systems can unlock India's women-led business potential, aligning with Nari Shakti.

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