

# A STUDY ON WOMEN EMPOWERMENT THROUGH INNOVATION IN ENTREPRENEURSHIP DEVELOPMENT: A CRITICAL ANALYSIS

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## **Abstract**

*The growing presence of women as entrepreneurs has led to significant business and economic growth in the country. Women-owned businesses are playing a major role in society by creating employment opportunities in the country, changing demographics and inspiring the next generation of female founders. Start-up India is committed to strengthening women entrepreneurship in India with a vision to promote sustainable growth of women entrepreneurs for balanced growth in the country. Enabling initiatives, schemes, networks and communities and activating partnerships among various stakeholders in the start-up ecosystem. The Ministry of Skill Development and Entrepreneurship has undertaken various initiatives to promote women entrepreneurship across the country. However, MSDE has not conducted any empirical survey of the challenges faced by women entrepreneurs in the country.*

**Keywords:** women entrepreneurs, employment, economic growth, innovation, development, promotion, skill, generation, schemes etc.

## **INTRODUCTION**

While India is committed to achieving its sustainability goals, the collective efforts of multiple stakeholders are crucial to advance and move closer to the goal. At the same time, climate change demands immediate action on our part as individuals, as nations and as ecosystems, as climate change continues to affect the environment. To be able to create a sustainable park, we need to work and progress with financial as well as sustainability goals. India has the fastest growing start-up ecosystem in the world - and is adding 80 start-ups per day. It also accounts for the large increase in employment, business and growth in the country that affects how businesses operate. Many stakeholders are aligning and re-aligning their business goals to create long-term value for the ecosystem. For example, women employees are playing an essential role in putting sustainability at the heart of their businesses and innovations. For today, let's take a deeper look at how they are facilitating positive change in the sector and creating space for more responsible economic growth. Several women-led start-ups in metros in India and abroad source their raw materials and produce from rural and semi-rural areas, use traditional artists and in the process revive many traditional crafts. These social enterprises are aligning traditional products to meet modern demands while maintaining the same original state of the art.

## **PROBLEMS OF THE STUDY:**

Over the years, the waste management and packaging industries have seen an unusual shift towards sustainability. With the Government of India encouraging the promotion of single-use plastics through the Plastic Waste Management Amendment Rules, 2021 and the draft regulation on Extended Producer Responsibility guidelines notified in February 2022, many MNCs are moving towards more eco-friendly alternatives. Before understanding empowerment, we must first understand what empowerment is. The word empowerment refers to the ability of a person to make all the decisions in his own life. Women's empowerment refers to the same ability in which women break free from the shackles of family and society to make their own decisions.

### OBJECTIVES OF THE STUDY:

The main objective of this research is to empower women through entrepreneurship development in India and some specific objectives have been given by the researchers as follows:

1. To study the entrepreneurship development and women empowerment in detail.
2. To study in detail the factors affecting women empowerment.
3. To study economic empowerment and development.

### SIGNIFICANCE OF THE STUDY:

Women empowerment is important in India for various reasons. Compared to ancient times, the medieval period saw a significant decline in the number of Indian women. In ancient times he was highly regarded; however, during the medieval period, this relationship began to decline. While many Indian women play prominent political and administrative roles in modern times, many rural women are still forced to live in their homes and lack basic health and educational services. Women in India similarly lag behind men in terms of education. In India, the male education rate is 81.3 %, but the female rate is only 60.6 %. Urban women in India are more employable than rural women. According to statistics, more than 30% of women in urban India work in the software sector, while nearly 90% of women in rural areas work in agriculture and related occupations.

### SCOPE OF THE STUDY:

Inequality in compensation is another major reason for women's empowerment in India. Despite having similar experience and skills, women in India are paid 20% less than men, a study has revealed. Our country is progressing rapidly and energetically, but we can only sustain it if we can eliminate gender inequality and secure equal education, advancement and pay for men and women. Almost half of India's population is women, which indicates that this half of the population is crucial for the country's development, as women are still less empowered and face many social constraints. In such a situation, we cannot say that our country can develop in the future unless half of our population is strengthened.

### LIMITATION OF THE STUDY:

Inequality and patriarchal society have existed in India since ancient times, which necessitate women empowerment. Due to various reasons, women are oppressed by their own family and society and face various forms of violence and discrimination in the home and society, which is not only seen in India but also in other nations. Indian civilization has a tradition of worshiping female deities as mother, sister, daughter and wife to respect women, but now it is just a fraud. The socio-political rights of male family members were severely curtailed.

### PERIOD OF THE STUDY:

To study entrepreneurship development and women empowerment, researchers have conducted member research based on information from 2023-24. Financially empowering women is important because women are comfortable in making any financial decisions in the family or business.

### RESEARCH METHODOLOGY:

Economic empowerment of women through innovative entrepreneurship development is an important part of this research and the researcher has done this research using various types of secondary research. Newspaper articles, journals, research papers, reference books, serial books, annual reports are used in this.

### RESEARCH METHOD:

While studying innovation and women's empowerment in entrepreneurship development, the researchers have conducted research using descriptive analysis method.

### RESULTS AND DISCUSSION:

Internet is playing an important role in empowering women around the world. Increasing access to the web in the late 20<sup>th</sup> century made it possible for women to train using various tools on the internet. After the introduction of the World Wide Web, women have started using social networking sites like Facebook and

Twitter for online activism. Different ways or steps can be taken for women empowerment in India. It is not possible to discuss or indicate all the avenues in an essay on women empowerment in India. Women can be economically empowered by giving land rights. In India, the right to land is basically given to men. But if women get the same rights over their inheritance as men, they will gain some form of financial independence. Thus it can be said that land rights can play an important role in the empowerment of women in India.

### **WOMEN EMPOWERMENT:**

In many parts of India, women are forbidden to step out of the house due to outdated and conservative ideas. Women in such a society do not have the freedom to go out of the house for school or work. Living in a society dominated by old and orthodox ideas, women begin to see themselves as inferior to men and unable to change their current social and economic conditions.

Workplace exploitation is another major barrier to women's empowerment. The problem is most acute in the private sector, including service businesses, the software industry, educational institutions, and hospitals. Male dominance in society creates problems for women. Violence against women in the workplace has increased dramatically in recent decades, increasing by nearly 170 % in the last few decades.

### **Chart No. 1 - Women Empowerment**

#### **Women and Unorganized Sector:**

In India, women are still discriminated against in jobs because of their gender. In many places, women are not allowed to go outside for school or work. They also lack the flexibility to work independently or make family-related decisions and are often treated as second-class citizens in the workplace. In India, women are paid less than men and the situation is exacerbated in the unorganized sector, especially where daily wages are paid. Despite doing the same work for the same amount of time, women are paid significantly less than men, indicating a power imbalance between men and women. Women in the organized sector are paid less despite having the same experience and qualifications as their male counterparts. Issues such as illiteracy and school dropout also hamper women empowerment. In terms of education, girls in urban areas are at par with boys, but in rural areas they lag far behind.

#### **Women and Traditional Approach:**

Serious crimes such as dowry, honor killings and human trafficking as well as domestic violence are committed against Indian women. On the other hand, women in metropolitan areas are more likely to be victims of criminal attacks than women in rural areas. For their own safety, working women avoid public transport late at night. Women's empowerment can be truly achieved only when women are assured of safety and can go anywhere without hindrance like men. Female foeticide, also known as sex-based abortion, is one of the most significant obstacles to women's empowerment in India. Female infanticide is gender-based infanticide, in which an abortion is performed without the mother's consent after the discovery of a woman's pregnancy. States like Haryana and Jammu and Kashmir have seen significant disparity in the gender ratio due to female foeticide. Until the total elimination of female infanticide, our claims of women's liberation will remain incomplete.

#### **Government Policy and Women Empowerment:**

Government of India has many programs aimed at women empowerment. Many of these programs deal with issues such as employment, agriculture and health. These programs are tailored to the needs of Indian women to improve their participation in society. The Ministry of Women and Child Development Welfare and the Government of India are implementing the following initiatives for the empowerment of Indian women with the hope that one day women in Indian society will have all the opportunities.

#### **Social Change and Responsibility:**

There are many women in India too, who have not let their inner fear of social change and women's dignity rule them. At present, efforts are being made in all sectors of the country for the empowerment of women. The result can also be seen. Women of the country are now aware of the situation. Today's woman has changed her mind, believing that she is more capable of handling home and family responsibilities. Working alongside men, today's women make a significant contribution to the much-needed sector of employment. Be it a labor of love or a trip to the stars. Women are showing their achievements in every field.

### Decision Making:

Unless women are empowered, they will not be able to achieve the status they have always enjoyed in the country and society. Unless she is empowered, she will not be able to face the old customs and oppression. She can no longer make her own decisions because she is no longer a slave. Unless she is empowered, she cannot have personal freedom and authority over her decisions. Women empowerment brought many changes in their lives. Women have started to actively participate in all aspects of work. Women make their own lives and decisions. Women have started fighting for their rights and are gradually gaining freedom. Men also now understand women, giving them their rights. Men are now more accepting of women's decisions. It is believed that one must be willing to give up something while demanding rights and women have won their rights from men through their talent and solidarity.

### Chart No. 2 - Decision Making

#### Social Environment and Empowerment:

Empowerment of women is essential to brighten the future of family, society and country. Women need a new and more empowered environment so that they can make their own right decisions in every sphere, be it for themselves, their family, society or country. If the country wants to become a fully developed country, then women empowerment or women empowerment is a necessary tool to achieve the goal of development. Providing equality to all citizens is a legal issue under the provisions of the Indian Constitution. The constitution has given women equal rights as men. Department of Women and Child Development works well in this field for adequate development of women and children in India. Women have been given a high status in India since ancient times; however, they have not been empowered to participate in all areas. For their growth and development, they need to be strong, aware and alert at every moment.

#### Independent and Empowerment:

Women empowerment in India needs to be accelerated in the right direction rather than at a nascent stage. Empowerment of women is the main objective of the development department because an empowered mother can raise a powerful baby who can create a bright future for any nation. Government of India has initiated several formulation policies and initiation processes for women empowerment in India. Half of the total population of the country is women and integral development of women and children must be independent in all spheres. Women Empowerment or Women Empowerment is very much needed in India for overall development of the country. In a democratic country like India, it is essential to empower women so that they can actively participate in democracy like men. International Women's Day, Mother's Day etc. are celebrated to make the society aware of the real rights and value of women in the development of the nation. Many such programs have been implemented and directed by the government.

### CONCLUSION:

Gender equality facilitates women empowerment in India. As education begins at home, the advancement of women leads to the development of the family, society and in turn the overall development of the nation. National Commission for Women has been created. Other government measures have been taken for women empowerment in India including representation and education reservation, allocation for women's welfare in five-year plans, provision of subsidized loans etc. This solution should consider the twin attack of tradition which leads to lower status of women in the society on one hand and oppression on the other hand. Although gender inequality is an age-old problem, women's empowerment is considered a primary issue in the modern world. Hence, women empowerment in India has become a contemporary issue of discussion. Women's empowerment or women's empowerment is the emancipation of women from the terrible grip of social, practical, political, class and gender-based discrimination.

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