



## “WOMEN EMPOWER OF STARTUPS OF COUNTRY GROWTH”

### Management

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### ABSTRACT

India has been rapidly growing and developing as a country in the past years in many spheres. The Indian development women played a very important role, for driving, the socio-economic growth of the country. The purpose of this paper is to explore the challenges faced by female entrepreneurs as INDIAN. Women decide to do anything then anything is possible in world. So a country's growth is most of depend on women power. Indian start ups have led to a revolution in women entrepreneurship in India.

### KEYWORDS

#### INTRODUCTION

India is a fast developing country, India average annual growth rate of 6 percent from year 1951 until 2015 (Trading Economics, 2015). In the last some years there has been changes to global shift towards women's empowerment. Women are entering into employment with gaining independence, better education, they are starting their own businesses. Some last year's India is developing fast. And in this is have women play an important role. Presently women have extended her foot in every sphere. Women has broken all restricted boundaries and entered all field with flying colors. When a woman educate and power she set off a chain to her family and society.

#### Literature Review

To conduct this literature review, we searched for articles in several databases including JSTOR, ScienceDirect, and Google Scholar. The search was conducted using keywords such as "women-led startups," "women entrepreneurship," "economic growth," and "country development." We limited the search to articles published in the last 10 years and focused on studies that examine the impact of women-led startups on a country's growth.

"The Impact of Women's Empowerment on Economic Development" by Noura Al-Jizawi (2016): The paper examines the relationship between women's empowerment and economic development. The author argues that empowering women can lead to increased economic growth and development, as they are more likely to invest in their families and communities.

"The Role of Women in Entrepreneurship and Economic Development in Developing Countries" by Fatima S. Suleiman (2017): The study investigates the role of women in entrepreneurship and economic development in developing countries. The author argues that women can play a crucial role in economic development by starting and growing successful businesses.

"Women, Entrepreneurship and the Opportunity to Achieve Economic Empowerment" by Aruna Ranganathan (2018): The paper explores the role of entrepreneurship in women's economic empowerment. The author argues that entrepreneurship can provide women with the opportunity to achieve economic independence and self-sufficiency.

"Women's Entrepreneurship and Economic Empowerment in Developing Countries: The Case of India" by Jyoti Singh (2019): The study examines the state of women's entrepreneurship and economic empowerment in India. The author argues that despite the challenges, women's entrepreneurship can be a key driver of economic growth and development in the country.

"Women Entrepreneurs in Developing Countries: A Systematic Review of Literature" by Khushboo Arora and Vikas Kumar (2020): The study provides a systematic review of literature on women entrepreneurs in developing countries. The authors find that while women face various challenges in starting and growing businesses, they can still achieve success through determination and resilience.

**Conclusion:** Women entrepreneurs in developing countries face

challenges but can succeed with resilience and determination.

**Overall Conclusion:** The literature suggests that women's empowerment and entrepreneurship can be significant contributors to economic growth and development in developing countries. However, women face various challenges in starting and growing businesses, and policies and programs are needed to support their success.

**Women-led Startups and Economic Growth: Evidence from Developing Countries** The study by Kaur et al. (2021) examines the relationship between women-led startups and economic growth in developing countries. The authors found that women-led startups have a positive impact on a country's economic growth, as they contribute to job creation, innovation, and productivity.

**Women's Empowerment and Entrepreneurship: New Evidence from Latin America** This study by Arellano and Sandoval (2020) examines the relationship between women's empowerment and entrepreneurship in Latin America. The authors found that increasing women's access to education and financial resources can lead to a significant increase in women-led startups, which can have a positive impact on a country's economic growth.

**Women-led Startups and Financing: Evidence from the United States** The study by Huang et al. (2018) examines the financing challenges faced by women-led startups in the United States. The authors found that women-led startups face significant challenges in accessing capital, which can limit their growth potential. However, the authors also found that women-led startups that do secure financing tend to outperform their male-led counterparts.

**The Role of Women-led Startups in Job Creation: Evidence from Europe** This study by Bonnet et al. (2019) examines the role of women-led startups in job creation in Europe. The authors found that women-led startups have a positive impact on job creation, particularly in sectors such as healthcare, education, and social services.

**Women-led Startups and Innovation: Evidence from Asia** This study by Naeem and Hussain (2020) examines the relationship between women-led startups and innovation in Asia. The authors found that women-led startups are more likely to introduce innovative products and services, which can lead to a competitive advantage for a country in the global market.

#### CONCLUSION:

Overall, the existing literature suggests that women-led startups have a positive impact on a country's economic growth. Women-led startups contribute to job creation, innovation, and productivity, which can lead to increased economic activity and higher levels of economic growth. However, women-led startups face significant challenges in accessing capital and other resources, which can limit their growth potential. Policies that increase women's access to education, financing, and other resources can help to overcome these challenges and promote the growth of women-led startups.

#### Woman Power And Role

Women's entrepreneurship needs to be studied separately reasons. The first reason is any country growth is depended on its entrepreneurs' and women's entrepreneurship has been recognized as an important source of economic growth. Women entrepreneurs can not only create new jobs for themselves and others and also provide for society with different solutions to management and also help in organization and business problems as well as to the exploitation of entrepreneurial opportunities

**Women Entrepreneurship and Women Empowerment**

Women Empowerment refers to increasing and develop the social, economic, political and legal power of the women, to ensure equal-right to women, and to make them self-assured enough to claim their rights, Presently fast Globalization and social legislation the status of women in India have changing due to fast growing industrialization, With the fast spread of education and awareness in society women are not only stay in kitchen or home Now women have shifted from kitchen to higher level of professional activities Now Women's entrepreneurship have better position in society and also have a good model role of entrepreneurship in the society. Women are faced many obstacles such as family responsibilities, restriction, rules regulation that are tie a woman but now situation change a woman fight all obstacles and have a good position in society. In India women feet in all sectors Women Social Entrepreneurship

**Women Social Entrepreneurship**

**Female entrepreneurship in developing countries**

Presently time and situation has rapidly changed. Now women are most memorable and inspirational entrepreneurs. In almost all the developed countries women putting their steps at par with the men in not only field of business but also come in front all field. The Women entrepreneur in any economic development is inevitable. Now-a-days women enter not only in selected field but also in other professions like trade, industry and engineering. Women are also willing to take up any responsibility and help in growing a business and contribute to the Nation's growth. Women role and her willingness is also being recognized promote women entrepreneurship. Women Entrepreneurs may be defined with these words that women or a group of women who want to initiate, organize and operate a business activity we can say women entrepreneurs. The Government of India also defined women entrepreneurs as a business owned and controlled by women or a group of women having in business minimum 51 per cent of the capital and giving at least 51per cent of the employment generated in the enterprise to women.

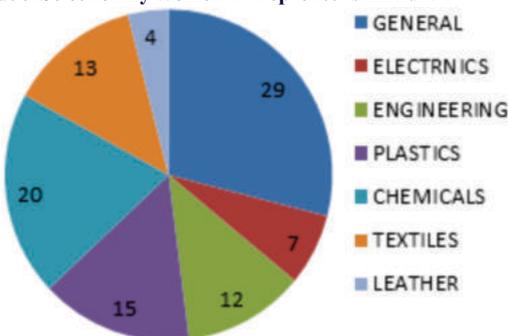
**Top Ten Women Entrepreneurs**

Let's meet 10 such Indian women entrepreneurs who can be easily termed as role models for every Indian female:

- Indu Jain. ...
- Kiran Mazumdar Shaw. ...
- Indra Nooyi. ...
- Vandana Luthra. ...
- Naina Lal Kidwai. ...
- Chanda Kochar. ...
- Ekta Kapoor. ...
- Suchi Mukherjee.
- Richa Kar
- Aditi Gupta

In india women entrepreneur not only have a specific field but also women entrepreneur enter many fields .we can understand with these chart

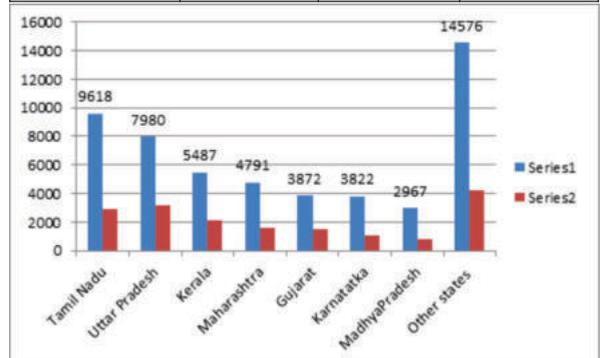
**Product Selection By Women Entrepreneurs In India**



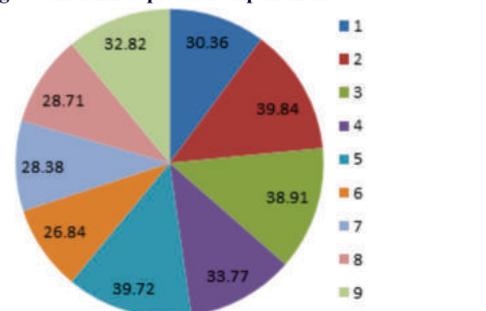
Business names	In %
General	29
Electrnics	7
Engineering	12
Plastics	15
Chemicals	20
Textiles	13
Leather	4

**Women Entrepreneurship In India**

States	No.Of Units Registered	No.Of Women Entrepreneurs	Percentage
Tamil Nadu	9618	2930	30.36
Uttar Pradesh	7980	3180	39.84
Kerala	5487	2135	38.91
Maharashtra	4791	1618	33.77
Gujarat	3872	1538	39.72
Karnataska	3822	1026	26.84
Madhyapradesh	2967	842	28.38
Other States	14576	4185	28.71
Total	57452	18848	32.82



**In Percentage Women Entrepreneurship In India**



With these chart we can understand that women entrepreneur have role for develop in Indian economy.

**Policies For Woman Development**

**How to empower Women?**

To "empower women" means to sanction Power or increase the overall position, of women status and condition of women in every field, of life. Empowerment of Women we can see better and more developed society. When women provide with men for the benefit of society, the world would definitely become a better place to live. Presently we can see that maximum girls and women is studying. Women increase her power of commanding for better position. There is several ways to empower women; some of them are:

1. Create safe workplaces:
2. Women education:
3. Raise voice against gender inequality
4. Job skills Vocational training
5. Create more part-time job opportunities:

**Women's Role in Society:**

The modern women are not only doing better jobs, business but also present women also create her role for society because I think a woman have an emotion power s which are not a man easily understand so with my view I want to say that a woman can do best for society, and trying hard to improve the social status. Increased knowledge and education has inspired women to come out of the four walls of the home which

are made by society. Most of the woman actively supported and participated in the nationalist activities and secured. Now the spread of education, especially that of women, and with that the changing social attitudes of educated women have changed the order And if a woman think for doing something then it can be easily done.

#### **Women's role in politics:**

Education of women has not only helped them to become aware of the political problems, but they are slowly but surely becoming active participants in the political life. Present time we can see that Some are enrolling themselves as members of political parties, attending party meetings, conventions, and carrying out political programs. Some women are attaining having great influence political reputation gained by ability of their own and have become in pursuing an aim or policy instrumental in shaping the public opinion for the betterment of women's conditions in society.

#### **Participation of Women in Socio-economic activities:**

The woman in present times is entering into certain new fields that were unknown to the woman's of role-sets. These are the woman's participation in many field economic, political, and social life etc. The new thought woman strongly desires to enter into a work career because of the attention economic needs of the family. In middle class families, much special importance is given to the maintenance of high standard of living. To fulfill the economic needs of the family and to achieve higher standard of living the woman participates in economic activities. The report finds that women

#### **CONCLUSION**

We can conclude that many of ways of measuring women's entrepreneurship, both at the individual level and at the firm level. We find that women entrepreneurs have most important role in the economy, women ability to create jobs for themselves and to create jobs for others. Indian women play an important role in any-economic progress of the country. Our women entrepreneurs are not only an entrepreneur but also good social welfare workers, scientists, politicians and economist.

Women are leading the way for brighter future. Women in urban and rural areas should be given good opportunities so that they can bring about positive social change and contribute for growth of the country. The report finds that women entrepreneurs play an important role in the entrepreneurial economy. Self-employment represents one of the most important job opportunities for women. Women play a decisive role in initiating the advancement and growth of any society, in nations across the world the role of Women entrepreneur in economic development is also being identified and steps are being taken to. Further the progress of women entrepreneurship though there are several factors contributing to the process of coming into view of women as entrepreneurs. the a method for the women moving into entrepreneurial activity thus contributing to the social and economic development, that is help in gaining equality and equal importance for themselves.

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