

## Entrepreneurship: A Roadway towards Women's Empowerment

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### ABSTRACT

Women's empowerment is a transformative process aimed at achieving gender equality by ensuring equal access to education, employment, and decision-making opportunities. Despite significant progress, the paper identifies persistent and complex barriers—cultural, social and economic—that continue to impede full gender parity globally. This research paper explores the socio-economic development leads to women's empowerment through women entrepreneurs. Using a mixed-method approach, the study analyses the impact of education, policy reforms, and government initiatives on women's participation in various sectors. The paper concludes by emphasizing the need for education and economic resources to women entrepreneur to achieve sustainable and meaningful empowerment.

**Keywords:** *Entrepreneurship, Empowerment, Sustainable development*

In recent decades, entrepreneurship has emerged as one of the most significant catalysts for women's empowerment across the globe. It provides women with opportunities not only to generate income, but also to challenge traditional social norms, build self-confidence, and take leadership roles within their communities. As societies increasingly recognize the value of gender-inclusive economic growth, women's entrepreneurship is being acknowledged as a powerful tool for social transformation and sustainable development.

One of the primary ways entrepreneurship empowers women is by fostering financial independence. When women start their own businesses—whether home-based ventures, digital enterprises, or large-scale industries—they gain control over financial resources and decision-making. Economic independence reduces women's vulnerability to discrimination, domestic pressures, and socio-cultural restrictions. It allows them to invest in education, healthcare, and improved living conditions for themselves and their families, thereby creating a cycle of empowerment.

Entrepreneurship also enhances women's social status and voice within society. Women entrepreneurs often become role models within their communities, proving that leadership and innovation are not limited by gender. By stepping into entrepreneurial roles, women challenge stereotypes and inspire others to pursue their ambitions. This shift strengthens gender equality and helps dismantle long-standing barriers that have traditionally restricted women's participation in the workforce and public life.

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Moreover, the rise of digital technology has made entrepreneurship more accessible to women than ever before. Online platforms, e-commerce, and social media enable women to launch and scale businesses from home, balancing work with family responsibilities. Digital entrepreneurship especially benefits women in rural or conservative regions by providing a doorway to global markets without requiring physical mobility. As a result, women are increasingly participating in sectors once dominated by men, contributing to innovation and economic diversification.

## **REVIEW OF LITERATURE**

**Spandana et.al. (2025)** has concluded that women entrepreneurs in Telangana are becoming empowered with greater policy support, training, and ICT adoption which facilitate their advancement. It contributing to inclusive and sustainable regional development.

**Tomar (2025)** have indicated that Indian women entrepreneurs are more self-aware and risk taker due to financial literacy and increased education level. Now women entrepreneurs in India owned mainly micro enterprise and he also found that first generation women engaged in such business.

**Jainendra Kumar, V. (2014)** have studied that there are various opportunities and challenges for Women Entrepreneurship Development in Micro Small and Medium Enterprise. He has explored that rewards for starting a small business, myths about small businesses, new opportunities, four forms of entrepreneurship, identification practices among first generation can attract more women to an entrepreneur.

**Raj et.al. (2024)** has explained that women entrepreneurship can increase the gender equality and offer practical insights, development organizations, and politicians working to promote and expand women's entrepreneurship programs globally will have the knowledge and tools necessary to carry out their duties efficiently. Entrepreneurial drive among women entrepreneurs prompts them to secure psychological freedom which consequently makes them feel empowered (*Lalitha, 2018*). **Mantok (2016)** explained that women are actively involved in collective entrepreneurial activities to secure financial and personal empowerment in developing economies.

### ***Objectives of the study***

- To find out the issues and challenges of women entrepreneurship.
- To know the importance of Entrepreneurship towards Women's Empowerment

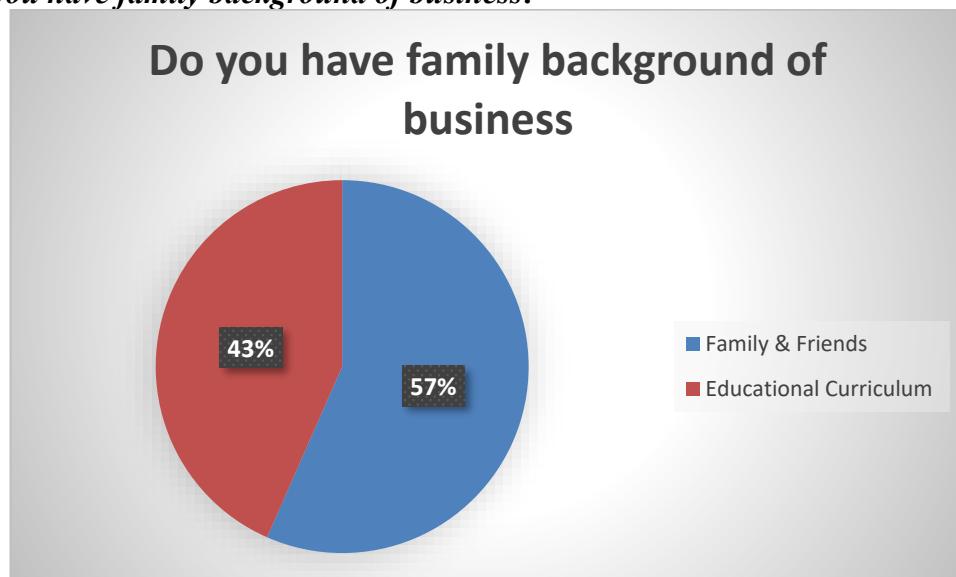
## **RESEARCH METHODOLOGY**

In this study Primary data have used. Total 100 Primary data are collected through using google form after forming a structure questionnaire and samples are collected from different women entrepreneur around different blocks of South 24-Parganas district, West Bengal. The samples are collected in the month of January to April 2025. Research designs are made such a way to collect regarding the attitude of doing business. Secondary data are taken from scholarly articles from peer-reviewed journals, Policy papers, reports, Case studies on women entrepreneurs in developing economies.

### Data Analysis

**Figure 1: Do you have family background of business?**

Yes	39
No	61



Source: Researcher own calculation using Primary Data.

Out of 100 respondents 39 respondent have positively replied that they have family background of business.

**Table 1: Sufficient Knowledge of Entrepreneurship**

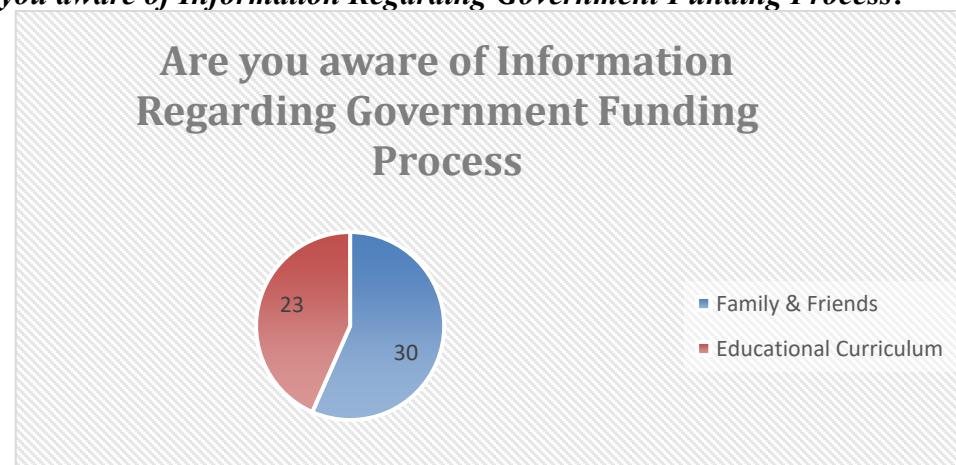
Knowledge of Entrepreneurship	Frequency	Percentage
Yes	43	43%
No	57	57%
<b>Total</b>	<b>100</b>	<b>100%</b>

Source: Researcher own calculation using Primary Data.

From the above table No 1. it can be concluded that 43% of respondent having sufficient knowledge of Entrepreneurship where as 57% of the responded do not know anything regarding entrepreneurship.

**Figure 2: Are you aware of Information Regarding Government Funding Process?**

Yes	31
No	69



Source: Researcher own calculation using Primary Data.

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Out of 100 positive respondents 31% are aware about the government funding process regarding start up new businesses, while 69% of them are not aware about the information.

**Figure 3: Your Source of knowledge regarding Entrepreneurship?**

Family & Friends	30
Educational Curriculum	23
Newspaper and Government Projects	47

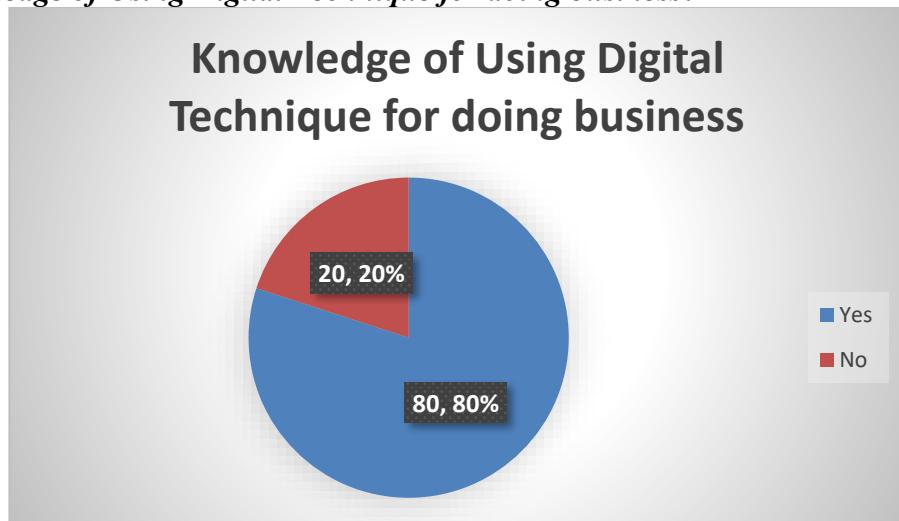


Source: Researcher own calculation using Primary Data.

Out of 100 positive respondents 30% gather information regarding entrepreneurship from family and friends, 23% received information from educational curriculum while 47% received knowledge from government initiatives.

**Figure 4: Knowledge of Using Digital Technique for doing business?**

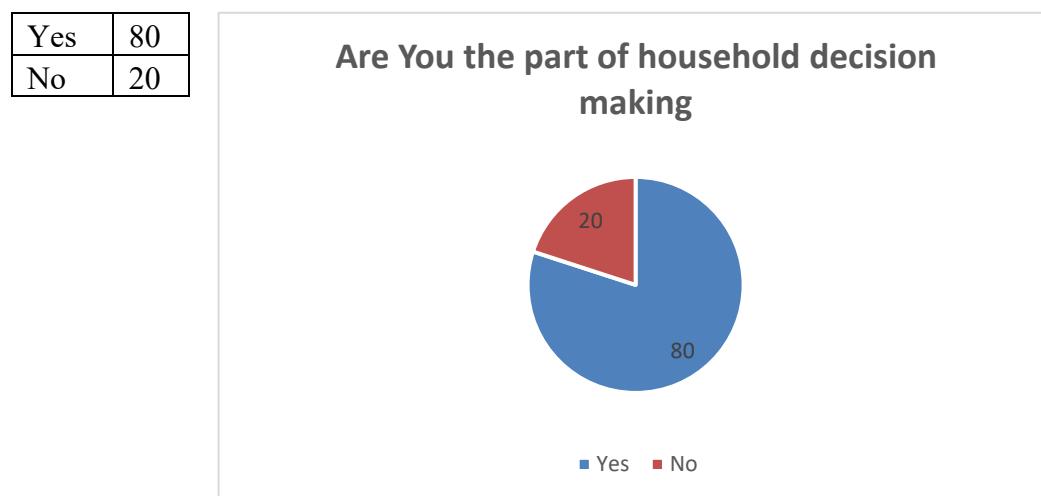
Yes	29
No	71



Source: Researcher own calculation using Primary Data.

Out of 100 positive respondents only 29% have the knowledge of digital techniques while 71% do not have sufficient knowledge of digital technique of doing business in modern era

**Figure 5: Are You the part of household decision making?**



Source: Researcher own calculation using Primary Data.

Out of total 100 respondents 80% are directly part of household decision which signify social status have influenced for financial empower women whereas 20 % did not get part of household decision making.

**Table 2: Family Financial support for start-ups**

Family Financial support for start business	Frequency
Yes	42
No	58
<b>Total</b>	<b>200</b>

Source: Researcher own calculation using Primary Data.

From the above table 2 it can be shown that only 42% of respondent have received financial support from family while 58% of the respondent do not get any financial support from family as new entrepreneur.

### Chi-Square Test

- To assess the relationship between technical Knowledge and other information of setting business as an entrepreneur
- H01: There is no relationship between the technical Knowledge and other information of setting business as an entrepreneur.

**Table 3: Chi-Square Tests**

	Value	df	Asymp. Sig. (2- sided)
<b>Pearson Chi-Square</b>	125.223 <sup>a</sup>	4	.000
<b>Likelihood Ratio</b>	133.215	4	.000
<b>Linear-by-Linear Association</b>	44.583	1	.000
<b>N of Valid Cases</b>	100		

Source: Researcher own calculation using SPSS

The above tables give the result of Chi-Square test of association of attributes between the technical Knowledge and other information of setting business as an entrepreneur. Several Statistics are reported here but the most commonly used is the Pearson Chi-Square. In Table

3 the p-Value is less than 0.05 percent level of significance. Therefore, the null hypothesis is rejected. In other words, there seems to be a relationship between technical Knowledge and other information of setting business as an entrepreneur.

- **To Assess the Degree of Relationship between women entrepreneur with empowerment**
- **H02:** There is no significant relationship between women entrepreneur with empowerment

**Table 4: Chi-Square Tests**

	<b>Value</b>	<b>df</b>	<b>Asymp. Sig. (2- sided)</b>
<b>Pearson Chi-Square</b>	87.508 <sup>a</sup>	4	.000
<b>Likelihood Ratio</b>	55.214	4	.000
<b>Linear-by-Linear Association</b>	34.186	1	.025
<b>N of Valid Cases</b>	100		

*Source: Researcher own calculation using SPSS*

The above tables give the result of Chi-Square test of relationship women entrepreneur with empowerment. Several Statistics are reported here but the most commonly used is the Pearson Chi-Square. In above table no 4 the p-Value is less than 0.05 percent level of significance. Therefore, the null hypothesis is rejected. In other words, there seems to be a significant relationship between women entrepreneur with empowerment

#### **Findings:**

- 39% of respondent have business family background
- 43% of the respondent have sufficient knowledge regarding entrepreneurship.
- Only 31% of the respondent having knowing of government funding scheme to carry on business.
- 29% of responded have knowledge of use of modern technique for doing business.
- Maximum women get information from government schemes.
- There is a strong association between women entrepreneur are empowered.
- Overall, there are very close relationship between technical knowledge and other information of setting up a business as entrepreneur.
- They need more Government initiatives to get them empower in other way also.

## **CONCLUSION**

Entrepreneurship has transformational potential to empower women economically, socially, and institutionally. While many women entrepreneurs enjoy moderate empowerment today, the full potential of women-led entrepreneurship is yet to be realized. Addressing structural, cultural, and policy-level barriers will be crucial in scaling up women's entrepreneurial participation and impact.

By investing in supportive ecosystems, leveraging technology, and promoting inclusive policy frameworks, societies can harness the power of women's entrepreneurship—not only for individual empowerment but also for broader economic growth and social equity.

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### ***Acknowledgment***

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### ***Conflict of Interest***

The author(s) declared no conflict of interest.

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