

EVALUATING THE IMPACT OF GOVERNMENT POLICIES ON WOMEN ENTREPRENEURSHIP

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ABSTRACT

This study explores the role of government policies in promoting women entrepreneurship in Delhi NCR, focusing on initiatives such as Mudra Yojana, Stand Up India, and the Women Entrepreneurship Platform (WEP). The Startup India initiative has introduced several programs to foster entrepreneurship by simplifying business regulations, providing financial assistance, and ensuring a supportive ecosystem for startups. These schemes provide financial assistance, mentorship, and networking opportunities to support women in starting and expanding their businesses. The research analyzes how government support influences business growth and whether women entrepreneurs find financial aid programs accessible and beneficial. While many acknowledge the positive impact of these initiatives, challenges such as bureaucratic complexities and limited awareness persist.

Keywords: Women Entrepreneurship, Government Policies, Financial Assistance, Mentorship, and Networking Opportunities

1. INTRODUCTION

Entrepreneurship is the process of identifying, developing, and managing a business venture to generate profit while taking on financial risks. It involves innovation, problem-solving, and the ability to recognize market opportunities. Entrepreneurs play a crucial role in economic development by introducing new products, services, and business models, fostering competition, and creating employment opportunities. Successful entrepreneurship requires a combination of creativity, strategic thinking, leadership, and resilience. In today's rapidly evolving economy, entrepreneurship extends beyond traditional business ventures to include social enterprises, tech startups, and sustainable business models that address global challenges.

Women entrepreneurs are individuals or groups of women who establish and operate their own businesses. In other words, they are self-employed professionals who initiate and manage enterprises, actively participating in economic activities. Traditionally, women were confined to domestic responsibilities and had limited socio-economic independence. However, in the present day, they are making significant strides across various industries, generating employment opportunities for both themselves and others.

The Government launched the 'Startup India Initiative' on January 16, 2016, with the objective of fostering a strong ecosystem to promote India's startup culture. This initiative aims to accelerate economic growth, encourage entrepreneurship, and create widespread employment opportunities. A key focus of the program is to empower women entrepreneurs by implementing supportive policies, initiatives, and networking opportunities. Under this initiative, entities meeting the eligibility criteria outlined in the G.S.R. notification 127 (E) dated February 19, 2019, are officially recognized as startups by the Department for Promotion of Industry and Internal Trade (DPIIT).

The Startup India initiative has introduced several programs to foster entrepreneurship by simplifying business regulations, providing financial assistance, and ensuring a supportive ecosystem for startups. These initiatives have played a crucial role in reducing bureaucratic hurdles, promoting access to funding, and creating an environment conducive to business growth. By addressing financial barriers, startups can secure necessary investments and credit guarantees, enabling them to focus on innovation and expansion. Additionally, regulatory reforms have been instrumental in improving the ease of doing business, making it simpler for entrepreneurs to navigate legal requirements and operate efficiently.

Another significant aspect of these programs is their role in facilitating market access and protecting intellectual property. By streamlining procurement processes and allowing startups to participate in government tenders without prior experience or turnover requirements, these measures create equal opportunities for emerging businesses. Furthermore, intellectual property protection ensures that startups can safeguard their innovations through expedited patent and trademark processing while benefiting from financial incentives. Collectively, these initiatives contribute to the long-term sustainability of India's startup ecosystem, fostering economic growth and innovation across various sectors.

Women Entrepreneurship Platform have empowered women to establish and expand their businesses. However, challenges such as bureaucratic hurdles and limited awareness still persist. Strengthening policy implementation, streamlining financial processes, and enhancing networking opportunities can further support women entrepreneurs. A well-structured entrepreneurial ecosystem will ultimately drive economic growth and foster women's empowerment in the region.

2. REVIEW OF LITERATURE

Jennings & Brush (2013) in their extensive review traced the progression of research on women entrepreneurship over thirty years. They identified significant themes, such as the deep connection between entrepreneurship and family dynamics, as well as the pursuit of objectives that extend beyond financial success.

Chikara & Lal (2016) highlighted that the startup action plan is designed to minimize state intervention in policy decisions, allowing the startup ecosystem to operate independently of bureaucratic hurdles. It aims to remove barriers such as land approvals, foreign investment regulations, and environmental clearances.

Rawat (2019) emphasized that the Startup India initiative is a significant program aimed at promoting entrepreneurship and strengthening the economy. The Indian government has introduced multiple measures to support businesses, with banks playing a pivotal role.

Saha *et al.* (2020) examined government programs such as the Pradhan Mantri Mudra Yojana (PMMY) and found that these initiatives played a crucial role in improving credit accessibility for women entrepreneurs in India.

Singh & Dubey (2023) highlight the crucial role of government initiatives in addressing the challenges faced by women entrepreneurs in India. Their research seeks to identify the primary factors that encourage more women to enter entrepreneurship and provides relevant recommendations to support their growth and success in the business landscape.

3. OBJECTIVE OF THE STUDY

- To analyze the role of government policies in promoting the entrepreneurship for women in Delhi NCR.

Primary Data

In the present research study the primary data has been collected from women entrepreneurs selected from Delhi- NCR.

Analysis Related to Role of Government Policies in Promoting the Entrepreneurship for Women in Delhi NCR

Table 1: Table showing the response related to role of government policies in promoting the entrepreneurship for women in Delhi NCR

S. No.	Questions	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
1	Government support plays a crucial role in encouraging more women to start their own businesses.	65 (17.1%)	208 (54.74%)	39 (10.26%)	51 (13.42%)	17 (4.48%)
2	Government schemes like Mudra Yojana, Stand Up India and Women Entrepreneurship Platform (WEP) have helped women entrepreneurs in business growth.	73 (19.22%)	190 (50%)	45 (11.85%)	60 (15.78%)	12 (3.15%)
3	Do you personally benefited from government financial assistance schemes for women entrepreneurs.	68 (17.9%)	212 (55.78%)	42 (11.05%)	43 (11.32%)	15 (3.95%)
4	The process of accessing government financial support (grants, subsidies) for women entrepreneurs is simple and hassle-free.	84 (22.1%)	153 (40.26%)	55 (14.48%)	64 (16.85%)	24 (6.31%)
5	There are sufficient networking and mentorship opportunities available through government programs to help women entrepreneurs.	72 (18.95%)	148 (38.95%)	60 (15.78%)	77 (20.27%)	23 (6.05%)

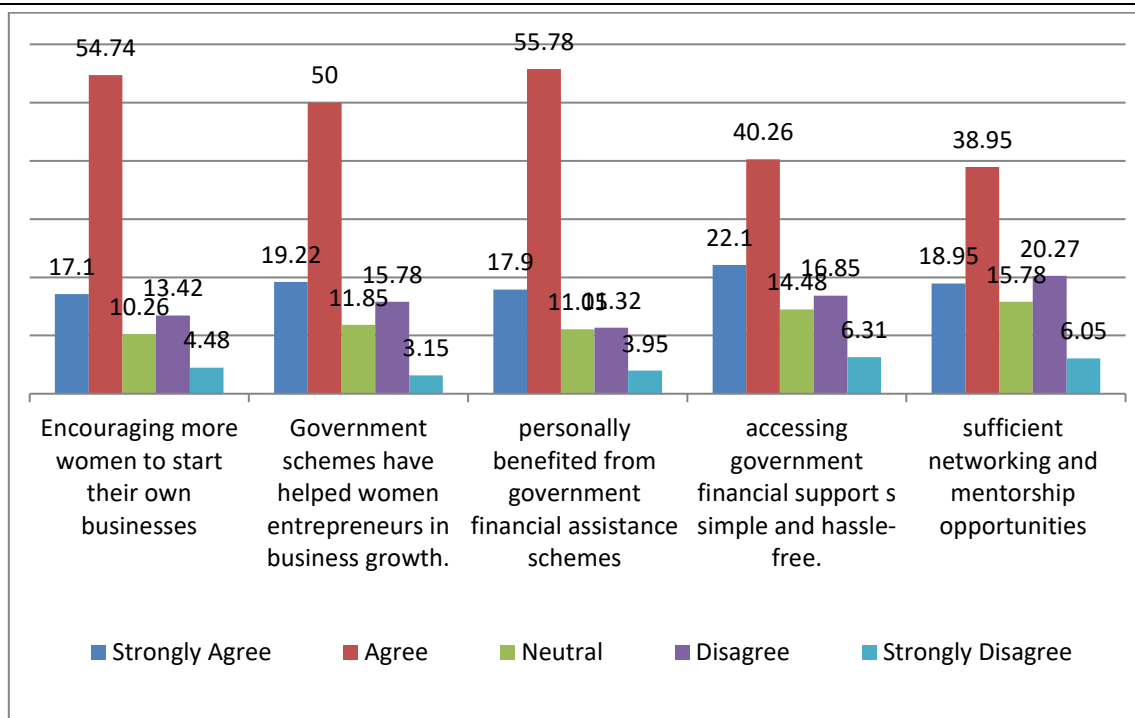


Figure 1: Table showing the response related to role of government policies in promoting the entrepreneurship for women in Delhi NCR

Analysis: 1. The analysis of responses regarding the role of government support in encouraging women to start their own businesses highlights a strong agreement among respondents. A majority, 54.74%, "Agree" with the statement, while an additional 17.1% "Strongly Agree," indicating that government policies, financial assistance, and skill development programs are widely recognized as essential for fostering women's entrepreneurship. However, 10.26% of respondents remain "Neutral," suggesting that while they acknowledge the role of government support, they may not have directly benefited from it or may perceive other factors as more influential. On the other hand, 13.42% "Disagree" and 4.48% "Strongly Disagree," reflecting concerns about the accessibility, effectiveness, or implementation of government schemes.

2. The analysis of responses regarding the impact of government schemes such as Mudra Yojana, Stand Up India, and the Women Entrepreneurship Platform (WEP) on women entrepreneurs' business growth indicates a generally positive perception. A majority, 50%, "Agree," while an additional 19.22% "Strongly Agree," highlighting that these initiatives have played a crucial role in providing financial assistance, mentorship, and business development opportunities for women entrepreneurs. However, 11.85% of respondents remain "Neutral," suggesting that while they recognize the existence of these schemes, they may not have directly benefited from them or are uncertain about their impact. On the other hand, 15.78% "Disagree" and 3.15% "Strongly Disagree," indicating that some women entrepreneurs may have faced challenges in accessing these benefits, such as bureaucratic hurdles, limited awareness, or inadequate support.

3. The analysis of responses regarding personal benefits from government financial assistance schemes for women entrepreneurs indicates a predominantly positive experience. A significant 55.78% of respondents "Agree," while an additional 17.9% "Strongly Agree," suggesting that a majority have successfully accessed and benefited from financial aid programs designed to support women in business. However, 11.05% remain "Neutral," indicating uncertainty or a lack of direct experience with these schemes. On the other hand, 11.32% "Disagree" and 3.95% "Strongly Disagree," highlighting that some women entrepreneurs have faced challenges such as difficulties in obtaining funding, lack of awareness, or bureaucratic obstacles.

4. The analysis of responses regarding the simplicity and accessibility of government financial support for women entrepreneurs shows a generally positive outlook. 22.1% of respondents "Strongly Agree," indicating that they find the process straightforward and hassle-free. Additionally, 40.26% "Agree," suggesting that a significant portion of women entrepreneurs perceive the system as accessible and manageable. However, 14.48% remain "Neutral," implying that they may not have personally interacted with the process or have mixed opinions about its ease of access. On the other hand, 16.85% "Disagree," and 6.31% "Strongly Disagree," highlighting that some entrepreneurs face difficulties such as bureaucratic delays, complex eligibility criteria, or lack of proper guidance.

5. The analysis of responses regarding the availability of networking and mentorship opportunities for women entrepreneurs through government programs presents a mixed perspective. 18.95% of respondents "Strongly Agree," indicating that they find sufficient support in terms of mentorship and networking. Additionally, 38.95% "Agree," suggesting that a considerable portion of women entrepreneurs believe these opportunities exist and are beneficial. However, 15.78% remain "Neutral," implying uncertainty or lack of direct experience with such programs. On the other hand, 20.27% "Disagree," and 6.05% "Strongly Disagree," highlighting that a notable section of respondents feel that the available mentorship and networking initiatives are inadequate or ineffective.

4. CONCLUSION

The findings highlight a generally positive perception of government support in promoting women entrepreneurship in Delhi NCR, with a majority of respondents acknowledging the role of financial assistance schemes, mentorship programs, and policy initiatives. Programs like Mudra Yojana, Stand Up India, and the Women Entrepreneurship Platform (WEP) have played a crucial role in empowering women by providing financial aid, skill development, and business growth opportunities. However, a segment of respondents remains neutral or skeptical, suggesting that while these schemes exist, accessibility and effectiveness vary. Challenges such as bureaucratic delays, lack of awareness, and eligibility constraints still hinder some women from fully benefiting from these initiatives.

While financial assistance and business support have been widely appreciated, the findings indicate that networking and mentorship opportunities remain areas for improvement. A notable percentage of women entrepreneurs feel that existing mentorship and networking programs are either inadequate or difficult to access, potentially limiting their ability to expand and sustain their businesses. Addressing these gaps through enhanced awareness campaigns, streamlined application processes, and stronger mentorship networks can further strengthen women's entrepreneurial success. By refining policy implementation and ensuring wider accessibility, the government can create a more inclusive and supportive ecosystem for women entrepreneurs, driving long-term economic growth and empowerment.

5. REFERENCES

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