



# International Journal of Research in Management

ISSN Print: 2664-8792  
ISSN Online: 2664-8806  
Impact Factor: RJIF 8  
IJRM 2023; 5(2): 221-225  
[www.managementpaper.net](http://www.managementpaper.net)  
Received: 09-09-2023  
Accepted: 16-10-2023

**Tushar Bagri**  
LLM, Amity University, AUH,  
Gurugram, Haryana, India

**Dr. Sunil Kumar**  
Associate Professor,  
DDUC, University of Delhi,  
New Delhi, India

**Kanchan Bagri**  
Research Scholar, Institute of  
Management Studies and  
Research, Maharshi Dayanand  
University, Rohtak, Haryana,  
India

**Corresponding Author:**  
**Tushar Bagri**  
LLM, Amity University, AUH,  
Gurugram, Haryana, India

## A review on women entrepreneurship for achieving sustainable development goal with special reference to Haryana

**Tushar Bagri, Dr. Sunil Kumar and Kanchan Bagri**

**DOI:** <https://doi.org/10.33545/26648792.2023.v5.i2c.114>

### Abstract

India is a long-standing nation steeped in cultural traditions, where women have historically held significant roles. Its population is largely made up of women. Even if persecution, despotism, and a lack of resources hindered women's advancement during foreign control, we can all still recall the dialogue "Mhari Choriya Choro se kam hai ke." The aim of the Decade of Action to Achieve the Sustainable Development Goals (SDGs) is to improve living conditions worldwide by 2030. Gender equality and the empowerment of all women and girls are essential SDGs. With particular reference to Haryana, this article will attempt to emphasize the situation and difficulties faced by women entrepreneurs (WE), who would be essential to the fulfilment of the Sustainable Development Goals. It will also attempt to address these issues by offering potential solutions. In order to come at a conclusion, the researcher reviewed the literature and employed secondary data.

**Keywords:** Women entrepreneurs, sustainable development goals

### Introduction

India is a long-established nation with strong cultural traditions and values, where women have always occupied a significant role. There are a lot of girls living there. Sadly, oppression, tyranny during foreign rule, and a lack of amenities prevented women from advancing. Even though their circumstances improved after they gained freedom, their overall empowerment did not progress quickly for many years. One major barrier preventing women from advancing is poverty. With high-quality education and skill development, women's progress can be accelerated generally. The wheels will start turning for their long-term social and financial empowerment with the help of technologies, market facilities, banking relationships, and the growth of agro processing enterprises throughout the entire nation.

Despite all obstacles and difficulties, Indian women are vivacious, imaginative, and fervently committed to reaching greater heights of achievement in their life! Indian Nobel laureate Rabindranath Tagore remarked, "Because we, women, are not only the deities of the household fire, but the flame of the soul itself." Since the beginning of time, women have inspired humanity and are wonderful examples of the never-say-die mentality. The Sustainable Development Goals (SDGs) Decade of Action has started, and its objective is to improve living conditions worldwide by 2030. Another crucial SDG is gender equality and the empowerment of all women and girls. A sustainable future depends on women's involvement in vital fields including managing the climate crisis, protecting and preserving the environment, and promoting inclusive economic and social growth, with a focus on people from marginalized and disadvantaged social groups. According to the 6th Economic Census, the country has 8.05 million female entrepreneurs. In 2011, Radhika was a co-founder of Shopclues, an online marketplace for unstructured categories including kitchen and home goods and everyday utility items. She was the first female Indian entrepreneur to become a member of the Unicorn Club. Smita Deorah founded LEAD School; Divya Gokulnath started Byju's; Radhika Ghai founded ShopClues; and Rajoshi Ghosh founded Hasura, among other unicorns. 2022's DATTATRAYA.

**Women entrepreneurship: concept and meaning**

When women make up 50% of the workforce and own 51% of the stock, the business is considered a women's enterprise. Without a doubt, the Government of India's main initiative for women's empowerment is Women Entrepreneurship, which promotes employment possibilities for women in both rural and urban areas. Sanchita, 2013 <sup>[6]</sup>.

Whether a country is developed or still developing, entrepreneurship is crucial to its overall development. Women entrepreneurs are engaged in an economic activity that offers a platform to individuals who are willing to take calculated risks, take initiative, combine resources in an efficient way, manage available resources effectively, and can withstand the uncertainties that come with operating a business. AULAKH, 2019 <sup>[4]</sup>.

Numerous women in India have achieved prominence or leadership roles and are now at the top of their professions, including scientists, engineers, business owners, police officials, industrialists, entrepreneurs, and airline pilots. Women must, however, overcome extra obstacles in order to have equal access to the labor market, control over financial resources, and prospects for entrepreneurship. The Entrepreneurship Development Process for Women in India is becoming more widely acknowledged as a significant untapped source of economic growth since female entrepreneurs open up new career choices and pathways for women to achieve economic independence SHAH, (2013) <sup>[5]</sup>.

**Objective of the paper**

1. To investigate the state and contributing factors of women's entrepreneurship for sustainable development, with particular emphasis on Haryana.
2. To look into the main obstacles faced by female entrepreneurs, paying particular attention to Haryana.
3. Recommendations for enhancing female entrepreneurs' contributions to sustainable development, with a focus on Haryana.

**Research methodology**

The secondary sources included in this study include books, published reports, journal articles, and published reports.

**Literature review**

Numerous studies have been done on the subject, with a focus mostly on status, the role that factors play, the main obstacles that need to be overcome, and the promotion and development of women entrepreneurs in India. The report identifies the status, contributing factors, and significant obstacles that the WE faced.

**Status and factor responsible for women entrepreneurs for strengthening SDGs in Haryana**

The NITI Aayog SDG India Index 2020–21 lists Haryana as one of the top states in the nation. With a 10-point gain in score from 2019 to 2020–21, Haryana is in the lead. Each state has been given development priority for the SDG Index, which has 17 targets to help reach the desired outcomes. In the state, every need set forth to meet the SDG Goals by 2030 is being phased in. Haryana is always striving to meet the social, economic, and environmental objectives listed in the Economic Survey 2021–2022, which Union Finance Minister Nirmala Sitharaman submitted to Parliament. News Service Tribune (2022) <sup>[2]</sup>.

Rani and Sinha, (2016) <sup>[3]</sup> Data was gathered from 200 respondents, with the sample consisting of women entrepreneurs in rural District Jind, Haryana (India). The descriptive-cum-exploratory study employed the survey questionnaire. Using a non-probability convenient sampling technique, 200 women entrepreneurs who are categorized based on their age, residential status, marital status, income group, educational attainment, scale of business, and type of business are included in the sample. After analysis, it was discovered that there are a number of issues, including psychological barriers, a weak bargaining position, a lack of experience and knowledge, a lack of support from society, harassment, a lack of awareness about credit facilities for women, a lack of infrastructure, stringent regulations and policies, drawing in clients, and a lack of marketing skills (India).

Manju, (2017) <sup>[9]</sup> Analysing the situation of women entrepreneurs in Haryana was the study's primary goal. It was noted that the current situation is changing quickly due to technological advancements, modernization, urbanization, education, and development. Women's entrepreneurial opportunities skyrocketed in such conditions. Without a doubt, the wealth of the family and the country as a whole rise as a result of women becoming entrepreneurs. Women need to feel supported and encouraged by their families, the government, society, their male peers, and so forth. They can integrate into the national economy and support economic growth if given the proper support from the different organizations listed above. The state and federal governments have shown great initiative in implementing the different schemes and programs mentioned above; but, due to some administrative and geographical barriers, the pathway is not directing women's entrepreneurship in the intended direction.

2022's DATTATRAYA Several efforts have been introduced by the central government to promote entrepreneurship in the nation, spearheaded by Prime Minister Shri Narendra Modi ji. The foundation of the 'Stand-Up India' programme is an acknowledgement of the challenges that women, SC, and ST entrepreneurs encounter when starting their enterprises and when trying to get loans and other forms of support that they occasionally need to be successful in business. We now have a Women Entrepreneurship Platform, a flagship project of NITI Aayog. It is a unique, all-inclusive platform that connects women from all backgrounds and gives them access to a multitude of information, learning opportunities, and support. Responding to the query: "What makes female startups in particular, and startups in general, important to us?" By 2030, women-owned businesses will generate 150–170 million new employment, predict Bain & Company and Google. Official estimates state that between 2018 and 21 startups created around 5.9 lakh jobs. Although there may have been a chance lost in the past, something needs to be done about it right now. An intentional attempt is made to sow the seeds of entrepreneurship from the outset under the new National Education Policy-2020. In just one week, from September 6–12, the Union Ministry of Rural Development lent Rs. 8 crore and 60 lakhs from the Community Enterprise Fund to 2,614 self-help group entrepreneurs as part of the Azadi Ka Amrit Mahotsav. Through Self-Help Groups (SHGs), women are not only empowering themselves but also safeguarding the sustainability of our economy. With ongoing financial assistance from the

governments, their commitment to Aatma Nirbhar Bharat is increasing daily. The number of women's self-help groups (SHGs) has increased during the past six to seven years. Currently, the nation has 70 lakh SHGs.

### **Challenges faced by Women Entrepreneurs for strengthening SDGs in Haryana**

SANCHITA, (2013) <sup>[6]</sup> the paper highlighted various problems and challenges faced by women entrepreneurs while running businesses in today's competitive world, which is both healthy and unhealthy. The study was based on primary data collected by the researcher through a survey of 210 women entrepreneurs in the small-scale sector in Haryana (from a list of 321 made available by the Directorate of Industries Haryana, Chandigarh) using a comprehensive interview schedule and the interview questionnaires covered socioeconomic profile, personality traits, and operational details. According to the study, women entrepreneurs face numerous problems and challenges in small-scale businesses. The primary issue that will face the small sector is unhealthy competition from various categories of enterprises, including MNCs, large, medium, small, and micro enterprises. The researcher discovered that the majority of women entrepreneurs were unaware of the various promotional programmes and policies announced by the government to assist them. Though highly educated women entrepreneurs are in high demand for matrimonial alliances because most business families want to take advantage of various schemes for women empowerment and subsidies, the matrimonial value is highest in pharmaceutical enterprises due to a 30% subsidy provision. Furthermore, encouraging women entrepreneurs necessitates a zero-interest rate instead of providing them with subsidies. The study suggested to solve the management problems of us in Haryana, particularly in SSIs, simple and systematic procedures at all administrative levels are required to ensure the planned benefits to needy women entrepreneurs are utilised optimally without underutilization or waste of scarce financial resources. And it was recommended to create Women Entrepreneurs Association to solve purpose of Cooperation among peers (rather than unhealthy competition) and socialisation among them.

Shah, (2013) <sup>[5]</sup> The purpose of this research was to examine the situation of women entrepreneurs in the country, identifying the constraints they face and the prospects for further expansion of this important sector, taking into account the non-trivial role that women entrepreneurs play in the economy. The study was carried out using a review of the literature and the collection of both primary and secondary data. Primary data were collected from 63 entrepreneurs from 12 Indian states using a structured questionnaire (sample frame provided by FICCI-FLO and ICECD). According to the study, women's entrepreneurship is an untapped source of economic growth in India that has received little policy attention thus far. According to the study, sociocultural factors are significant barriers to women's entrepreneurial activities, and balancing work and family life is also a challenge for the majority of female entrepreneurs. According to the study, support for starting a business came primarily from informal sources, with only a small proportion of women seeking assistance from government schemes and programmes.

Kumar, (2018) <sup>[7]</sup> the research that led to the paper is based on secondary data. The primary goal of this article was to investigate studies on women entrepreneurs and innovation in India, as well as to comprehend how innovation in entrepreneurship leads to the success and growth of an enterprise. It was discovered that effective steps are required at this time to provide entrepreneurial awareness, orientation, and skill development programmes to women. Entrepreneurship revival is the need of the hour, with an emphasis on educating the female population, spreading awareness and consciousness among women to outshine in the enterprise field, and making them realise their strengths, important position in society, and the significant contribution they can make to their industry as well as the entire economy. Women entrepreneurs must be properly moulded with entrepreneurial traits and skills to meet changes in trends, challenges in global markets, and be competent enough to sustain and strive for excellence in the entrepreneurial arena.

Aulakh, (2019) <sup>[4]</sup> the study was based on secondary sources and review of literature. The study's main goal is to examine the status of women entrepreneurs in Haryana in light of major research projects. As a result, it was observed that it is necessary for women entrepreneurs to be organised into some productive association that would cater to the needs of aspirants by identifying their potentials, developing markets for their initiatives, improving product quality, instilling skills and positively practising them for better performance. It enables women to make the best use of their abilities while making efficient use of available resources. The government has taken many initiatives, but women still face some challenges in proving themselves. Despite the fact that the growth rate of women entrepreneurs in India and the state of Haryana shows a positive trend, there is still a long way to go to maximise the available opportunities.

Kundu, (2020) <sup>[10]</sup> the research was carried out in the Haryana state district of Panipat. The data analysis is based on the responses of 60 respondents as sample size. The Research Methodology adopted Survey of Respondents using a well-structured questionnaire. The questionnaire was divided into three parts. The first section will collect demographic information from respondents such as gender, age, income, profession, and gender. The second section included a professional profile, such as the nature of the business, work experience, and the majority of closed-ended questions on various parameters. The third section discussed the factors that motivate men and women to become entrepreneurs on a seven-point scale. The data gaps in assessing the performance of SSI and WE were discovered, arguing for the need for continuous database updates at all levels of operation. During the study, the researcher noticed that the majority of women entrepreneurs are unaware of the various promotional programmes and policies announced by the government to assist them. Highly educated women entrepreneurs are in high demand for matrimonial alliances because most business families want to take advantage of various schemes for women empowerment and subsidies, and the matrimonial value is highest in pharmaceutical enterprises due to a 30% subsidy provision. Furthermore, encouraging women entrepreneurs necessitates a zero-interest rate instead of providing them with subsidies. Bank stake holdings can be increased to increase the economic viability of women enterprises by associating banking

manpower in every women enterprise. A proper pricing policy is required to bring efficiency, sufficiency, and equity to women-owned businesses. To fully realise the potential and continue the growth and development of women entrepreneurs, appropriate strategies for stimulating, supporting, and sustaining their efforts must be developed.

### **Suggestions for Strengthening of us for Achievement of SDG in Haryana**

SHAH, (2013) <sup>[5]</sup> recommended and suggested for Promoting Women's Entrepreneurship that role of Government on part of overall policy direction can be specifically aiming at women entrepreneurs for example the Indian government enacted the National Policy for Women's Empowerment in 2001, on part of Policy Evaluation and Improvement can be a national entrepreneurship mission to ensure gender equality, Assistance and public awareness by NGOs and GOs and Procedural Simplification can be ensured. The BDS provider's responsibility is to guarantee that local microcredit programs for women-owned enterprises are made accessible. To talk about the challenges and issues that women encounter in their enterprises, all-India forums for women entrepreneurs ought to be created. The importance of assisting organizations in giving WE access to the market, capital, infrastructure, social services, and technology should be emphasized. In addition, NGOs and FLO (FICCI Ladies Organization) play a role in providing training and information dissemination, respectively. Finally, and certainly not least, measures to break down sociocultural barriers need to be implemented. Only then can we guarantee a conducive environment for ourselves.

Haryana vision document 2030, (2017) <sup>[8]</sup> In order to achieve the SDG 8: Decent Work and Economic Growth, the strategy framed suggest that firstly, framework of special schemes will be designed in the policy and programming arena to promote and foster women entrepreneurs, such as special interest rate rebates, reservations for industrial plots, and the establishment of skill development centres specifically for women entrepreneurs. Additionally, uphold the rights of employees and encourage an atmosphere of safety and security for all workers, including migrant laborers, particularly those who are women and have insecure employment. Thirdly, by 2030, all women and men—including youth and those with disabilities—should have full and productive employment, dignified work, and fair compensation for equal labor. Therefore, women entrepreneurs may have a look at this vision document 2030.

Sanchita, 2013 <sup>[6]</sup> It was suggested in the form of an opinion that since child labor is illegal but rarely enforced in India, the definition of a child should be changed to 10 years old instead of 14 years old. This is because a girl who is older than 10 can work part-time in a women's enterprise to pay for her education, and today's child wants to be independent and educated. Also, since they are not organized in the state, it was suggested that they establish a Women Entrepreneurs Association in order to promote peer cooperation—as opposed to unhealthy competition—and social interaction. This could give them a platform to voice their shared concerns and influence policymakers to create laws that support an environment that is supportive of entrepreneurship. So, emphasis shall be given education and forum creation for empowering us.

Rani and Sinha, 2016 <sup>[3]</sup> It was recommended that female company owners seek out new markets, build their networks, contact experts, and launch their companies with sufficient capital. The most crucial thing is that initiatives and policies supporting women in business should be carried out truthfully.

Kundu, 2020 <sup>[10]</sup> the government's policy for the development of entrepreneurship consists of the first is that the Entrepreneurship Development Programme (EDP) is intended especially for the younger generation of entrepreneurs. Second, by offering subsidies ranging from 25 to 35 percent of the project cost in urban and rural areas, respectively, the Prime Minister's Employment Generation Programme (PMEGP), which was introduced in 2008–09, also gives priority to men and women in both urban and rural areas. Thirdly, the Government of India's Ministry of Women and Child Development is crucial to the general advancement of women and helps them take charge of their own lives. The National Mission for Women's Empowerment (NMEW) was established in March 2010. Fourth, women's programs include the Support to Training and Employment Programme (STEP) and the Rajiv Gandhi Scheme for Empowerment of Adolescent Girls - Sabla. "Sabla" was introduced in 2010 as a part of the National Skill Development Program with the objective of giving girls 16 years of age and older vocational training. "STEP" has been in operation since 1986–1987 with the aim of providing marginalized and asset-less women around the nation with long-term employment and income generating. So, the women entrepreneur may take benefit of these schemes & policies and they may remain aware of these.

### **Conclusion of the study**

The study reveals that women entrepreneurs encounter a range of obstacles, such as unfavourable competition from different business sectors, such as multinational corporations, small, medium, and micro enterprises, fair access to the labor market, authority over financial resources, rural infrastructure, and social services. One of the biggest problems WE are having is that they are further uninformed of the different promotional programs and policies introduced by the government to aid them. To encourage us on part of Financial Institution instead of providing them with subsidies, they should have a zero-interest rate and establishment of skill development centres specifically for women entrepreneurs. The steps should be taken to remove socio cultural barriers by creating awareness such as Prime Minister Narendra Modi launched the 'Beti Bachao Beti Padhao' scheme in January 2015 which is serving purpose of improvement of sex ratio in Haryana evident from Fifth National Family Health Survey (2020-2021) and educating the Girls. Looking at the Haryana vision document 2030, the government has set the targets and taken steps towards their achievements. Despite Haryana being one of the nation's leading states, the NITI Aayog SDG India Index 2020–21 suggests that the State and Central Government focus on Women Entrepreneurs as they may play a vital role in achieving the SDGs their 17 parameters as a whole as well. It is also observed that Haryana has the capacity and conducive environment for these WE looking at various Index and Economic Survey which researcher came across. Women Entrepreneurs by themselves or Government with assistance of NGOs and GOs help them organised into some productive association.

**References**

1. Dattatraya. Let women play a greater role in building New India; c2022.
2. Tribune News Service. Haryana leads in Sustainable Development Goals; c2022.
3. Rani J, Sinha SK. Barriers facing women entrepreneurs in rural India: A study in Haryana. *Amity Journal of Entrepreneurship*. 2016;1(1):86-100.
4. Aulakh R. Status of women entrepreneurship in Haryana: An analysis of challenges and future prospects. *Asian Journal of Multidimensional Research (AJMR)*. 2019;8(3):203-221.
5. Shah H. Creating an enabling environment for women's entrepreneurship in India; c2013.
6. Sanchita. Women Entrepreneurship in Haryana: Challenges and Problems, *Voice of Research*. 2013 June;2(1).
7. Kumar S. A Study on Women Entrepreneurship in Haryana: Their Development and Main Constraints. *International Journal for Research in Applied Sciences and Biotechnology*. 2018;5(6):21-25.
8. Haryana vision document 2030. Published by government of Haryana; c2017.
9. Manju S, Sagar N. Renewable energy integrated desalination: A sustainable solution to overcome future fresh-water scarcity in India. *Renewable and Sustainable Energy Reviews*. 2017 Jun 1;73:594-609.
10. Kundu JN, Venkat N, Babu RV. Universal source-free domain adaptation. In *Proceedings of the IEEE/CVF Conference on Computer Vision and Pattern Recognition*; c2020. p. 4544-4553.