



## JALANDHAR-A CITY OF OPPORTUNITY FOR WOMEN ENTREPRENEURS

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### Abstract

Despite making up half of the population of the nation, women's ascent as business owners has given the industry a fresh outlook. Consequently, the speed of growth in industrialized nations has slowed as a result of greater contributions from women. The labor force participation rate of women in India is lower than that of men. The advancement of society and the economy depends on women's entrepreneurship. The goal of the present research is to investigate and comprehend the dynamics, persona, and notion of women's entrepreneurship in India. This study's specific objective is to examine the small business owners in the Punjab region of Jalandhar who are women. The selection criteria for this subject were based on the abundance of research papers on female entrepreneurship in India that were also accessible on Google Scholar, EBSCO, and other databases. The research examined how the respondents to the survey had identified their issues and sources of inspiration for starting their businesses. Finding trends and patterns in women's engagement in Jalandhar is the goal of this research. The snowball sampling methodology, a non-probability sampling technique, was used to choose the women entrepreneurs as research participants. Women who owned and managed companies in a variety of industries, including manufacturing, services, and distribution, were included in the research. To collect information for empirical analysis and accumulation, data-gathering techniques were used to contact women business owners who operated fashion boutiques, tuition centers, tiffin services, and small businesses. These findings show that empowering entrepreneurship education is necessary to encourage women of all ages and socioeconomic status to start their businesses. The survey was able to conclude that women entrepreneurs in Jalandhar had a positive attitude.

**Key words:** Entrepreneurship, small-scale ventures, Women Entrepreneurs.

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## Introduction

Entrepreneurship is a field of exploration that has generated great interest among researchers, academicians, and policymakers. It is significantly associated with the economic development of any country by acceleration and prosperity. The management, start-up, and operation of a new business endeavor are included in the classic definition of entrepreneurship. These ventures frequently begin as tiny startup businesses that sell goods or services. To launch the firm, it requires taking big risks—both financial and otherwise. The fact that for the success of entrepreneurs training and skill & investment significantly play vital roles and inspiration, creativity, and opportunity also contribute a lot in this regard. According to Hisrich (2002), entrepreneurship can be defined as the process of utilizing opportunities through innovation, while taking on financial, psychological, and social risks, and putting in significant effort and perseverance. It is often driven by the desire to earn a profit, achieve self-satisfaction, and attain independence.

In the current scenario, the neighboring economies, regardless of their features, have also come to the conclusion that the equal involvement of women directly helps to the growth of the nation. According to the annual report for the Periodic Labor Force Survey for 2020–21, Indian women's involvement in the labor force is just 25.51 percent, whereas it is 57.75 percent for males. The gender participation ratio is an issue, according to the Human Development Report and Gender Inequality Index (2022). They are now recognized worldwide and are even associated with small or micro-enterprises. One of the most contiguous states in India is Punjab. Compared to the national average of 48.5%, the state's population is made up of 47.23% women. Punjab's female labor force participation rate, at 13.9% vs India's 25.51%, is much lower than India's.

This research proves that women are dissatisfied with their careers and believe that starting a business that moves gives them additional options to balance their lives. Because they are the most important part of human resources; today the world has identified women whose strengths can be harnessed as mediators of expansion and growth. So, for women, starting a business was one of the practical ways to come to terms with the truth. Women's entrepreneurship creates innovative jobs for other women and also brings many solutions for society, bringing many solutions to institutions, management, and business centers. The business community sees an increasing number of women

becoming successful entrepreneurs who over time boost trade and industry and the demographic profile of the country's overall economic expansion. In the modern era of the global economy, India is still a male-dominated developing country. This positive movement of women is creating jobs for others as they become leaders, creators, innovators, and risk-takers through entrepreneurial activity (Carter and Shaw, 2006; Sharma, 2013).

The increasing role of women in labor market participation has attracted the attention of social researchers, academicians, and more., to trace the demographics & factors that affect women's entrepreneurial roles and their perception of their businesses. The segment with the most women entrepreneurs is Micro, Small, and Medium Enterprises businesses described as limited growth and generally family-owned. The role of women is still very limited. The absence of financing and particular opportunity is the key issue. Starting a business is difficult; there are several challenges to be overcome when the firm is being established, run, and managed. This study is unusual from typical studies because of its strong focus on women involved in the micro and small sectors in Jalandhar. The results of the study were visualized to support a strategic framework to improve and encourage female entrepreneurship in Punjab and India.

## Research Objective

The study's major goal is to empirically investigate the motivational variables influencing the success of women entrepreneurs in fashion shops, salons, coaching centers, tiffin services, small businesses, or stalls managed by women in Jalandhar, Punjab. These women are addressed to gather data and conduct empirical surveys on the growth and sustainability of women entrepreneurs in these particular micro-activities. To attain this fundamental goal, the study was directed by the following specific objectives:

- To look at the socioeconomic concept of women entrepreneurship in India and the viewpoint of women entrepreneurs in Jalandhar, Punjab.
- To examine the regional demographics and problems affecting women entrepreneurs in Jalandhar, Punjab.

## Research Methods

The research methodology for this study is explanatory and relies on primary data collected from women entrepreneurs in Jalandhar who manage tiny and micro enterprises. The study uses

a snowball sampling method for data collection, which is useful when potential participants are difficult to locate. The sample will include various small-scale women entrepreneurs, such as those managing fashion boutiques, beauty parlors, tuition centers, tiffin services, and small shops. The research will also use this criteria in order to maintain consistency with the Ministry of Micro, Small & Medium Enterprises, Government of India's definition of small-scale women entrepreneurs.

Data is collected through questionnaires, and a pilot study is done to see whether the questionnaire is appropriate. The questionnaire's questions are evaluated as part of the pilot research to determine their relevance and clarity, allowing for any required revisions. Overall, the research methodology is designed to provide accurate and reliable data about the motivating factors and challenges faced by women entrepreneurs in Jalandhar.

**Demographic Profile of Respondents**

Demographic Profile		Jalandhar	Percentage
		No. of Respondents	
Age of respondents (in Years)	25-30	12	34%
	31-35	9	26%
	36-40	7	20%
	40 or above	7	20%
	<b>Total</b>	<b>35</b>	<b>100%</b>
Academic Qualification of respondents	Metric	6	17%
	Higher Secondary	9	26%
	Graduation	18	51%
	Others	2	6%
	<b>Total</b>	<b>35</b>	<b>100%</b>
Marital Status	Unmarried	11	31%
	Married	24	69%
	<b>Total</b>	<b>35</b>	<b>100%</b>
Type of Family of respondents	Nuclear Family	29	83%
	Joint Family	6	17%
	<b>Total</b>	<b>35</b>	<b>100%</b>
Entrepreneurial Experience (in Years)	3 Years	12	34%
	4-5 Years	9	26%
	+ 6 Years	14	40%
	<b>Total</b>	<b>35</b>	<b>100%</b>
Types of Entrepreneurships	Manufacturing	5	14%
	Service	21	60%
	Others	9	26%
	<b>Total</b>	<b>35</b>	<b>100%</b>

**Literature Review**

The significance of female entrepreneurs in India has attracted a lot of attention recently. In addition, compared to the larger topic of women entrepreneurs in India, study on these individuals is quite scant in Punjab, a state in northern India. Numerous studies have examined various aspects of women's entrepreneurship, including the challenges they face, the factors that affect their success, and the impact of their businesses on the Indian economy.

**Goyal and Yadav (2014)** In their study, they found that women entrepreneurs in developing nations like India confront a number of difficulties. They observed that female entrepreneurs suffer more difficulties than male entrepreneurs do. For women in current developing countries, these problems and conflicts are unique and difficult. The authors

found that obtaining financial guidance is difficult for women in poor countries. It is insufficient and pointless to teach entrepreneurship to individuals in underdeveloped countries. Additionally, they recommended that developing nations effectively navigate these complex problems and obstacles. It is important to fully investigate these problems and offer potential remedies.

**Mokta (2014)** found via their research that women must explore their talents and abilities to start their initiatives in this society that is controlled by males. Self-help groups, NGOs, governmental organizations (GOs), and financial institutions all supported and promoted female entrepreneurs.

**Deshpande and Jadav's (2016)** research look at the difficulties experienced by Indian women business owners. They discovered that the biggest

challenges for female entrepreneurs were a lack of access to financing, social and cultural hurdles, and a lack of networking and mentoring. The authors also contend that government initiatives and plans may be crucial in tackling these problems.

**Kaur and Bhatia's (2016)** research looks at the difficulties experienced by Punjabi women business owners. The authors claim that a lack of financial access, social and cultural barriers, and a lack of networking opportunities were the three main difficulties faced by women company entrepreneurs in Punjab. The authors claim that overcoming these problems, improving access to capital and support networks, and altering cultural and social attitudes of female entrepreneurs may all help to promote female entrepreneurship in Punjab.

**Kaur and Arora (2018)** conducted a study on the success of female entrepreneurs in India. They discovered that success could be predicted well by characteristics including education, past work experience, and access to networks and resources. The authors contend that expanding access to these tools will encourage more Indian women to found their own businesses.

**Singh and Bhatia (2019)** examine the impact of women-owned businesses on the Indian economy. The authors discover that employment, income, and economic development in India are all positively impacted by women-owned firms.

**Singh and Jain's (2019)** study are focused on the success of women entrepreneurs in Punjab. The authors found that the key predictors of the success of women company owners in Punjab were education, family support, and financial availability. According to the authors, expanding access to networking, mentoring, and training options may also help women business entrepreneurs in Punjab succeed.

**Sidhu et al.'s (2020)** examine how women-owned small and micro companies contribute to the creation of jobs in Punjab. The authors find that the creation of employment is influenced favorably by women-owned businesses, particularly in rural Punjab. According to the authors, supporting female business owners in Punjab might significantly improve the state's economic growth and job creation.

**Singh et al.** looked at the challenges faced by Punjabi women business entrepreneurs in a 2019 study. According to the authors, societal and

cultural conventions, a lack of capital, and restricted access to resources are some of the obstacles that female entrepreneurs must overcome. The authors argue that efforts made by the government and the business sector might both be helpful in resolving these issues.

**Kaur et al. (2019)** examined the elements that go into the success of Punjabi women entrepreneurs. The authors claimed that things like education, experience, and access to networks and resources were important success indicators. The authors claim that the success of women entrepreneurs in Punjab is significantly influenced by their friends' and families' support.

**Kaur and Kumar** focus particularly on Punjab's female company owners in the food processing sector in their 2020 research. The authors found that women who own businesses in the sector struggle because they have limited access to markets, limited technical competence, and limited financial resources. The authors claim that support from the government in the form of market access and training programs may aid the success of women company owners in Punjab's food processing sector.

The literature as a whole indicates that women's entrepreneurship in India is a significant and expanding area of interest as well as that women's entrepreneurship in Punjab encounters similar difficulties to women's entrepreneurship in India generally, such as a lack of access to capital, social and cultural barriers, and restricted networking opportunities. By enhancing access to resources, training, mentoring, and support networks, there is also a chance to encourage the success of female entrepreneurs in Punjab. Additionally, Punjab stands to gain significantly from the encouragement of female entrepreneurship in terms of job generation and economic development.

## Famous Women Entrepreneurs in Punjab

### Kiran Mazumdar

Ms. Kiran Mazumdar-Shaw, the founder of Biocon Limited, is one of the most well-known Punjabi women business owners. After receiving her studies in brewing and fermentation technology from Australia, she began her business path in 1978. She founded Biocon with barely Rs. 10,000 in startup money, with the company's primary emphasis being the production of industrial enzymes.

Biocon expanded its biotechnology business throughout time by developing innovative biologics and biosimilars, for example. The firm is currently one of the top biotechnology companies in Asia, with a market worth over \$7 billion.

The success of Ms. Mazumdar-Shaw may be attributed to her ability to spot and capture emerging biotechnology trends as well as to her focus on innovation and quality. She has also consistently backed female entrepreneurs and coached a number of them through Biocon's Entrepreneurship Cell.

Ms. Mazumdar-Shaw has been actively interested in charity in addition to her work at Biocon, notably in the fields of healthcare and education. She has given significantly to programs focused on enhancing marginalized areas' access to healthcare and education, as well as to research and innovation in the field of biotechnology.

The life of Ms. Mazumdar-Shaw inspires female business owners not just in Punjab but also throughout India and the rest of the globe. Her accomplishments show that women company owners can overcome even the most difficult obstacles and create successful, long-lasting enterprises by working hard, being persistent, and placing a strong emphasis on innovation and quality.

### **Sunita Sharma**

In 1992, Sunita launched the company with just one cow and a little financing from a friend. She has built the company into a multi-crore firm over the years, selling a variety of dairy products all throughout the state.

Many Punjabi women business owners find inspiration in Sunita's success story. She overcame several obstacles, such as restricted financial access and a predominately male-dominated profession, by putting her passion for dairy farming and her strong work ethic to good use.

Her dedication to quality is one of the main elements in Sunita's success. To guarantee that her goods satisfy the greatest standards of sanitation and freshness, she has made significant investments in contemporary machinery and technology. She has also developed solid connections with neighbourhood farmers to guarantee a consistent supply of milk of the highest calibre.

Sunita is unique in that she is also willing to take measured risks. To adapt to consumers' shifting tastes and preferences, she has consistently reinvented and increased her product line. For

instance, she introduced flavoured milk and other value-added dairy products among the first in the area.

Last but not least, Sunita has worked hard to encourage female businesses in Punjab. Many aspiring women entrepreneurs have looked up to her as a mentor and role model, and she has received recognition from a number of organisations for her community service efforts.

In conclusion, Sunita Sharma's success serves as an example of Punjabi women's entrepreneurial potential. She has built a successful business and served as an inspiration to others because of her attention to quality, willingness to take calculated risks, and passion to her art.

### **Vandana Luthra**

Vandana Luthra, the creator of the well-known health and beauty brand VLCC (Vandana Luthra Curls and Curves) in India, is one of the most well-known women who own businesses from Punjab. Luthra began her work as a housewife, but after struggling with personal health difficulties, she focused on wellness and fitness.

She established her first VLCC facility in New Delhi in 1989, providing a variety of aesthetic and weight reduction procedures. The company expanded rapidly, and as of right now, VLCC is present in over 11 countries and operates more than 300 wellness centers and 200 beauty salons.

Her emphasis on quality, creativity, and customer service has led to Luthra's success. She was one of the first businesswomen in India to popularize the idea of scientific weight reduction, which combines a healthy eating plan, physical activity, and changes in living habits. She also made significant R&D investments, resulting in the creation of fresh goods and services that matched changing consumer demands.

Luthra also understood the value of developing a solid team and giving her staff members autonomy. She created a strong training and development program that contributed to the growth of a competent and driven team. This helped to build VLCC's reputation for providing high-quality services and happy clients.

Luthra's accomplishments as a female business owner have drawn attention. She has won various honors and distinctions, including the 2013 Padma Shri award from the Indian government. She supports initiatives relating to women's

emancipation and education as a proactive philanthropist.

Overall, Vandana Luthra's narrative is a monument to the strength of initiative, creativity, and tenacity. Her accomplishment acts as motivation for female business owners in Punjab and beyond by showing that anything is achievable with effort and commitment.

### Role of Government in Women Entrepreneurship

The Punjab state government and the government of India have both made several actions to encourage and assist female entrepreneurs. The Indian government supports women entrepreneurs in the following ways:

- Offering financial support: The Annapurna Scheme, Mahila Udyam Nidhi Scheme, Trade Related Entrepreneurship Support and Development (TREAD) Scheme, and Punjab State Women Development Corporation (PSWDC) (by the state government) are only a few of the financial support programs that the government provides. Through these efforts, female entrepreneurs may establish or grow their enterprises by having access to investment, money, and other financial resources.
- The Punjab State Women Policy 2016, as well as the National Policy for Skill Development and Entrepreneurship 2015, and the National Women's Policy at the federal level, are just a few of the policies the government has put in place to support and encourage women entrepreneurs. These laws provide an atmosphere where female entrepreneurs may prosper.
- By providing training and education, the government enables female entrepreneurs to get the knowledge and abilities necessary to launch and manage their firms. These initiatives include the Punjab State Women Skill Development

Mission and the Punjab Institute of Entrepreneurship Development (PIED).

- Creating networking opportunities: The government has created several forums where female company owners may connect with other proprietors and possible investors. These organizations include the Punjab Women Business Association and the Punjab State Women Entrepreneurs Network.
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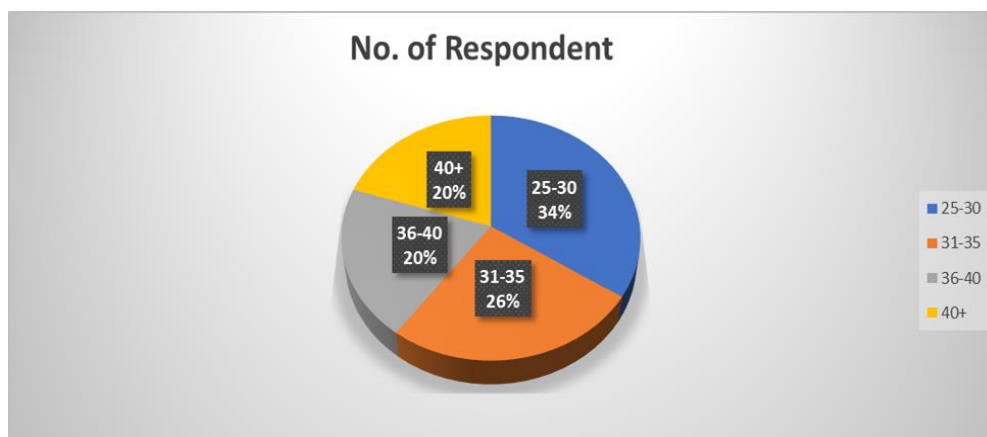
Overall, the Indian government and the state government of Punjab are exerting significant effort to encourage and expand women's entrepreneurship. This endeavour is being made possible through a combination of financial, policy, training, networking, and market access initiatives.

### Analysis

The exploratory character of this study and its use of primary data. The above table shows that the demographic profile of women entrepreneurs of Punjab from district Jalandhar in terms of some selected indicators. Let's analyze this data:

#### 1. Age of respondents (in Years)

According to the data provided, a survey on women entrepreneurship was done in Jalandhar, Punjab, among 35 female respondents of various ages. The statistics displays the number of responders by age group as follows:



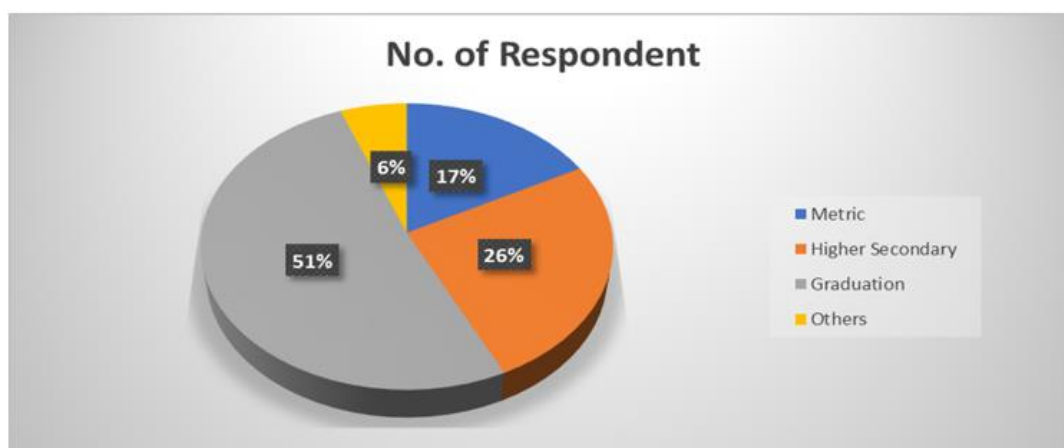
Based on the graph above, the following conclusions may be drawn regarding the situation of women's entrepreneurship in Jalandhar:

- The majority of respondents are between the ages of 25 and 30, indicating that younger women in Punjab are more likely to pursue entrepreneurship.
- The number of respondents in the age group of 31-35 is the second highest, indicating that women in their early thirties are also considering entrepreneurship as a career option in Jalandhar.
- The number of respondents in the age groups of 36-40 and 40+ is the same, indicating that

women's interest in entrepreneurship does not vary significantly across these age groups.

## 2. Academic Qualification of respondents

According to the information provided, a survey on women's entrepreneurship in Punjab was conducted, and the respondents' academic qualification was noted. According to the data, there were how many respondents in each category of academic qualification status:



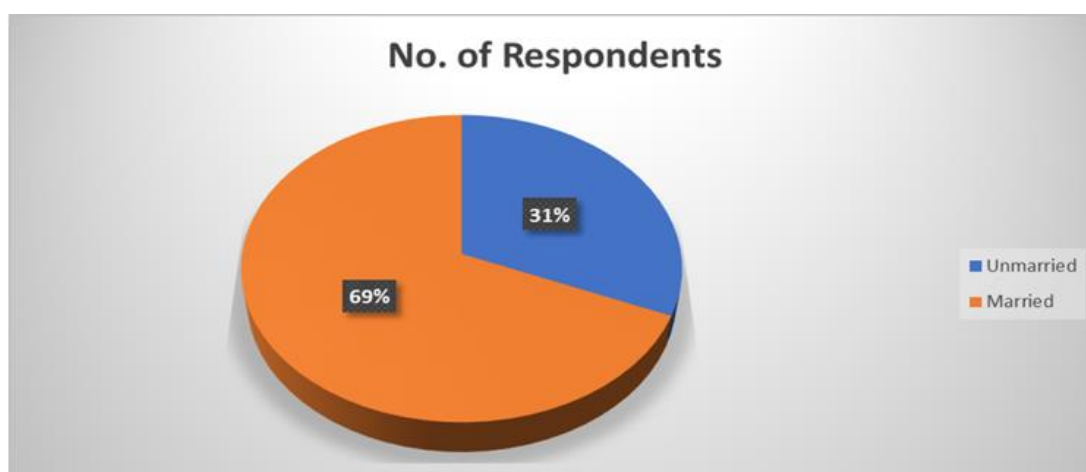
Based on this information, we can reasonably conclude the following regarding the association between women's entrepreneurship and academic qualification status in Jalandhar:

- The number of graduation respondents is higher than higher secondary respondents, indicating that graduate women are more likely to start and run their own businesses in Jalandhar.
- It is possible that graduate women may have more flexibility and support from their families to pursue entrepreneurship as compared to other academic qualification women.

- Overall, this data suggests that academic qualification status may have an influence on women's entrepreneurship in Jalandhar, and graduate women may have more opportunities and support to start and run their own businesses.

## 3. Marital Status

According to the information provided, a survey on women's entrepreneurship in Punjab was undertaken, and the respondents' marital status was noted. The information displays the proportion of respondents in each category of marital status:



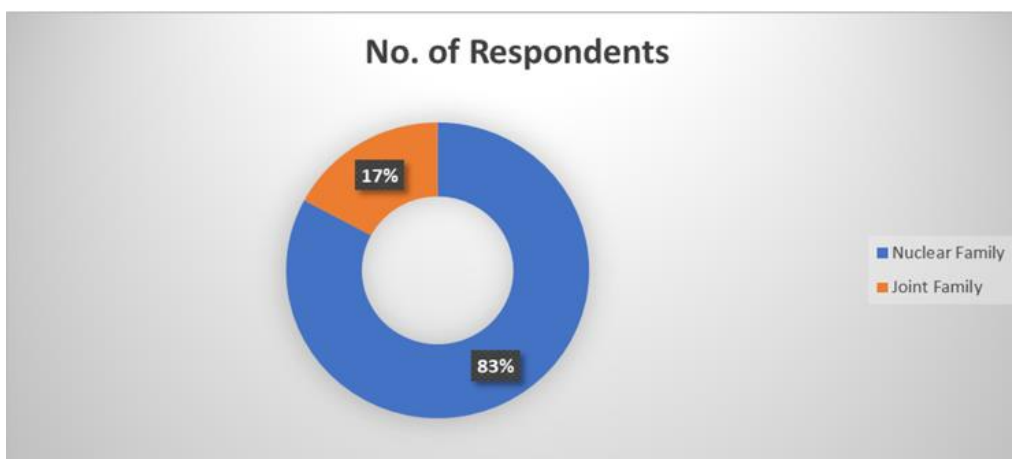
From this graph, the following inferences can be made about the relationship between marital status and women's entrepreneurship in Jalandhar:

- The number of married respondents is higher than unmarried respondents, indicating that married women are more likely to start and run their own businesses in Jalandhar.
- It is possible that married women may have more flexibility and support from their families to pursue entrepreneurship as compared to unmarried women.

- Overall, this data suggests that marital status may have an influence on women's entrepreneurship in Jalandhar, and married women may have more opportunities and support to start and run their own businesses.

#### 4. Type of Family of respondents

According to the statistics, a survey on women entrepreneurship in Jalandhar was done, and the kinds of families of the respondents were recorded. The statistics reveal the following number of respondents in each family type category:



These facts allow us to make the following inferences about the connection between family structure and women's entrepreneurship in Jalandhar:

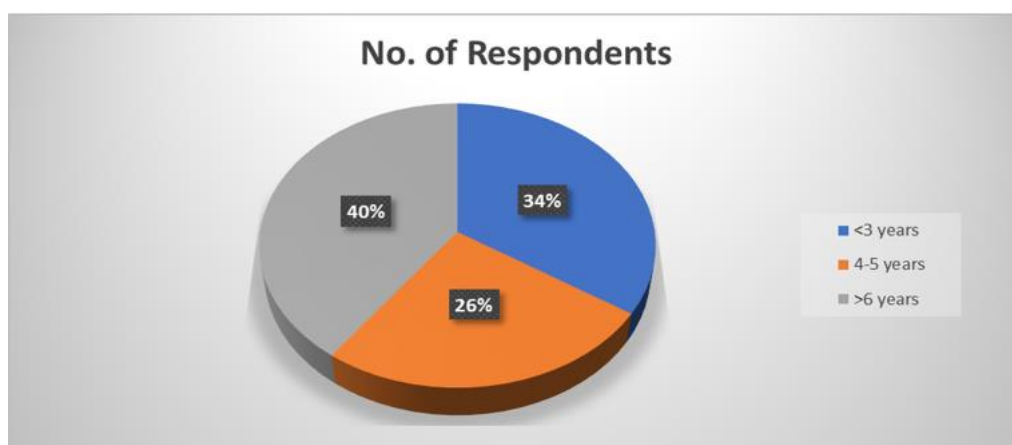
- The majority of respondents come from nuclear families, which may imply that women who have more freedom and autonomy within their families are more inclined to pursue entrepreneurship.
- The number of respondents from joint families, on the other hand, is rather low. Women in mixed families may encounter additional social and

cultural challenges to beginning and operating their own companies.

- Overall, the findings imply that family type has an impact on women's entrepreneurship in Jalandhar, with women from nuclear families having greater opportunity and assistance to establish and operate their own enterprises.

#### 5. Entrepreneurial Experience

The data provided shows the number of respondents from each category of entrepreneurial experience among women entrepreneurs in Jalandhar, as follows:





Inferences regarding the environment for women entrepreneurs in Jalandhar may be drawn from this data in the following ways:

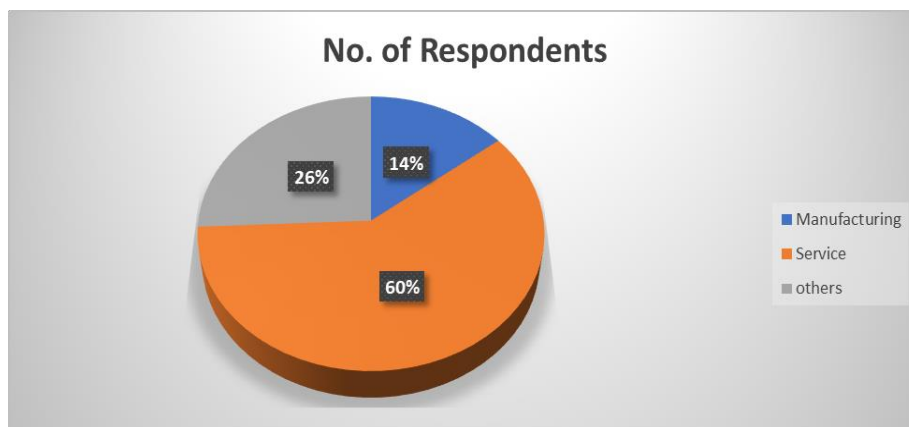
- The number of respondents in the 4-5 years category is relatively lower than the other two categories, which suggests that there may be a higher rate of attrition or turnover among women entrepreneurs in the mid-term phase of their business development.
- However, a significant proportion of respondents fell into the group of those with less than three years of experience, which suggests that

Jalandhar is seeing an influx of young female entrepreneurs.

- In general, the information points to Jalandhar's increasing and active women's entrepreneurial sector.

## 6. Types of Entrepreneurships

According to the information given, it seems that the respondents are engaged in a range of entrepreneurial activities in Jalandhar, including manufacturing, service, and other activities like distribution, wholesale, and more.



Based on this information, we may speculate about the following sorts of enterprises that women in Jalandhar are engaged in:

- The manufacturing sector has a comparatively lesser presence, with just 5 respondents expressing engagement in this area.
- The service sector is the most prevalent category of entrepreneurship among women in Jalandhar, with 21 respondents reporting involvement in this industry.
- The "others" group contains a variety of other sorts of enterprises such as distribution, wholesale, and retail.
- This may reflect the difficulties launching and operating manufacturing firms in Jalandhar, such as availability to finance, infrastructure, and trained labor.
- This shows that women company owners in Jalandhar engage in a wide variety of commercial endeavors outside of goods and services. Overall, the data shows that service entrepreneurship is the most prevalent kind of entrepreneurship among women in Jalandhar, followed by manufacturing and other types of entrepreneurial activity.

These results point to an increase in women's entrepreneurship in Punjab, with younger women exhibiting more interest in starting their own firms. There may be chances to better help early-stage

entrepreneurs, and education and family support are expected to play significant roles in encouraging entrepreneurship among women. Additionally, efforts to support the growth of manufacturing and other types of businesses could help to diversify the entrepreneurial landscape in Jalandhar. The popularity of the service sector among women entrepreneurs suggests that there may be opportunities for growth and innovation in this sector.

## Motivation for their business

As we all know, establishing a company is difficult for women. The number of problems and obstacles that women face while beginning a company is enormous, and these problems and obstacles continue after the firm is up and running, particularly in India. Respondents also run little and micro companies and rely on financial assistance from their families and banks. In Jalandhar, a variety of circumstances inspire women to launch and manage their enterprises. The following are a few of the usual ones:

- For Indian women who decide to launch their own enterprises, financial independence is a crucial consideration. Through this, women may control their own financial futures. Women in Jalandhar are driven to launch their own companies because doing so gives them control over their income and financial decisions,

allows them to advance both personally and professionally, and gives them a method to support themselves and their family. Women who start their own businesses have greater freedom and security in their daily lives and are able to design their own paths to success.

- **Entrepreneurial spirit:** Punjab is renowned for its entrepreneurial spirit, which also includes women. It is powered by a supportive environment, shifting societal norms, the growth of education and skill sets, availability of capital, and possibilities in developing industries. Punjabi women entrepreneurs are significantly boosting the local economy and upending preconceived notions about gender.
- **Need for flexibility:** Women's ability to start their own businesses is impacted by the need for flexibility since it allows them to design a workplace that meets their requirements and allows them to manage work and personal obligations. Due to their caregiving obligations, which include raising children or caring for aged parents, many Indian women may find it challenging to pursue a full-time job. When someone runs their own business, they have the freedom to choose their own hours and achieve a better work-life balance.
- **A passion for a certain service or product:** A passion for a particular service or product may have a big influence on entrepreneurship since it fosters motivation, knowledge, invention, perseverance, and client satisfaction. Entrepreneurs that are enthusiastic about their products or services are more likely to succeed and create a successful company.
- **Want to have a good social influence:** Lastly, many women establish companies with the intention of having a constructive social impact. This might include giving other women the chance to work, encouraging environmentally friendly habits, or tackling a societal problem like poverty or gender inequality.

In general, a particular service or product's fanaticism may greatly influence entrepreneurship in a number of ways. Entrepreneurs who are enthusiastic about their products are more likely to be highly driven, possess subject-matter knowledge, drive innovation, persevere in the face of difficulties, and place a high priority on customer happiness. By doing this, they may be able to overcome challenges, develop a following of devoted clients, and grow their firm. Finding something that one is genuinely passionate about is crucial for entrepreneurs who want to thrive in the long run. Passion may be a strong motivating factor that can lead to entrepreneurial success.

### Problems and challenges faced by Respondents

Female entrepreneurs face a number of challenges and barriers, despite the efforts of governments and organisations to support them. The following are some of the challenges that women business owners encounter:

**Access money:** Women entrepreneurs often face difficulties in obtaining money and resources to establish and expand their firms. This is because of a number of variables, including gender prejudice, a lack of collateral, and restricted access to networks and resources.

- **Gender bias:** Women entrepreneurs often suffer prejudice based on their gender, including biases in access to capital, networking opportunities, and other resources. This might restrict their prospects for company growth and success.
- **Work-life balance:** Women business owners often struggle to juggle their professional and personal obligations, especially if they are caretakers.
- **Inadequate networks:** Women entrepreneurs often don't have access to mentors or professional networks, which restricts their capacity to receive funding, gain recognition, and establish vital connections.
- **Low access to technology:** Women business owners may have trouble purchasing and applying new technologies due to their low resources and skills.
- **Cultural and social barriers:** In certain areas, women are still expected to play traditional roles, which may make seeking career opportunities difficult.
- **Lack of confidence:** Women entrepreneurs may lack confidence in their talents and may suffer from impostor syndrome, both of which may stymie their progress.

Overall, women entrepreneurs encounter a number of obstacles that might jeopardize their ability to launch and build successful firms. Efforts must be made to overcome these obstacles and promote gender equality in business.

### Recommendation

The recommendations drawn from the research on women's entrepreneurship in Jalandhar are as follows:

- The Indian government should provide women entrepreneurs with the essential education, training, and counseling they need to operate their businesses and enable simple access to raw materials and market possibilities, especially in the context of micro and small firms.

- Through MSMEs, financial institutions, or banks, the government should provide women entrepreneurs with urgently needed financial support at affordable prices. Lead banks establish goals for lending to needy women in each district, and each district has a lead bank that offers different programs to encourage women entrepreneurs. The state government should make an effort to increase awareness of these programs since women are unaware of them.
- The government should cooperate with businesses, trade groups, and industry associations to provide female entrepreneurs access to networking and mentoring opportunities. They will be able to access new markets, develop contacts with future clients and suppliers, and receive useful insights as a result.
- Social and cultural constraints that hinder women business owners' mobility and their capacity to interact with prospective clients and suppliers are a common problem. As a result, the government should provide venues where women entrepreneurs may display their goods and services, network with other businesspeople, and engage with ecosystem stakeholders.
- The government should prioritize creating a climate that is encouraging for female entrepreneurs, which includes getting rid of legal and administrative barriers that prevent women from getting access to finance, markets, and resources. Interacting with important players, including governments, business associations, and civil society organizations, would need a concerted effort.
- Lastly, the government should fund studies and data-gathering initiatives to learn more about the particular difficulties experienced by female entrepreneurs across all locations and industries. This will promote the development of policy and programmatic interventions based on empirical research to boost the expansion and prosperity of women-owned companies.
- The government should also support entrepreneurial education in schools and universities to encourage more women to pursue business. This may inspire young women to reconsider their thoughts with regard to entrepreneurship as an appealing choice for a career and contribute to the development of an entrepreneurial culture.
- Lastly, the government should collaborate with business groups and private sector organizations to develop networking and mentoring programs that are specifically geared

towards women business owners. Role models, learning opportunities, and market access are all things that these programs may provide to female entrepreneurs, which can hasten the expansion and success of their companies.

### Conclusion

The situation in India right now demonstrates that female entrepreneurs are significantly progressing in all industries. Women are overcoming their conventional views to excel in the business sector on a national and worldwide level as women's entrepreneurship gains relevance and respect. The Indian government is aware of this development and is concerned about the rise of female entrepreneurship.

However, women entrepreneurs' success mainly relies on how well they put the advice and counsel given to them into practice. In order to secure the development of female entrepreneurs, it is essential to keep in constant contact with them and address their problems. The government may develop successful policies and strategies for women entrepreneurs with the aid of empirical studies of women-led businesses.

Overall, it is critical to foster an atmosphere that supports women entrepreneurs in India. With the correct regulations and assistance from the government, they may prosper and aid in the expansion of the Indian economy.

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