



Women entrepreneurship in India in COVID-19 pandemic: An analysis

Archana Kumari, Divakar Jha

Research Scholar, Department of Commerce and Business Administration, Lalit Narayan Mithila University,
Darbhanga, Bihar, India

Associate Professor, Department of Commerce and Business Administration, Lalit Narayan Mithila University,
Darbhanga, Bihar, India

Abstract

Our research reveals the primary effect of the ongoing disaster on female marketers due to covid-19 and making sure the disruption had disproportionately impacted women. Now-a-days, women are experiencing growth in unemployment. They have to fulfil their domestic obligations as well as exacerbation. In addition, social injustice is also being seen.

Keywords: Business activities, COVID-19, economic impact, self-help groups, women entrepreneurs

Introduction

The devastating economic impact of the corona virus pandemic is amplifying the inequalities, which can be felt for the years. Entrepreneurship is not any exceptions, even beforehand than the pandemic; there was a begin hollow among accesses to capital for lead Entrepreneur's and their male counterparts. It has gotten worse within the beyond years. The modern-day evaluation located within the Q3 of 2020 task funding.

Hits its lowest quarterly ordinary within the three years and figured show the lead groups are hit disproportionately hard as compared to their male left contrary numbers. Groups owned by using women entrepreneurs in. India are likely to develop the maximum amount as 90% within the subsequent 5 years, constant with the fresh take a look at, which additionally now not that the uptake of state schemes assisting such entrepreneurs is sort of low. He Indian economic system is experiencing significant boom in small and medium-sized corporations with numerous sectors, manufacturing materials, rubber and plastics, and automation technology. The Covid-19 pandemic had an impression on all sectors of the financial system; Entrepreneurship may be a place of studies that has been of gigantic hobby to researchers, academicians, and coverage makers. Entrepreneurship is notably correlated to financial improvement of any economic system by means of accelerating boom and prosperity Schramm (2006), and Baume *et al* (2007). Within the previous few, a few years female as entrepreneur are raising each in evolved and growing economies. It's obvious that women entrepreneur contributes immensely to progressed poverty levels, elevated keep with capita profits and employment introduction Aguirre, D., *et al* (2012), Kumar, S. M. *et al* 2013, Oxide, A. E. (2014). The query of gender hole in entrepreneurship is pervasive throughout international locations. In nearly all of the international locations, there is a huge hole among entrepreneurial sports throughout each the genders (GEM 2015 - sixteen Global Report). There is likewise an enormous hole among entrepreneurial pastime among male and in Indian context. This day overview may be an attempt to apprehend the dynamics of women's entrepreneurship in Indian economic system.

Objectives of the study

- To look at the modern-day challenges to women entrepreneurs for the duration of covid19.
- To check approximately new commercial enterprise models discovered by means of women entrepreneurs to conquer the catastrophe.
- To get the effect of monetary elements on women entrepreneurship improvement.
- To get the number to which women entrepreneur had been successful in entrepreneurship.
- To get the connection among entrepreneurship of women engaged in pastime and education, religion, age, quite own circle of relatives and legal status.
- To understand approximately the troubles confronted by means of women entrepreneur.
- To understand the weather that encourage women entrepreneur.

Methodology

There become use of secondary sources of data within side the gathering of records and determine the first sources from which the statistics and figures has been gathered from the presently published articles within the

newspapers. Such because the financial Times. The lifestyles intended The Sunday Times. And collectively with a number of the financial magazines which encompass Indian entrepreneurship agency nowadays.

Conceptual clarity of entrepreneurship

Entrepreneurship refers to the concept of developing and handling industrial agency challenge a good manner to profit profits with the resource of taking several risks within the company international. Clearly positioned, entrepreneurship is that the willingness to start a fresh industrial agency. Entrepreneurship has performed a vital function within side the economic improvement of the growing international market. An entrepreneurship may be a one that is willing to figure for himself and by means of manner of himself.

There are numerous one-of-a-type meanings of the time period entrepreneurship in financial entrepreneurship associated with the land, exertions, herbal reasserts and capital can generate profits. The entrepreneurial motive is defined by means of the usage of discovery.

Need For Women Entrepreneurship

Woman entrepreneur is entitled to be important backup assist of specialized and skilled persons. The want for imparting right surroundings for entrepreneurship is of crucial importance. Desirable features can be evolved by means of education. To alternate the social and financial shape of United States of America and to uplift the deprived phase of the society like women, extra emphasis is wanted on entrepreneurial improvement. Human sources, each guys and women, of running age represent the primary energy of financial improvement of a kingdom. Women shape a vital section of the labor pressure and the financial position performed by means of them can't be remote from the framework of improvement. The position and diploma of integration of women in financial improvement is usually a trademark of women's financial independence and social status. Soundarapandian in 1999 charges the phrases of Pundit Jawaharlal Nehru – "When women pass forward, own circle of relative's movements and the village movements and the kingdom movements." Employment offers financial independence to women. Economic independence paves the manner for social status. Moreover, women have emerged as a vital a part of the industrialized society. A female has to complement the profits of the own circle of

relatives through something ability she possesses or has acquired. The inflationary pressures warrant women to sign up for the male individuals of the own circle of relatives for securing giant livelihood. According to Rain in 1996 entrepreneurship appears to be best for women in search of participation within side the United States of America's financial improvement due to sure elements. Emergence of entrepreneurship is taken into consideration to be carefully related to social, cultural, non-secular and mental variables.

Role and Importance of women entrepreneurship

Women try their best to obtain the possibility in diverse methods that are exclusive over the time and amongst societies. Women entrepreneurship permits to pool the small capital sources and ability to be had with women. It paves the manner for fuller usage of capital and additionally mobilizes the women capacity. Entrepreneurship is appropriate to women, and it's far feasible to do paintings while she has loose time. Self-hired women have no regulations and time certain paintings which makes it clean for her to control the obligations of paintings, domestic and baby at a time. Secondly, it is far handy for women to be on top of things of a small commercial enterprise. They can take lead in bringing ethics in commercial enterprise and human technique in social financial relation and make this international a higher vicinity to live. However, women constitute nearly 1/2 of the humanity, their contribution to management and control is much less. Time has come for women to pop out of the drudgery of residence paintings and provide vent to their creativity and entrepreneurship.

Growth of women entrepreneurship

In superior international locations like U. S. A., there was a giant growth within side the employment of women however the final decade has visible the range of self-hired women growth by 69% of women as compared to 13% growth within side the range of self-hired guys. The want of the modern-day in United States of America is to sell improvement in the sort of manner that the primary and most important precedence is given to women's ability of improvement and education. Women have plunged into the sector of small corporations as women entrepreneur. During many years, India has been a hit to a top-notch diploma in fostering the boom of small industries, thru a bundle of assist measures at diverse levels. They encompass coverage, finance, infrastructure, education, and facility offerings. Self-employment changed into recommended by imparting a bundle of offerings, which includes education, credit, advertising, and standard steerage for people who favoured to release self-employment ventures.

Requisite statistics and centres have been to be supplied with assist of one window technique. Of overdue, some of prelate prepared tries had been made to assist to groom women as capacity women entrepreneur. The promotional groups are firmly showed the smoldering hearth place in to flame.

Factors influencing women entrepreneurship

Several women are becoming entrepreneurs, especially the middle-class women, due to pull and push of traditional and changing values. Under the pull factors, the women entrepreneurs choose a profession as a challenge as an adventure with an urge to do something new and have an independent occupation. Under the

push factors women take up business enterprises to get over financial difficulties when responsibility is thrust on them because of family circumstances. Some women possess essential qualities such as, ability to manage details, dedication to work they take up, tolerance and kindness towards people. There is also a group who think that women are more capable of facing risk and absorbing misfortunes than men. But the fact remains that there are fewer women industrial entrepreneurs, struggling to establish and run their industries.

Facts and figures

While women represent nearly 1/2 of the Indian population, their proportion with the labour pressure participation is best round a third, or even decrease than that during entrepreneurship. Despite upgrades in social parameters, India's boom has now no longer ensured the monetary inclusion and improvement of women. The country's entrepreneurial boom tale has left at the back of a key demographic: women. India's women as monetary resources, therefore, stay in large part untapped. Significant Economic Impact Lower participation via way of means of women in entrepreneurship will have a huge poor effect at the monetary boom of India. Therefore, the monetary case for selling women marketers in India is unquestioned. Measures to slender the gender hole ought to result in a 6.8% boom in GDP, consistent with a latest study. Therefore, as a country, we want to cowl greater floor for women to interrupt traditional limitations and achieve some predominantly male-ruled entrepreneurial surroundings. A higher gender blend in the entrepreneurial surroundings ought to see a surge in innovation, technological development, and creativity within side the Indian financial system. Entrepreneurship by Choice Out of the sixty-three million MSMEs in India, best 6 percentages are led via way of means of women marketers. Most of those women have emerge as marketers out of sheer necessity and feature now no longer been pushed closer to entrepreneurship via way of means of desire or possibility. There is, therefore, a massive possibility to empower women to select entrepreneurship as a profession desire and circulate from a mind-set of being task seekers to task creators. Once women begin turning into task creators, they will create some thriving entrepreneurial surroundings and offer suggestion for different women to follow. Structural and Cultural Support While Indian women are ambitious, developing exponentially and contributing substantially to the financial system has been a venture for them, attributable to numerous structural, cultural and societal limitations that exist in India – unconscious biases, detrimental running conditions, minimum economic assist, societal norms, and the gender pay hole. Given my private entrepreneurial adventure, I additionally consider that own circle of relative's assist is vital for women marketers. Whether it's far economic assist, constructing herself belief, assisting her community, the own circle of relatives need to come forth to assist and now no longer venture the girl that's set out at the entrepreneurial adventure.

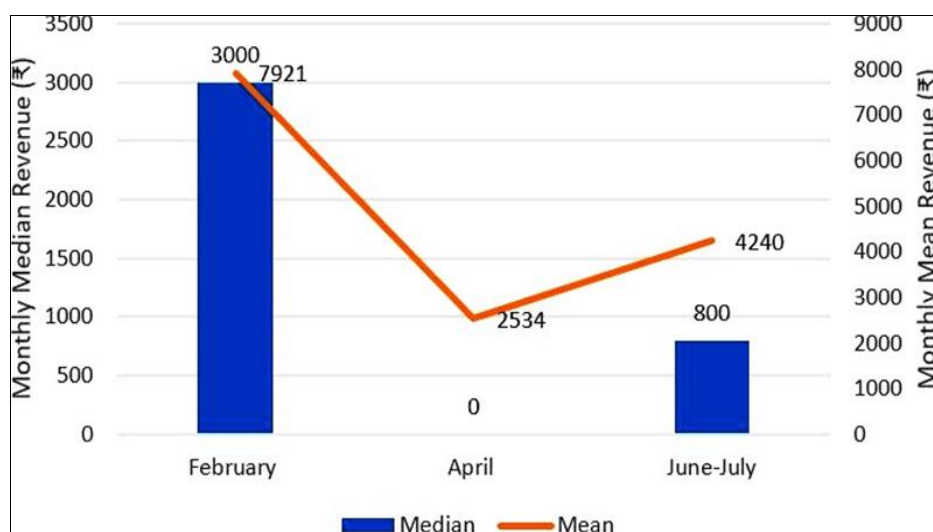


Fig 1: Monthly Revenue—Pre and Post COVID-19

Women-LED enterprises and closures

One of the accidental and destructive results of the lockdown became commercial enterprise closures. In our whole pattern of 2,083 women-led businesses, for maximum agencies the operations have been most effective partly interrupted (44.6%) or briefly closed (36.0%), our look at determined that 10.9% of women-led agencies had completely closed down at some stage in the preliminary lockdown itself (April-May 2020).² As the lockdown regulations slowly started out to ease in June-July, the everlasting closures marginally elevated to 11.5% of the pattern. Nearly 46% agencies that have been completely closed had no aim of beginning any other commercial enterprise, 27.8% of agencies have been unsure, and 26.4% have been affirmative of their intentions of beginning a new commercial enterprise (talk to Figure 2). It became alarming that nearly one in completely closed businesses mentioned no aim of beginning a new project within side the near future (talk to Figure 2). This is of relevance as it depicts the ability effect marketplace shocks (in this example prompted via way of means of a pandemic) on in addition marginalizing women's illustration within side the entrepreneurial ecosystem. With confined social capital and unexpected disruption in commercial enterprise operations,

commercial enterprise outlook became significantly affected. Promisingly, however, of these completely closed businesses that wanted to start a commercial enterprise again (almost one in), maximum expected beginning a brand new commercial enterprise inside a week (23%), signaling marketplace optimism amongst some (talk to Figure 3).

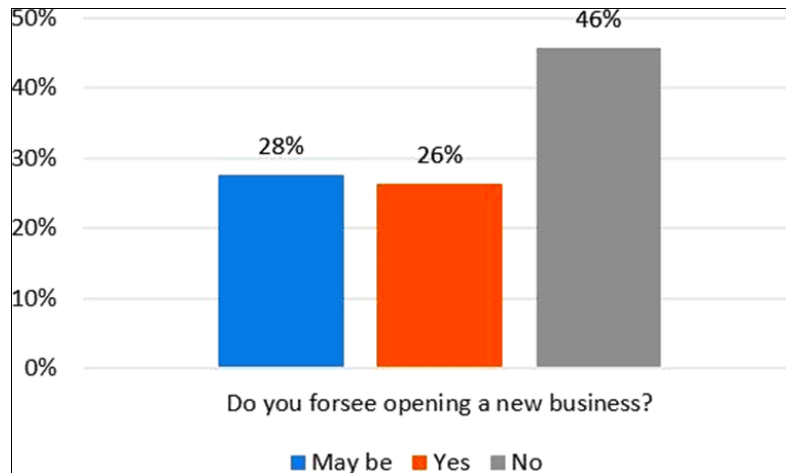


Fig 2: Future Outlook of Permanently Closed Businesses

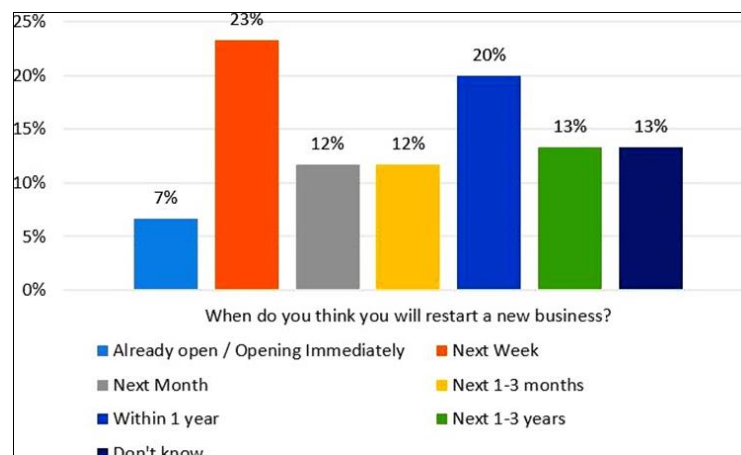


Fig 3: Timelines for Starting New Ventures Given by Permanently Closed Enterprises

Increased Time and Care Burden Resulting in De-prioritization of Business Undoubtedly, the effect of this pandemic changed into disproportionately better for than their male counterparts, each in the family, and out of doors of it in a company setting. Wenham *et al* (2020) nation that global closures to manipulate the unfold of the corona virus may have had a compounding effect no’s bodily and mental health, as they bore extra caretaking obligations further to doing different family chores, with little to no aid from male contributors of the own circle of relatives.

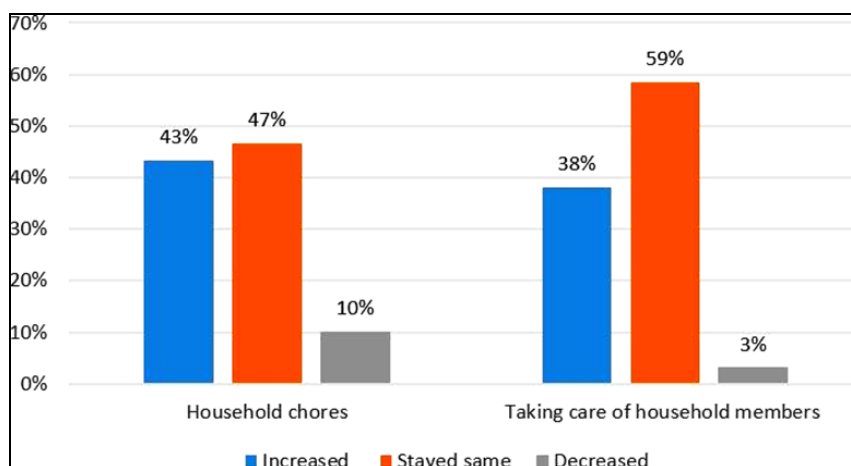


Fig 4: Time Spent on Non-Business Activities: Household and Unpaid Work

Risk Appetite and Business Recovery Most of our respondents (65.6%) had no mortgage duties on the time of the survey, signaling a low-hazard urge for food. This is corroborated via way of means of the reality that 80% of surveyed women entrepreneur did now no longer take employer associated loans even in the course of the lockdown, which changed into marred via way of means of constrained coins reserves and coffee marketplace call for. Even amongst mortgage takers, formal channels⁴ (42.5%) remained the favoured supply, observed via way of means of casual channels, five earlier than in search of help from family. Over 3/4 of the respondents dipped into non-public financial savings (46.3%) and enterprise coins reserves (41.9%) to financially cope. This may be in all likelihood defined via way of means of reasons: both maximum women-led companies in search of monetary help had been not able to get entry to emergency credit score/mortgage centres or unwilling to technique channels of credit score that had been tied to debt. Given that maximum companies selected to dip into their very own financial savings and did now no longer use loans as a way to financially cope/help their companies, it comes as a thrilling discover while women companies had been requested what shape of help they could discover maximum useful. One out of each woman or 47.6% answered that availability of recent finances could possibly be the maximum useful help that might assist them reap their pre-COVID-19 degree of operations. Although the findings seem like contradictory, they reveal, nearly unambiguously, credit score alternatives of small women-led companies. A clean use of very own financial savings, now no longer the use of loans and better recognition (and use) of schemes associated with coins reserves exhibits that there is a clean choice for non-debt styles of financial help. Shocks to the machine possibly make women entrepreneur extra hazard adverse (Byder *et al* 2019) to choose monetary assets that contain debt payments, alternatively deciding on to cautiously choose monetary that avoid debt traps. Moreover, the loans to be had both provide a small price tag length if non-collateralized, or women might not have the desired belongings for securing a mortgage. With terrible social networks, and coffee self-efficacy affecting hazard alternatives (Koellinger *et al* 2011), this locating is pertinent because it brings to mind the significance of presidency resource thru direct coins transfers and short-time period hobby loose loans amongst different low-hazard monetary merchandise. It additionally shows a geared-up marketplace for modern micro-coverage and bendy mortgage merchandise for supporting small women-led companies tide over tough instances and hit the reset button. Resurvey of Women with Permanently Closed Businesses We renowned that our survey changed into undertaken at a time while companies had been simply starting to reopen and confronted an exquisite crisis, and consequently numerous questions about Liker-scales or psychometric parameters had been avoided. In view of those limitations, we revisited corporations that stated everlasting closure (that is, 239 corporations) in the course of our survey in June–July 2020, and re-surveyed 205 corporations in November 2020 to apprehend how they had been faring after the benefit of COVID-19 restrictions. With authority's efforts to ease mobility restrictions, and with markets slowly returning to normalcy, many of our respondents have resumed enterprise operations. Around 73% women who had concept to have completely closed their companies have stated starting up enterprise hobby with a majority of them (97%) resuming the equal enterprise as earlier than. This percentage changed into better amongst women jogging individual-led corporations and buying and selling corporations. The key elements that had been pivotal⁶ in not simplest 35.9%. In reality, the schemes that maximum women had been aware about and availed of had been those associated with direct coins transfers.

Many women (53.7%) did take benefit of help from SHGs and monetary help within side the shape of loans from SHGs changed into the maximum sought out shape of help from SHGs (forty two.6%),¹⁴ which suggests that women are possibly tapping into the micro environment to help their companies. Perhaps there is advantage in an extra want to have a look at, apprehend and layout monetary units that mainly cater to the wishes and hazard-urge for food of women's women entrepreneur, maximum of whom fall within side the micro-unregistered zone.

Conclusion

Women entrepreneurship is both about women's position in the society and about the role of entrepreneurship in the same society. Women entrepreneurs face many obstacles, specifically in marketing their product (including family responsibilities), that have to be overcome in order to give them access to the same opportunities as men. The entry of rural women in micro- enterprises must be encouraged and aggravated. Rural women can do wonders by their effectual and competent involvement in entrepreneurial activities. The rural women have the basic indigenous knowledge, skill, potential, and resources to establish and manage enterprise. Now, the need is for knowledge regarding accessibility to loans, various funding agencies, procedures regarding certification, awareness on government welfare programmes, motivation, technical skill and support from family government and other organisation.

Moreover, formation and strengthening of rural women entrepreneur's network must be encouraged. The banking institutions must offer formalised credit facilities, and Vol. 2, Issue 1, March 2014 Annual Research Journal of SCMS, Pune 127 this sector must be included in the registered sector category by the government to promote entrepreneurship among rural women. This support will help the women to strengthen their family bonds through financing their businesses, and thus help in the economic growth of the country. This article highlights

the importance and need of the rural women entrepreneurs to be included in the government's registered sector, which would pave the way for economic development of the country. Thus, it can be asserted that women

entrepreneurs can perform better, both in urban and rural areas, given that the government provides them financial support by including them under the registered sector.

References

1. https://cse.azimpremjiuniversity.edu.in/wp-content/uploads/2020/06/Compilation-of-findings-APU-COVID-19-Livelihoods-Survey_Final.pdf.
2. Borpuzari, P (2020): "Covid-19 Relief: Government Announces Rs 3-lakh Crore Collateral-free Automatic Loans for MSMEs," Economic Times, https://economictimes.indiatimes.com/small-biz/sme-sector/covid-19-relief-government-announces-rs-3-lakh-crore-collateral-free-automatic-loans-for-msmes/articleshow/75710137.cms?utm_source=contentofinterest&utm_medium=text&utm_campaign=cppst.
3. Business Today (2020): "81% Micro Enterprises Confident of Recovery Post Coronavirus: Survey," 9 August, <https://www.businesstoday.in/current/corporate/81-micro-enterprises-confident-of-recovery-post-coronavirus-survey/story/412475.html>.
4. Buteau, S and A Chandrasekhar (2020): "Covid-19: Assessing Vulnerabilities Faced by Microenterprises," Ideas for India, 31 July, <https://www.ideasforindia.in/topics/macroeconomics/covid-19-assessing-vulnerabilities-faced-by-microenterprises.html>.
5. Byder, James, Diego A Agudelo and Ignacio Arango (2019): "Gender Matters Most. The Impact on Short-term Risk Aversion Following a Financial Crash," Review of Financial Economics, Vol 37, No 1, pp 106–17, <https://doi.org/10.1002/rfe.1038>.
6. Chawla, M, P Sahni and K Sadhwani (2020): "Can Covid-19 Be the Turning Point for Women Entrepreneurs in India?" Bain, 13 October, <https://www.bain.com/insights/can-covid-19-be-the-turning-point-for-women-entrepreneurs-in-india/>.
7. Deshpande, Ashwini (2020): "The COVID-19 Pandemic and Gendered Division of Paid and Unpaid Work: Evidence from India," IZA Discussion Papers, No 13815, October, <https://www.iza.org/publications/dp/13815/the-covid-19-pandemic-and-gendered-division-of-paid-and-unpaid-work-evidence-from-india>.
8. Ghosh, Sangeeta (2020): "Examining the Covid-19 Relief Package for MSMEs," Economic & Political Weekly, Vol 55, No 22, <https://www.epw.in/journal/2020/22/commentary/examining-covid-19-relief-package-msmes.html>.
9. Kapoor, Amit, Sampriti Mukherjee and Jatin Nair (2020): "How have Indian Businesses been Impacted during and after the Lockdown?" Economic Times, 29 September, <https://economictimes.indiatimes.com/news/economy/indicators/how-have-indian-businesses-been-impacted-during-and-after-the-lockdown/articleshow/78382728.cms?from=mdr>.
10. Khan, S (2021): "FM Doubles Budgetary Allocation for MSMEs, But One Scheme Gets the King's Share," Economic Times, <https://economictimes.indiatimes.com/small-biz/sme-sector/fm-doubles-budgetary-allocation-for-msmes-but-one-scheme-gets-the-kings-share/articleshow/80680785.cms>.
11. Koellinger, P, M Minniti and C Schad (2011): "Gender Differences in Entrepreneurial Propensity," Oxford Bulletin Economics and Statistics, Vol 75, No 2, pp 213–34.
12. Mehrotra, Santosh and Tuhinshubra Giri (2019): "The Size Structure of India's Enterprises: Not Just the Middle is Missing," CSE Working Paper No 25, Centre for Sustainable Employment, Azim Premji University, https://cse.azimpremjiuniversity.edu.in/wp-content/uploads/2019/12/Mehrotra_Giri_Not_Just_Missing_Middle_Revised_July2020.pdf.
13. Mint (2020): "Covid-19 Impact on Women-led Micro biz Widens Socio-economic Gap: Report," 29 November, <https://www.livemint.com/news/india/covid-19-impact-on-women-led-micro-biz-widens-socio-economic-gap-report-11606632342518.html>.
14. Misra, Savvy Soumya and Tejas Patel (2021): "The Inequality Virus: India Supplement 2021," 22 January, <https://www.oxfamindia.org/press-release/inequality-virus-india-supplement-2021>.
15. MSME (2020): "MSME Annual Report (2020)," Ministry of Micro, Small and Medium Enterprises, Government of India, New Delhi, <https://msme.gov.in/sites/default/files/MSME-ANNUAL-REPORT-ENGLISH%202020-21.pdf>.
16. Pandey, R and A Pillai (2020): "Covid-19 and MSMEs: The 'Identification' Problem," Ideas for India, <https://www.ideasforindia.in/topics/macroeconomics/covid-19-and-the-msme-sector-the-identification-problem.html>.
17. Salla, S (2020): "How Will Covid-19 Affect Women Entrepreneurs?" India Development Review, 14 July, <https://idronline.org/how-will-covid-19-affect-women-entrepreneurs/>.
18. Sunil, S (2020): "India's Women Entrepreneurs See Survival by Remodeling Business," Economic Times, 19 October, <https://economictimes.indiatimes.com/small-biz/entrepreneurship/indias-women-entrepreneurs-see-survival-by-remodeling-business/articleshow/78741082.cms>.
19. Sharma, V B (2020): "Why India's MSME Sector Needs More Than a Leg-
20. up," Wire, <https://thewire.in/business/why-indias-msme-sector-needs-more-than-a-leg-up>.
21. Soni, S (2021): "Modi Govt's Rs 3 lakh cr ECLGS Scheme for MSMEs Crosses Three-fourth Mark in Sanctioned Loan Amount," Financial Express,

22. <https://www.financialexpress.com/industry/sme/msme-fin-modi-govts-rs-3-lakh-cr-eclgs-scheme-for-msmes-crosses-three-fourth-mark-in-sanctioned-loan-amount/2186259/>.
23. Tankha, R (2020): “Voices from the Field: Impact of Covid-19 on Women and Their Collectives in India,” Initiative for What Works to Advance Women in The Economy (IWWAGE), an Initiative of LEAD, Krea University, New Delhi.
24. Wenham, C, J Smith and R Morgan (2020): “COVID-19: The Gendered Impacts of the Outbreak,” *Lancet*, Vol 395, No 10227, pp 846–48.
25. World Bank (2020): *South Asia Economic Focus, Fall 2020: Beaten or Broken? Informality and COVID-19*, Washington DC.