

Women Entrepreneurship towards Inclusive Growth: Role of Economic Factors

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ABSTRACT

The Indian economy which is on a growth path is characterised by a distinct divide between the rich and the poor. A significant proportion of the population (21.92%) is below the poverty line (RBI Report 2012). Therefore, the XII Five-Year Plan focuses on inclusive growth by creating economic opportunities to all segments of the population and ensuring equal access to them. In India, women constitute almost 50% of the population, but the female work participation is 18.23% (Census 2011). Women entrepreneurship, which is still in its nascent stages, is the most appropriate and viable solution to improve the female work participation. Women enterprises account for only 7.36% of the total enterprises (MSME Census 2006-07 published in 2011-12) reflecting the scope for their growth. This empirical study is based on primary data collected from women entrepreneurs in the MSME segment. The women entrepreneurs selected for the study were from four categories: manufacturing, trading, service and profession. A growth index was computed and the relationship between the growth index and each of the economic factors-finance, marketing and training was found to be significant. This implies that assistance to women entrepreneurs would lead to the growth of their business enterprise.

KEYWORDS: Women entrepreneurship, Economic factors, Inclusive growth.

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