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Findings

The extensive study of the Census and other policy documents and data sources clearly point towards the marginal existence of women in the field of entrepreneurship in India as late as the 21st century. However, the service sector and the small and micro level industries owned/founded by women have definitely seen a rise in India. A higher concentration of women in the serviced sector gives loud hints about the difficulty of accessing capital and the belief in their capabilities as manufacturers. Both from the theoretical sources as well as from the primary field work data, for almost the last decade, availing capital and resources that are required for establishing and starting an entrepreneurial venture has become comparatively less difficult. Contrary to what is popularly believed with respect to satisfaction from work that an entrepreneur acquires when push factors are at work, it was observed in the study that individuals were highly satisfied with their entrepreneurial ventures, with more than 95% of the participants marking the highest indicator for the level of satisfaction from their work in the questionnaire. In maximum number of cases where individuals did not benefit from government schemes despite being aware about their existence, it was seen that they did not even approach the state representatives in the first place due to pre-conceived notions. This, clubbed with the ineffectiveness of the outreach programmes by the State, adversely affected the risk-taking ability of these women entrepreneurs who could have benefitted greatly had these issues been appropriately addressed. The establishment of the agency in the context of these females, in terms of the freedom they get for themselves displayed by greater decision making, was a factor that saw mixed responses.