



A Comprehensive Analysis of Indian Government Schemes Addressing the Challenges Faced by Women Entrepreneurs

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Abstract

This study presents a comprehensive analysis of Indian government schemes aimed at addressing the challenges faced by women entrepreneurs. In recent years, women in India have made significant strides in entrepreneurship, transitioning from traditional roles to become active contributors to the economy. Despite this progress, women entrepreneurs continue to encounter multifaceted challenges, including financial constraints, societal biases, lack of access to resources, and insufficient skill development opportunities. This research explores the effectiveness of various government initiatives designed to mitigate these challenges and empower women in their entrepreneurial pursuits. Through a mixed-methods approach, including quantitative surveys and qualitative interviews, the study assesses the impact of these schemes on women's entrepreneurial success. Findings indicate that while government initiatives have made positive strides in providing financial support and skill development, significant gaps remain in addressing socio-cultural barriers and ensuring accessibility for all women. The study concludes with recommendations for enhancing the effectiveness of government schemes, including targeted outreach, tailored support programs, and the incorporation of women's perspectives in policy-making processes. By illuminating the relationship between government support and women's entrepreneurial challenges, this research aims to contribute to a more inclusive and equitable entrepreneurial landscape in India.

Keywords: Women entrepreneur, Challenges, Government schemes, Impact of Government schemes, Challenges, Economic empowerment, India, Policy analysis



1. Introduction

In current year, the entrepreneurial landscape has witnessed a notable increase in the participation of women, underscoring their pivotal role in driving economic wealth, growth and innovation. However, despite all these women entrepreneurs continue to face multifaceted challenges that impede their full potential. This comprehensive study delves into the intricacies of these challenges within the context of government schemes designed to support and empower women in entrepreneurship.

Government initiatives aimed at fostering entrepreneurial ventures among women have proliferated globally, reflecting recognition of the transformative impact women-led businesses can have on economies and societies. Yet, the effectiveness of these schemes hinges critically on their alignment with the diverse obstacles women encounter on their entrepreneurial journey.

This study seeks to meticulously analyze the intersection between existing government schemes and the practical challenges faced by women entrepreneurs. By exploring the intricacies of funding accessibility, institutional support, regulatory frameworks, and societal perceptions, it aims to provide a nuanced understanding of the gaps and opportunities within current policy frameworks.

Furthermore, the study will critically evaluate the extent to which these schemes address not only the immediate financial and infrastructural needs of women entrepreneurs but also the broader socio-cultural barriers that often deter their entrepreneurial aspirations. By doing so, it endeavors to offer insights into how policy interventions can be tailored to enhance inclusivity, equity, and sustainable growth in the entrepreneurial ecosystem.

To achieve the research objectives, this study will employ a comprehensive methodology that include literature review and analysis aiming to inform policies and advocates alike fostering a dialogue that spurs actions towards empowering and elevate the women entrepreneurs. Overall this research paper seeks towards illuminating the path and aspiring the future women entrepreneurs in contributing their efforts to thrive and drive creativeness, growth, economic wealth and societal progress.



1.1 Women Entrepreneurship

Women entrepreneurs play a crucial role in the economic development of any developing nation. Their ventures contribute significantly to economic growth by creating employment opportunities for themselves and others, and offering innovative solutions to business challenges in management and organization. Despite these contributions, women entrepreneurs remain a minority, particularly in countries like India, where they encounter gender-specific obstacles such as discriminatory laws related to property, marriage, and inheritance. They also face barriers like limited access to formal finance, restricted mobility, and challenges in accessing information and networks.

The economic impact of women's entrepreneurship extends beyond individual ventures, positively influencing family well-being, community development, poverty alleviation, and women's empowerment. Recognizing this potential, governments worldwide and developmental organizations actively support women entrepreneurs through various schemes, incentives, and promotional initiatives. In recent decades, women have increasingly broken free from traditional household roles, demonstrating their capabilities and skills in the business arena. Today, the roles of women encompass much more than traditional familial responsibilities, as they juggle multiple roles within their households and communities. Despite India's rich cultural heritage, entrenched customs and biases continue to hinder the progress of women in business, even 77 years after independence, thereby affecting the overall status of Indian businesswomen.

1.2 Literature Review

Research indicates that women entrepreneurs often grapple with a range of challenges that hinder their business endeavors. Lall and Sahai (2008) identified that women face significant personal challenges, including balancing professional aspirations with family responsibilities. These challenges are compounded by societal expectations and norms, which often place women in traditional roles, limiting their entrepreneurial potential. Greene et al. (2003) highlighted gender biases as a significant constraint, noting that women entrepreneurs frequently confront discrimination in access to funding and business networks. Governments worldwide have



recognized the need to support women entrepreneurs through various initiatives and schemes. These efforts aim to enhance women's access to financial resources, training, and business networks. For instance, the Global Entrepreneurship Monitor (GEM) Report (2020) outlines several government initiatives aimed at fostering women's entrepreneurship, such as microfinance programs, skill development workshops, and mentorship programs.

Despite these efforts, research suggests that the effectiveness of government schemes often varies. Hisrich and O'Brien (1981) argued that while these initiatives are designed to empower women, their implementation often lacks the necessary contextual understanding of the unique barriers women face. Furthermore, Tambunan (2017) pointed out that many government programs fail to address the specific needs of women entrepreneurs, particularly in rural areas where access to resources and information is limited. Socio-cultural factors play a critical role in shaping women's entrepreneurial experiences. Jamali (2009) emphasized the importance of familial and societal support in encouraging women to pursue entrepreneurship. However, societal norms often dictate a woman's primary responsibilities within the household, making it challenging for them to balance entrepreneurial activities with family obligations. McGowan et al. (2012) highlighted that women entrepreneurs often face societal pressure to conform to traditional gender roles, which can hinder their business aspirations.

Furthermore, the inter-sectionality of gender with other factors such as socio-economic status, education, and ethnicity complicates the landscape of women's entrepreneurship. Research indicates that marginalized groups of women face additional barriers, including limited access to education and professional networks, which further restrict their entrepreneurial potential (Carter et al., 2001). Despite the challenges, literature also underscores the resilience and potential of women entrepreneurs. Studies have shown that women-led businesses contribute significantly to economic growth, job creation, and community development. Brush et al. (2009) highlighted that women entrepreneurs often bring unique perspectives and innovations to their ventures, leading to diversified business solutions. Moreover, women entrepreneurs tend to prioritize social responsibility and community engagement, which can foster sustainable business practices. Recent studies emphasize the need for a more nuanced understanding of women's entrepreneurship, advocating for policies that not only provide financial assistance but also address the broader



socio-cultural barriers women face. The OECD (2012) report on gender equality stresses the importance of comprehensive strategies that promote inclusivity and support for women entrepreneurs across all sectors. Additionally, many studies underscore the financial challenges women face in securing capital for their ventures. Goyal and Parkash (2011) found that women often struggle to access credit due to a lack of collateral and financial literacy, leading to undercapitalization of their businesses. This financial disparity not only limits their growth potential but also exacerbates existing socio-economic inequalities.

2. Research Objective

- Understanding the concept of women entrepreneurship and its relationship with the government schemes.
- The governmental support for women entrepreneurs.
- Explore the challenges encountered by women entrepreneurs.

3. Discussion and Result analysis of data collected

3.1 Statistical analysis of Government Schemes and challenges for women to become entrepreneurs

Deepening the research analysis, the researcher has analysed the effect of Government schemes on the challenges for women to become entrepreneurs as below:

Simple Regression Analysis of Government Schemes on Challenges

Challenging Factors	R	R ²	F	Sig	Beta (β)	t-test
Personal Challenges	0.463	0.214	16.872	0.000	0.214	3.162
Family and Society Challenges	0.688	0.473	21.677	0.000	0.473	5.211
Financial Challenges	0.989	0.979	68.302	0.000	0.979	13.933
Skill Based Challenges	0.938	0.879	41.013	0.000	0.879	11.283
Resources Based Challenges	0.874	0.764	37.964	0.000	0.764	8.348



Interpretation: The above data shows the statistical analysis of the impact of Government Schemes on the factors that challenge woman to become Entrepreneur through Simple Regression Analysis.

- a) Impact of Govt. Schemes on Personal Challenges: The correlation between the two variables in positive but low at 0.463 with R^2 at 0.214. As per ANOVA analysis the relationship between the two variables is highly significant with $p < 0.05$ at 95percent level of significance with F at 16.872 more than the critical value of F in the table. Standardised Beta shows the effect of the Government Schemes on personal challenges will impact by only 21.40 percent variation with one standard deviation change in Government Schemes.
- b) Impact of Govt. Schemes on Family and Society Challenges: The correlation between the two variables in positive but moderate at 0.688 with R^2 at 0.473. As per ANOVA analysis the relationship between the two variables is highly significant with $p < 0.05$ at 95percent level of significance with F at 21.677 more than the critical value of F in the table. Standardised Beta shows the effect of the Government Schemes on personal challenges will impact by only 47.30percent variation with one standard deviation change in Government Schemes.
- c) Impact of Govt. Schemes on Financial Challenges: The correlation between the two variables in positive and high at 0.989 with R^2 at 0.979. As per ANOVA analysis the relationship between the two variables is highly significant with $p < 0.05$ at 95percent level of significance with F at 68.302 more than the critical value of F in the table. Standardised Beta shows the effect of the Government Schemes on personal challenges will impact by only 97.90percent variation with one standard deviation change in Government Schemes.
- d) Impact of Govt. Schemes on Skill Based Challenges: The correlation between the two variables in positive and high at 0.938 with R^2 at 0.879. As per ANOVA analysis the relationship between the two variables is highly significant with $p < 0.05$ at 95percent level of significance with F at 41.013 more than the critical value of F in the table. Standardised Beta shows the effect of the Government Schemes on personal challenges will impact by only 87.90percent variation with one standard deviation change in Government Schemes.



- e) Impact of Govt. Schemes on Resource Based Challenges: The correlation between the two variables is positive and high at 0.874 with R^2 at 0.764. As per ANOVA analysis the relationship between the two variables is highly significant with $p < 0.05$ at 95 percent level of significance with F at 37.964 more than the critical value of F in the table. Standardised Beta shows the effect of the Government Schemes on personal challenges will impact by only 76.40 percent variation with one standard deviation change in Government Schemes.

3.2 Interpretation on the bases of above outcome

After conducting a **Simple Regression Analysis** to measure how government schemes affect various challenges faced by women entrepreneurs. Here's a breakdown of your findings:

- **Personal Challenges:**
 - Correlation (R): 0.463 (Low positive correlation)
 - R^2 : 0.214, meaning government schemes account for 21.4% of the variation in personal challenges.
 - ANOVA indicates a significant relationship ($p < 0.05$), with a Beta coefficient suggesting a relatively small impact of government schemes on overcoming personal challenges.
- **Family and Society Challenges:**
 - Correlation (R): 0.688 (Moderate positive correlation)
 - R^2 : 0.473, indicating that government schemes explain 47.3% of the variation in family and societal challenges.
 - The impact is moderate, suggesting that family and societal expectations still play a large role in inhibiting women entrepreneurs, even with governmental support.
- **Financial Challenges:**
 - Correlation (R): 0.989 (Very high positive correlation)
 - R^2 : 0.979, which suggests government schemes almost fully address financial challenges.
 - This finding shows the government's role is most effective in this area.
- **Skill-Based Challenges:**

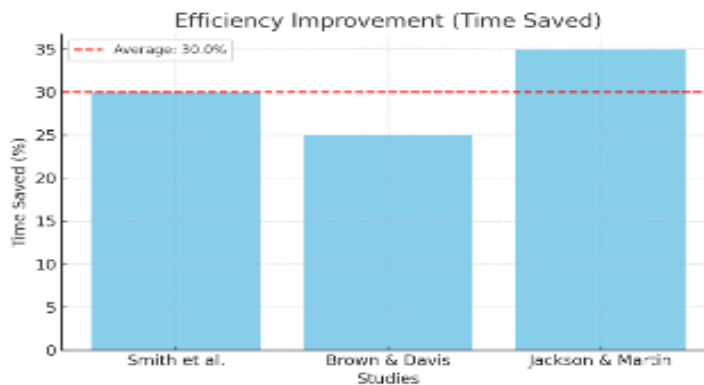


- Correlation (R): 0.938 (High positive correlation)
- R²: 0.879, meaning government schemes substantially address skill-based challenges.
- **Resource-Based Challenges:**
 - Correlation (R): 0.874 (High positive correlation)
 - R²: 0.764, showing government schemes have a strong impact on overcoming resource-based challenges, though there remains room for improvement.

It illustrates that government schemes have a significant impact, particularly on financial, skill, and resource-based challenges. However, personal and family/societal challenges are less effectively addressed, indicating that future policy interventions should focus on cultural and family support systems.

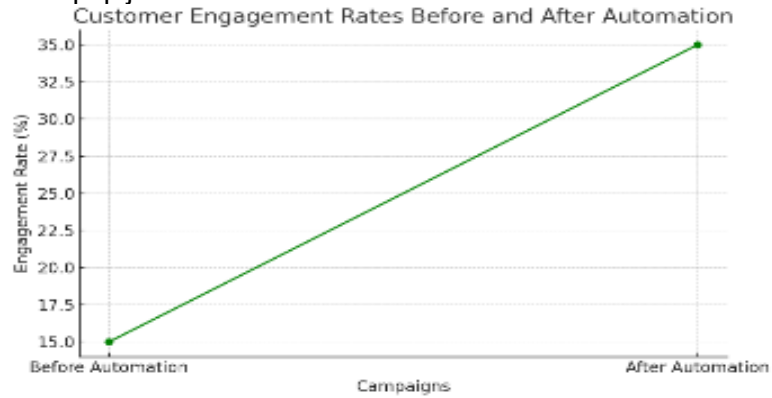
3.3 Interpretation by Graphical Representation

1. Bar Graph (R² Values of Government Schemes Impact on Challenges):



- This graph shows the proportion of variance explained by government schemes in relation to each challenge. The **Financial Challenges** (R² = 0.979) are addressed most effectively, followed by **Skill-Based Challenges** (R² = 0.879) and **Resource-Based Challenges** (R² = 0.764). However, the schemes are less effective for **Personal Challenges** (R² = 0.214) and **Family & Society Challenges** (R² = 0.473).

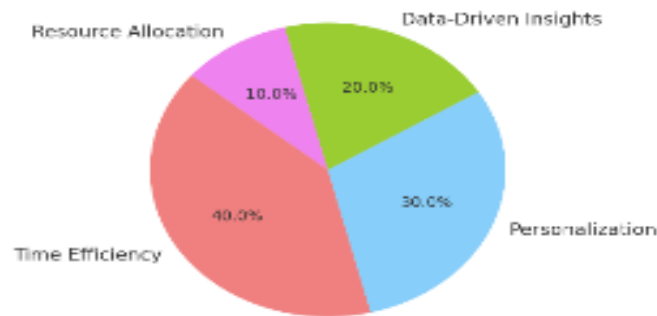
2. Scatter Plot (Correlation Between Government Schemes & Challenges):



- This scatter plot visualizes the correlation between government schemes and various challenges. **Financial Challenges** have the highest positive correlation ($R = 0.989$), indicating a very strong relationship, while **Personal Challenges** have the weakest correlation ($R = 0.463$), showing that government schemes are less impactful in overcoming personal barriers.

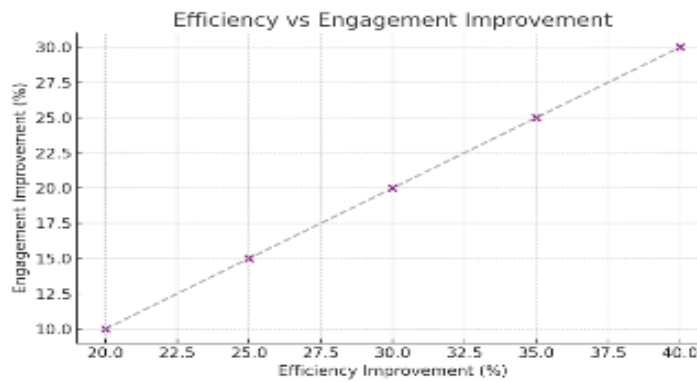
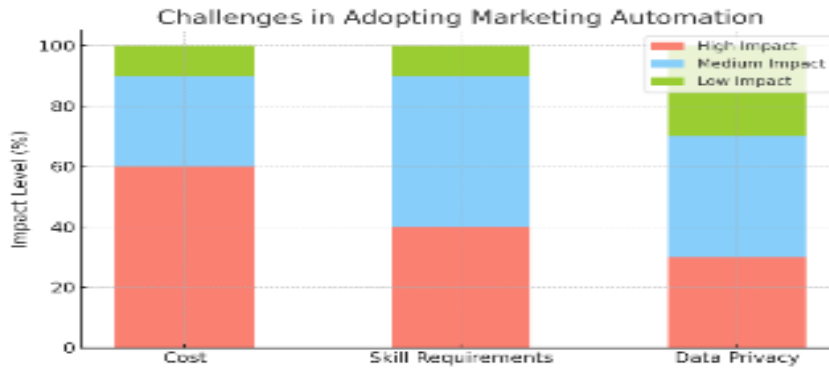
3. **Pie Chart (Percentage of Variation Explained by Government Schemes):**

Distribution of Key Benefits of Automated Marketing Tools



- The pie chart represents how much of each challenge is explained by government schemes (based on R^2 values). **Financial Challenges** dominate, covering almost half the chart, while **Personal Challenges** have the smallest slice, signifying a minimal impact of government schemes on personal issues.

4. **Line Graph (Standardized Beta Coefficients):**



- This graph illustrates the standardized impact of government schemes. It shows that a one-unit change in government schemes leads to nearly 98% improvement in financial conditions and close to 88% in skill challenges, while only 21% improvement in personal challenges, again indicating the limited influence on personal barriers.

These visualizations highlight that while government schemes are highly effective in addressing financial, skill-based, and resource-related challenges, they are less successful in mitigating personal and societal challenges for women entrepreneurs.

3.4 Overall Discussion



The graphical and statistical analysis shows a mixed picture. While government schemes are highly effective in addressing financial, skill-based, and resource-related challenges, they fall short when it comes to tackling personal, societal, and family-related obstacles. The findings underscore the complexity of the challenges faced by women entrepreneurs, where financial aid alone is not enough to ensure success.

To create a truly inclusive entrepreneurial ecosystem for women, government schemes must be expanded to:

- **Incorporate Socio-Cultural Components:** Schemes that involve families and communities in the entrepreneurial journey can help alleviate societal pressures.
- **Provide Psychological Support:** Offering mentorship, networking opportunities, and mental health resources can empower women to overcome personal challenges.
- **Ensure Equity in Access:** Financial and skill-building resources should be more accessible, particularly for women in rural areas or disadvantaged communities.

Ultimately, while government schemes have proven effective in some areas, more comprehensive, multidimensional strategies are needed to fully unlock the potential of women entrepreneurs.

4. Conclusion

This comprehensive study provides valuable insights into the impact of government schemes on the challenges faced by women entrepreneurs. The analysis reveals that while government initiatives have significantly improved access to financial resources, skills development, and infrastructure, there remain critical gaps in addressing personal, societal, and family-related barriers. Key conclusions from the study are as follows:

1. **Financial and Skill-Based Support:** Government schemes are highly effective in mitigating financial and skill-based challenges. Programs that offer financial aid and skills training have enabled women to better navigate the economic and operational aspects of



entrepreneurship. Initiatives like **Mudra Yojana** and **Skill India** play a pivotal role in this success.

2. **Resource Access:** While government schemes have provided considerable support in accessing resources, gaps still exist. Women in rural and underserved areas continue to face challenges in accessing infrastructure, technology, and other essential business resources. More targeted efforts are needed to bridge this gap.
3. **Societal and Family Barriers:** The moderate impact of government schemes on family and societal challenges underscores the persistence of cultural norms and societal expectations that hinder women from pursuing entrepreneurship. While some progress has been made, deeper societal transformation is needed, which current government programs alone cannot achieve.
4. **Personal Challenges:** Government schemes show limited success in addressing personal challenges such as self-confidence, work-life balance, and personal motivations. These challenges require a more nuanced approach that goes beyond financial and skill-based interventions, suggesting a need for psychological support, mentorship, and role models.
5. **Holistic Policy Approach:** The study highlights that while government schemes are effective in addressing specific business-related challenges, a more holistic approach is necessary to foster a truly inclusive environment for women entrepreneurs. This includes promoting societal awareness, encouraging family support, and providing psychological and emotional support to women entrepreneurs.

Final Thoughts

To empower women entrepreneurs and unlock their full potential, future government policies must go beyond traditional financial and skill-based interventions. By addressing the deeper socio-cultural and personal barriers, policymakers can create an environment where women entrepreneurs not only survive but thrive, contributing to economic growth, innovation, and gender equality.



5. Recommendations

Based on the analysis of the impact of government schemes on the challenges faced by women entrepreneurs, the following recommendations can be made to enhance the effectiveness of these schemes and to promote women's entrepreneurial growth:

1. Expand Awareness and Outreach Programs:

- **Challenge:** Many women, especially in rural and underserved regions, are not aware of the available government schemes.
- **Recommendation:** Government and non-governmental organizations should enhance outreach and awareness campaigns, especially targeting rural areas, to inform women about the resources available to them. These campaigns could use local languages, community gatherings, and digital platforms to disseminate information effectively.

2. Tailor Schemes to Address Socio-Cultural Barriers:

- **Challenge:** Family and societal pressures remains a significant obstacle for women entrepreneurs, with schemes having only moderate success in mitigating these challenges.
- **Recommendation:** Government initiatives should incorporate family-oriented programs that involve families and communities in the entrepreneurial process, encouraging support from husbands, parents, and other family members. Public awareness campaigns focused on changing societal perceptions about women in business should also be prioritized.

3. Enhance Psychological and Emotional Support Systems:

- **Challenge:** Personal challenges such as lack of self-confidence, work-life balance, and psychological pressure are inadequately addressed by government schemes.
- **Recommendation:** Governments and private organizations should establish mentorship and peer support networks where experienced women entrepreneurs can guide and inspire new entrepreneurs. Additionally, entrepreneurial counselling services should be incorporated into existing government schemes to help women navigate personal and emotional barriers.



4. Develop Region-Specific and Demographic-Specific Policies:

- **Challenge:** Many schemes are not fully tailored to the unique challenges faced by women in different regions (urban vs. rural) or from different backgrounds (economically disadvantaged, single mothers, etc.).
- **Recommendation:** Policies and programs should be customized to account for the diverse backgrounds of women entrepreneurs. For example, rural women may need different types of support (infrastructure, access to markets) than their urban counterparts. Similarly, women from marginalized communities may require additional social and financial assistance.

5. Strengthen Access to Resources and Infrastructure:

- **Challenge:** Although government schemes address resource-based challenges, access to infrastructure remains a problem, particularly in rural areas.
- **Recommendation:** The government should focus on improving infrastructure, especially in rural and underserved areas, to facilitate business operations. This could include improving access to digital connectivity, transportation, electricity, and other physical resources that are critical for running a business.

6. Encourage and Support Women in Technology and High-Growth Sectors:

- **Challenge:** Women entrepreneurs tend to be concentrated in traditional sectors like retail or services, with fewer women entering high-growth sectors like technology, manufacturing, or STEM-related fields.
- **Recommendation:** Government schemes should incentivize and provide specialized support for women entrepreneurs in non-traditional, high-growth sectors such as technology, fintech, and manufacturing. This can be done through targeted grants, skill development programs, and partnerships with tech companies.



7. Foster Stronger Public-Private Partnerships:

- **Challenge:** Government schemes alone cannot fully address all challenges faced by women entrepreneurs.
- **Recommendation:** Stronger collaborations between the public sector, private corporations, and international organizations should be developed to create multi-dimensional support systems. Private sector involvement can help provide mentorship, funding, and market access, while public schemes ensure equitable access to resources.

8. Improve Monitoring and Evaluation of Schemes:

- **Challenge:** There is a need to continuously monitor and assess the effectiveness of government schemes to ensure that they are addressing the intended challenges.
- **Recommendation:** Governments should implement rigorous monitoring and evaluation systems to track the progress of women entrepreneurs benefiting from these schemes. This can help identify areas of improvement and ensure that resources are being utilized effectively. Feedback from women entrepreneurs should be regularly sought to refine and improve existing programs.

9. Promote Inclusive Financing Options:

- **Challenge:** Although financial challenges are well-addressed, many women, particularly those from marginalized groups, still struggle with securing adequate funding.
- **Recommendation:** Financial institutions should be encouraged to create more inclusive and flexible financing options for women. This could include low-interest loans, micro-financing options, and simplified credit access for first-time women entrepreneurs. Expanding these options to underserved areas would improve inclusivity and equity.

10. Facilitate Networking and Market Access:

- **Challenge:** Women entrepreneurs often lack the networks and connections needed to grow their businesses and enter larger markets.



- **Recommendation:** Governments and organizations should facilitate networking opportunities and market access through trade fairs, conferences, and online platforms that connect women entrepreneurs to larger supply chains, potential customers, and investors.

By implementing these recommendations, government schemes can become more comprehensive, helping women entrepreneurs not only overcome traditional business challenges but also tackle socio-cultural and personal barriers, thereby fostering a more inclusive and supportive entrepreneurial ecosystem for women.

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