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NAVGATING THE OBSTACLES OF WOMEN-LED BUSINESSES

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CHAPTER I

INTRODUCTION

1.1 INTRODUCTION

In the dynamic landscape of contemporary business, the entrepreneurial spirit knows no
gender boundaries. While the global business community is witnessing a surge in women-led enterprises, it is imperative to acknowledge that women entrepreneurs often encounter a distinctive array of challenges. These challenges encompass a spectrum ranging from entrenched gender biases to disparities in access to crucial funding and resources. Recognizing the need for a comprehensive understanding of these multifaceted obstacles, this project, titled "Navigating the Obstacles of Women-Led Businesses," embarks on a nuanced exploration aimed at unraveling the intricacies of the challenges faced by women entrepreneurs.

As we navigate through the diverse sectors of business, it becomes evident that the challenges experienced by women entrepreneurs are not homogenous; rather, they are shaped by industry-specific nuances. This project seeks to delve into the varied landscape of challenges across different sectors, examining how gender-related hurdles manifest and impact women-led businesses differently. By shining a spotlight on industry-specific obstacles, we aim to contribute insights that can inform targeted strategies and policies, fostering an environment where women entrepreneurs can thrive regardless of the sector they choose to navigate.

In tandem with identifying challenges, this study places a profound emphasis on evaluating the support structures available to women-led businesses. From mentorship programs to networking opportunities, understanding the role of these support systems in helping women entrepreneurs overcome obstacles is paramount. By conducting a thorough examination of successful case studies, this project aims to unravel the intricate tapestry of strategies employed by women-led businesses to navigate and surmount adversities. The ultimate goal is not only to underscore the resilience exhibited by women entrepreneurs but also to distill actionable recommendations that can contribute to a more equitable and supportive entrepreneurial ecosystem.
Amidst the challenges faced by women-led businesses, this project recognizes the importance of
acknowledging success stories that stand as beacons of inspiration. By analyzing and distilling lessons from triumphs in the face of adversity, we aim to uncover the strategic decisions, innovative approaches, and resilience that characterize the journeys of successful women entrepreneurs. These case studies will not only provide valuable insights into effective navigation but also serve as motivational narratives for aspiring women in the entrepreneurial realm. Through an exploration of both challenges and successes, this project endeavors to contribute to a narrative that celebrates the achievements of women entrepreneurs while critically assessing the barriers that persist.

In addition to examining the microcosm of individual businesses, this study also seeks to understand the broader implications of existing policies and regulations on women entrepreneurs. By evaluating the impact of regulatory frameworks on women-led businesses, we aim to discern whether these structures contribute to or alleviate gender-specific challenges. Furthermore, this analysis will extend to proposing potential policy recommendations that could foster a more supportive and inclusive business environment. This dual-pronged approach, focusing on both individual experiences and systemic factors, endeavors to provide a holistic understanding of the challenges women entrepreneurs face and offers avenues for systemic change to promote gender equity in the entrepreneurial landscape.
Businesses that are primarily owned, managed, and operated by women are often referred to as women-led businesses or women-owned businesses. These enterprises cover a wide range of industries and sectors, and they play a significant role in the global economy. Some examples of businesses that are commonly carried out mainly by women include:

1. **Women's Fashion and Apparel:**

Boutiques, online clothing stores, and fashion design businesses focusing on women's clothing and
accessories.

2. Beauty and Wellness:

Salons, spas, skincare and beauty product businesses, often catering to female clientele.

3. Healthcare and Wellness Services:

Businesses providing healthcare services, wellness coaching, or fitness instruction, where women
may be the primary proprietors.

4. Event Planning and Coordination:

Event management businesses specializing in wedding planning, party coordination, and event
design.

5. Online Retail and E-commerce:

Women-owned online stores selling various products, ranging from handmade crafts to specialty
goods.

6. Education and Tutoring Services:

Educational businesses offering tutoring, coaching, or consulting services, particularly in fields
where women have expertise.

7. Food and Catering:

Catering businesses, bakeries, and food service companies owned and operated by women.

8. Social Enterprises:

Businesses with a social mission, such as fair-trade enterprises, eco-friendly product companies,
and businesses supporting social causes.

9. Consulting and Professional Services:

Women-owned businesses providing consulting services in various fields, including marketing,
finance, legal, and management.

STATEMENT OF PROBLEM:

In contemporary business landscapes, women-led businesses face a myriad of challenges that
impede their growth, sustainability, and equitable participation. These challenges encompass gender biases, limited access to funding, industry-specific hurdles, and networking barriers, collectively hindering the entrepreneurial journey for women. Despite the increasing recognition of women's contributions to the business world, a comprehensive understanding of the nuanced obstacles they encounter remains elusive. This project seeks to unravel the intricate tapestry of challenges faced by women entrepreneurs, examining industry-specific dynamics, regional variations, and the impact of existing policies and support systems. By addressing these challenges head-on, the study aims to contribute insights and recommendations that foster a more inclusive and supportive environment for women-led businesses, ultimately promoting gender equity in the entrepreneurial landscape.

OBJECTIVES:

- To Identify and analyze key challenges of women entrepreneurs.
- To Discover solutions for the obstacles faced by women in their business.
- To Explore various fields of Women empowerment in the market.
- To Know the satisfaction level of women employees in different field of markets.
- To Analyze the safety security of women in their working environment.

SCOPE OF STUDY:

Investigating and categorizing the primary challenges faced by women-led businesses, encompassing gender biases, funding limitations, industry-specific hurdles, and networking barriers. Examining variations in challenges across different industries to understand how gender-related obstacles manifest in diverse business sectors. Analyzing regional differences in the challenges encountered by women entrepreneurs to uncover potential cultural or geographical influences on business obstacles. Evaluating the effectiveness of existing support structures, such as mentorship programs and networking initiatives, in aiding women-led businesses to overcome challenges.

Assessing the impact of current policies and regulations on women entrepreneurs and proposing recommendations for policy changes to foster a more supportive business environment.

Examining successful case studies of women-led businesses to distill lessons, best practices, and strategies employed in navigating and overcoming obstacles. Investigating societal perceptions and attitudes toward women in entrepreneurship to understand the external factors influencing the challenges faced by women-led businesses.

1.4 LIMITATIONS:

- The study was carried out only with women employees
- Data Availability in regions with limited transparency or reporting mechanisms.
- The study might be influenced by subjectivity in the perceptions and attitudes of participants, as individual experiences and opinions about challenges may vary.
- Women-led businesses may be limited by variations in cultural, economic, and regulatory contexts, impacting the applicability of recommendations.
- The study may face challenges faced by women-led businesses which differed significantly across various sectors .

CHAPTER II

REVIEW OF THE LITERATURE

Amanda Jones (2023): In her article "The Rise of Female Entrepreneurs": Navigating Challenges and Embracing Opportunities states that In the dynamic landscape of entrepreneurship, the rise of female entrepreneurs has been a transformative force, reshaping industries and challenging traditional norms. Women, with their unique perspectives and innovative approaches, are increasingly making their mark in the business world. This shift is not without its challenges, but as we explore the journey of female entrepreneurs, it becomes evident that they are not only navigating obstacles but also seizing opportunities with resilience and determination.

Kumar Shekhar (Deputy Country Manager, Tide India 2023): In his article on Women Entrepreneur: The obstacles, the opportunities and how fintech are empowering them he states that The emergence of female entrepreneurs has had a profound impact on the ever-changing business landscape, upending established conventions and redefining entire industries. With their distinct viewpoints and creative methods, women are becoming more and more influential in the business sector. Although there are difficulties associated with this change, it is clear from studying the experiences of female entrepreneurs that they are not only overcoming these difficulties but also acting decisively and resiliently to take advantage of opportunities.

Scott Tan(2023): according to her she says deliberately that there is Insufficient Support for Entrepreneurship. A lot of learning, unlearning and skill upgrading are required during the lengthy path of entrepreneurship. To succeed as a business owner, one need to be in an atmosphere that fosters a strong entrepreneurial spirit. The absence of such a constructive setting, nevertheless, frequently hurts a lot of ladies.

Sheyn Thomas(2023): She is a Business Entrepreneur owning a company named Natural Scapes in Asheville she says that there is only Limited Movement for Women. One of the fundamental issues facing women business owners in India is "Restricted Mobility". They are unable to travel on their own or stay in hotels foe business without being concerned for their safety. A lot of hotels and resorts still won't let women check in unless they're accompanied by a man, too !

Nic Schiera(2023): is a Business Leader owning a company named Schiera Properties LLC states that there is pressure to maintain gender stereotypes. They are frequently urged to abandon entrepreneurship in favor of a "easier" job that allows them to devote more time to their family and children. It is often stated that women are supposed to care for children, perform household duties, cook, and other such tasks. It is difficult to balance between profession and life.

Craig Konkle(2023): Founder of the Good Land Home Buyers says that Inability to access professional connections remains the major obstacle to a women entrepreneur. She states that the majority of professional networks in existence, according to studies, are dominated by men, making it challenging for women to enter or move about in such settings. They consequently miss out on chances to expand their firm, discover partners and suppliers, and develop social capital.

Livia Jenvey (2022): In her article on the Struggle is Real: Challenges Faced by Women in Business she compares the past and present percentage of women in the business field and speaks about the difference in the percentage rise that has doubled over the period of years. Though there is an increase in the percentages still women face various challenges such as funds, support, life balance, and challenging expectations

Smith's (2022): Despite these insights, there is a notable gap in the article concerning the intersectionality of challenges faced by women entrepreneurs in different regions. His work advocates for a more global perspective, suggesting that regional variations, cultural factors, and diverse economic conditions must be considered to comprehensively address the challenges faced by women entrepreneurs.

Patel (2019) and Garcia (2022): explores the role of collaborative partnerships in advancing womenled businesses. Strategic alliances, joint ventures, and co-branding initiatives offer opportunities for women entrepreneurs to leverage complementary strengths, expand market reach, and drive innovation. Understanding the dynamics of collaborative partnerships is essential for building resilient ecosystems that foster entrepreneurship and economic growth.
Brown and Williams (2019) and Gupta (2021) underscores the industry-specific nuances of challenges faced by women entrepreneurs. These studies reveal that certain sectors may present distinct barriers, such as technology-related stereotypes or limited representation in STEM fields. Understanding these industry-specific dynamics is crucial for tailoring effective strategies and interventions.

Nguyen (2019) and Patel (2021) highlight the unique challenges women entrepreneurs face when scaling their businesses. Access to growth capital, talent acquisition, and market expansion present significant hurdles for women-led businesses seeking to grow and compete in global markets. Understanding the barriers to scaling is essential for developing targeted interventions and fostering a conducive ecosystem for women-led businesses to thrive.

Brown (2019) and Johnson (2020) explore the concept of entrepreneurial resilience among women entrepreneurs. Resilience encompasses the ability to adapt, persevere, and bounce back from setbacks in the face of adversity. Understanding the factors that contribute to resilience is essential for building a supportive ecosystem that empowers women entrepreneurs to navigate challenges and thrive in dynamic business environments.

Chen et al. (2019) and Lee (2020): Their studies delve into the role of policy frameworks, indicating that supportive policies can significantly enhance the entrepreneurial experience for women.

Wang and Chang (2019) and Patel (2020): underscores the impact of the digital divide on women entrepreneurs. As technology becomes increasingly integral to business operations, the literature suggests that limited access to digital resources, skills, and networks can exacerbate challenges for women-led businesses. Examining the technological landscape and its implications for women entrepreneurs is vital for proposing inclusive strategies that ensure equitable participation in the digital economy
.

Anderson et al. (2018) and Zhang (2022): highlights the psychosocial dimensions of the entrepreneurial journey for women. Mental health, self-efficacy, and resilience are integral components that influence how women entrepreneurs navigate challenges. Understanding the psychosocial factors at play is essential for developing support systems that not only address external obstacles but also promote the well-being of women-led businesses.
Harper (2018) and Martinez et al. (2021), sheds light on the intricate balance women entrepreneurs strive to maintain between their professional and personal lives. The challenges of navigating societal expectations, family responsibilities, and business demands contribute significantly to the narrative of obstacles faced by women-led businesses. Understanding how women entrepreneurs manage work-life balance is crucial for proposing holistic strategies that account for the multifaceted nature of their challenges.
Smith (2018) and Garcia (2021) examines the role of family support in women's entrepreneurship. Family members, including spouses, parents, and children, play a critical role in providing emotional, financial, and logistical support to women entrepreneurs. Understanding the dynamics of family support is essential for designing policies and programs that recognize and value the contributions of women entrepreneurs within their familial and community contexts.

Lee (2018) and Khan (2020) investigate the psychological well-being of women entrepreneurs. Entrepreneurship can be emotionally taxing, with women facing unique stressors related to work-life balance, financial pressures, and societal expectations. Understanding the psychological dimensions of entrepreneurship is essential for supporting women's mental health and promoting holistic well-being in business.

Smith (2018) and Johnson et al. (2020): Emphasize the need to address implicit biases embedded in entrepreneurial ecosystems to create a level playing field for women. The literature surrounding womenled businesses reflects a growing acknowledgment of the unique challenges encountered by women entrepreneurs in various industries. Research consistently highlights gender biases as a pervasive
issue, influencing access to funding, opportunities, and market perceptions.

Martinez (2017) and Nguyen (2022): provides cross-cultural perspectives on women's entrepreneurship, highlighting the influence of cultural norms, values, and traditions on women's roles and opportunities in business. Cultural contexts shape perceptions of entrepreneurship, access to resources, and societal expectations, influencing the experiences of women entrepreneurs worldwide. Understanding cross-cultural dynamics is essential for promoting diversity, equity, and inclusion in entrepreneurship across diverse global contexts.
Nguyen (2017) and Brown (2021) highlight innovations in women's entrepreneurship, including new business models, technologies, and social enterprises. Women entrepreneurs are driving innovation across diverse industries, challenging traditional norms, and creating positive social and environmental impact. Understanding emerging trends and innovations is essential for shaping policies and practices that support women's entrepreneurial endeavours and foster inclusive economic development

Jones and Robinson (2017): This article also emphasizes the importance of support systems for womenled businesses. It also highlights the positive impact of mentorship programs and networking opportunities in mitigating obstacles.

<center>**CHAPTER III**</center>

RESEARCH AND METHODOLOGY

We need to figure out what challenges women face when running their own businesses. We'll choose how to learn about these challenges. We might talk to women who run businesses, ask them questions, or look at information that's already been collected. If we talk to women who run businesses, we'll ask them about their experiences. We want to know what's hard about running a business and what helps them succeed. If we look at information that's already been collected, we'll read articles or reports about women-led businesses. We'll see what other people have found out and what they think about it. Once we've talked to people or looked at information, we'll think about what we've learned. We'll look for patterns or things that stand out to us. We'll write down what we've found out. We'll explain what challenges women face when running their own businesses and why it's important to know about them. Finally, we'll tell other people what we've learned. We might talk about it in class or show our project to friends or family. By doing all these things, we can learn about the challenges women face when running their own businesses and share what we find with other people.

The Questionnaires consists of two parts:

Part I: It consists of general information about the respondents such as their name, age group, nature of job, educational qualification, marital status and no. of employees.

Part II: this part two contains detailed questions of how women face difficulties in running their business. This part consists questions related to their obstacles such as family barrier, finance, gender bias, time restriction, loan process, safety, stress etc.,

3.1 Sampling method:

For this project I have used Convenience sampling which involves selecting participants who are readily available and easily accessible. In this case, participants are those who have access to and are willing to respond to Google Form survey.Participants for this survey are choosed based on convenience, such as through social media platforms, email lists, or other online channels. It may include women entrepreneurs who we already know, members of relevant online communities, or individuals
who come across this survey link.
Convenience sampling is efficient and practical, especially for online surveys, but it may introduce bias as participants self-select to respond based on their availability and interest. This survey is distributed through Google Forms, the sample is likely to be drawn from individuals who have access to the internet and are willing to participate in online surveys. It's essential to acknowledge this limitation and interpret findings accordingly, recognizing that sample may not be representative of all women entrepreneurs.

3.2 Sources of data:

Primary data collection: Primary data are those which are collected a fresh and for the first time and thus happen to be original in character, questions and interviews methods were accede to collect primary data by visiting the factory premises and various department in it. It was collected from the employees working in the factory

Secondary data collection: It is collected from the internet records such as library records, trade journals, various manuals of the company, various training programs previously conducted and its responds etc.

<center>**CHAPTER IV**</center>

ANALYSIS AND INTERPRETATAION

<center>**TABLE 4.1**</center>
<center>**AGE**</center>

PARTICULARS	NO.OFRESPONDENTS	PERCENTAGE
18-25	33	31.4%
25-35	36	34.3%
35-45	22	21%
Above 45	14	13.3%

INTERPRETATION:

The above table shows that (31.4%) of respondents are between 18-25 years
old, (34.3%) of the respondents are between 25-35 years old, (21%) of the respondents are between 35-45 years old and (13.3%) of respondents are above
45 years old

Most of the respondents are between 25-35 years old

CHART 4.1

Age
105 responses

- 18-25
- 25-35
- 35-45
- Above 45
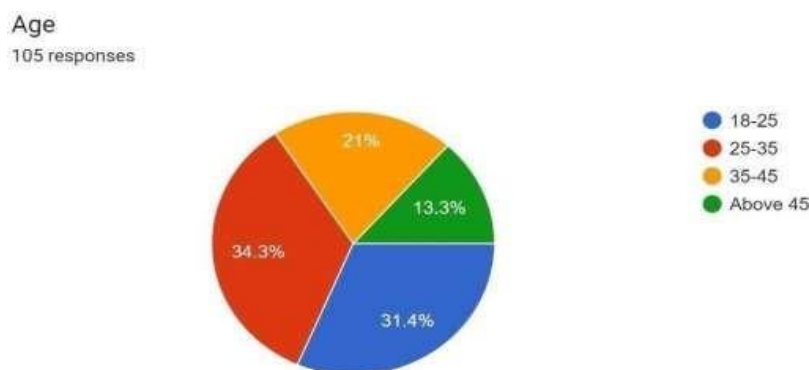
TABLE 4.2

GENDER

PARTICULARS	NO.OF RESPONDENTS	PERCENTAGE
Female	102	97.1%
Transgender	3	2.9%

INTERPRETATION:

The above table shows that (97.1%) of respondents are female, (2.9%) of
the respondents are transgender

Most of the respondents are female

CHART 4.2

Gender
105 responses

- Female
- Transgender

TABLE 4. 3

MARITAL STATUS

PARTICULARS	NO.OF RESPONDENTS	PERCENTAGE
Married	57	54.3%
Unmarried	48	45.7%

INTERPRETATION:
The above table shows that (54.3%) of respondents are married, (45.7%) of
the respondents are unmarried

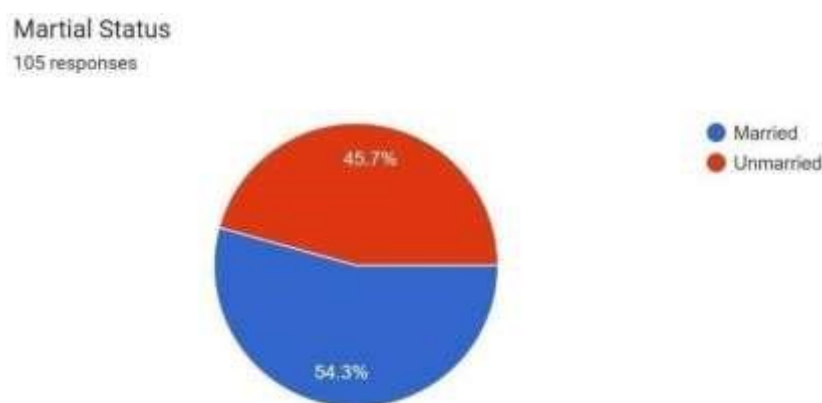**Most of the respondents are married**

CHART 4.3

Martial Status
105 responses
● Married
● Unmarried
45.7%
54.3%

TABLE 4.4

EDUCATIONAL QUALIFICATION

PARTICULARS	NO.OF RESPONDENTS	PERCENTAGE
SSLC	2	1.9%
HSC	18	17.1%
UG	43	41%
PG	40	38.1%
PHD	2	1.9%

INTERPRETATION:
The above table shows that (1.9%) of respondents have completed their high
school, (17.1%) of the respondents have completed their higher secondary, (41%) of the repondents have completed their under graduation and (38.1%)
of respondents have completed their post graduation and (1.9%) of the respondents have completed their doctorate

Most of the respondents have completed their under graduation

CHART 4.4
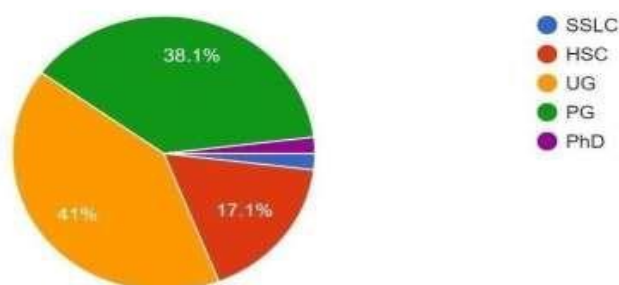
Educational qualification
105 responses

- SSLC
- HSC
- UG
- PG
- PhD

TABLE 4.5

PERIOD OF WORK EXPERIENCE

PARTICULARS	NO.OF RESPONDENTS	PERCENTAGE
2 years	45	42.9%
2-5 years	36	34.3%
5-10 years	17	16.2%
10-15 years old	7	6.6%
More than 15 year	0	0

INTERPRETATION:

The above table shows that (42.9%) of respondents are between 0-2 years

experienced, (34.3%) of the respondents are between 2-5 years experienced, (16.2%) of the repondents are between 5-10 years experienced, (6.6%) of the repondents are between 10-15 years experienced and (0%) of the respondents are above 15 years experienced.

Most of the respondents are between 2 years experienced

CHART 4.5

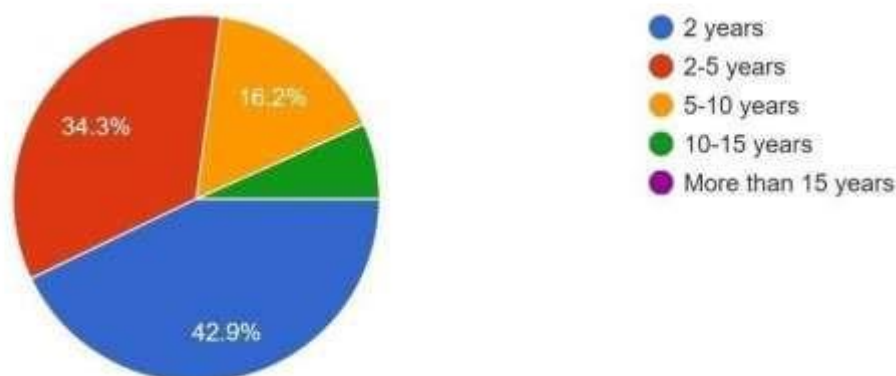How long you been in this field
105 responses

- 2 years
- 2-5 years
- 5-10 years
- 10-15 years
- More than 15 years

TABLE 4.6

CHALLENGES FACED BY THE ENTREPRENEURS

PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE
Finance	93	88.6%
Family	86	81.9%
Time restriction	71	67.6%
Loan process	33	31.4%
Gender bias	50	47.6%
Collateral	33	31.4%
Safety	38	36.2%
Stress due to overload	68	64.8%
Employees	17	16.2%
Transportation	2	1.9%
Physical health	1	1%

INTERPRETATION:

The above table shows that (88.6%) of respondents have financial obstacle, (81.9%)of the respondents have family obstacle, (67.6%) of the repondents have time obstacle, (31.4%) of respondents loan process obstacle, (47.6%)of the respondents have gender bias obstacle, (31.4%) of the repondents have collateral obstacle, (36.2%) of respondents are considering safety as an obstacle, (64.8%)of the respondents consider stress due to overload as an obstacle, (16.2%) of the repondents feel employees as an obstacle, (1.9%)of the respondents feel transport as an obstacle and (1%) of respondents feel physical health as an obstacle.

**Most of the respondents feel finance and family are the major obstacle.**

CHART 4.6

In the below challenges what are all the challenges that you have faced
105 responses
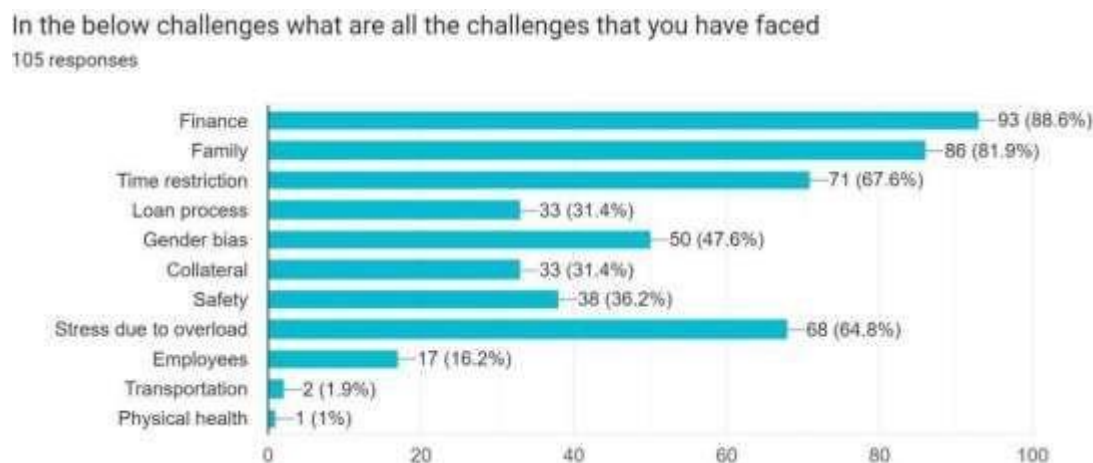
PARTICULARS	NO.OF RESPONDENTS	PERCENTAGE
Yes	85	81%
No	14	13.3%
Maybe	6	5.7%

DIFFICULTIES IN MARKETING PRODUCTS

INTERPRETATION:

The above table shows that (81%) of respondents have said that they have

difficulty in marketing their products, (13.3%)of the respondents have said that they do not have difficulty in marketing their products, (5.7%) of the repondents have said that they are not sure about whether they have difficulty in marketing their product or not

Most of the respondents have said that they have difficulty in marketing their products

CHART 4.7

Have you encountered difficulties in marketing products
105 responses
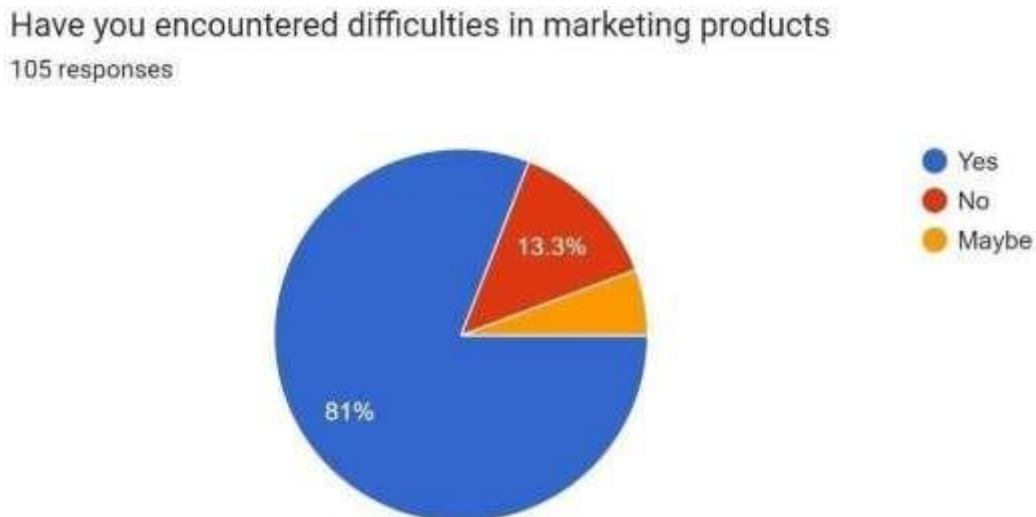
FAMILY RESPONSIBILITIES AFFECTED THE WORK LIFE

PARTICULARS	NO.OF RESPONDENTS	PERCENTAGE
Yes	80	76.2%
No	16	15.2%
Maybe	9	8.6%

INTERPRETATION:

The above table shows that (76.2%) of respondents have said that they are

affected by their family responsibilities, (15.2%) of the respondents have said that they are not affected by their family responsibilities, (8.6%) of the repondents have said that they are not sure about whether they are affected or not.

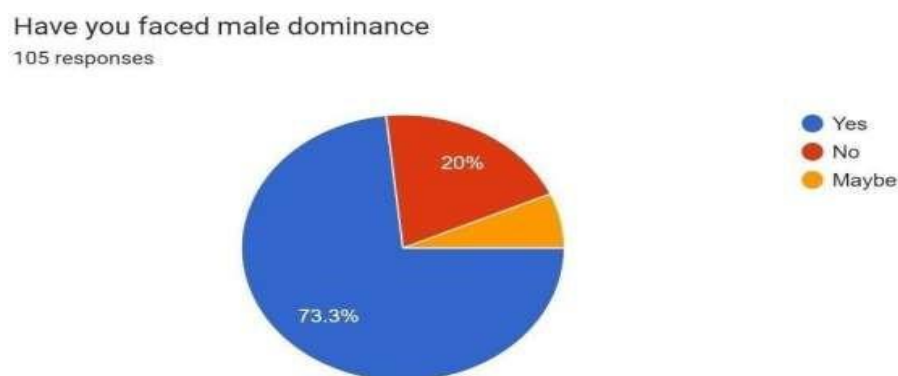**Most of the respondents have said that they are affected by their family responsibilities**

CHART 4.8

Has family responsibilities affected your ability to run business
105 responses
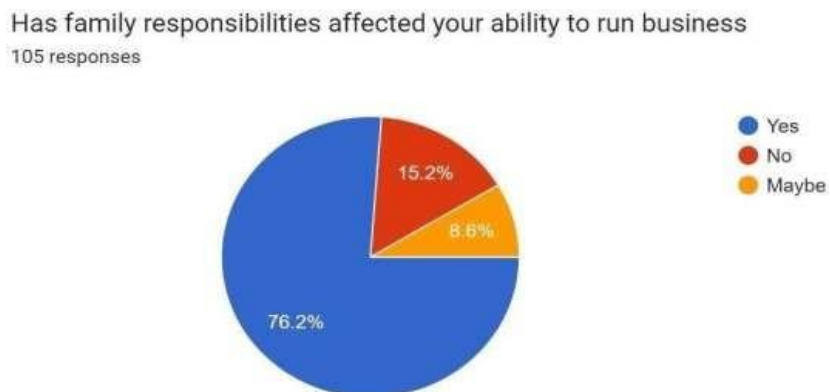
FACED MALE DOMINANCE

PARTICULARS	NO.OF RESPONDENTS	PERCENTAGE
Yes	77	73.3%
No	21	20%
Maybe	7	6.7%

INTERPRETATION:

The above table shows that (73.3%) of the respondents have said that they

are facing male dominance , (20%)of the respondents have said that they are not facing male dominance , (6.7%) of the respondents have said that they are not sure about whether they are facing male dominance or not

Most of the respondents have said that they are facing male dominance

CHART 4.9

Have you faced male dominance
105 responses

TRANSPORTATION DIFFICULTY

PARTICULARS	NO.OF RESPONDENTS	PERCENTAGE
Yes	78	74.3%
No	22	21%
Maybe	5	4.8%

INTERPRETATION:

The above table shows that (74.3%) of respondents have said that they are

facing transportation issues, (21%) of the respondents have said that they are not facing transportation as an issue, (4.8%) of the repondents have said that they are not sure about whether they are facing transportation as an issue or not

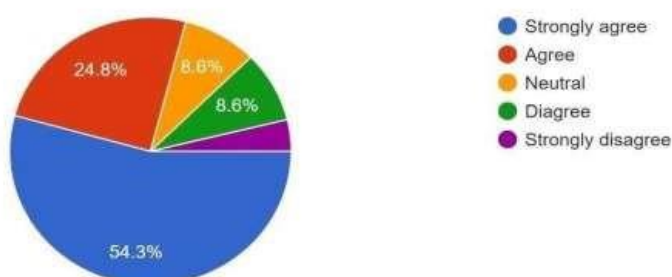**Most of the respondents have said that they are facing transportation as an issue**

Has Transportation been an obstacle in your business life
105 responses
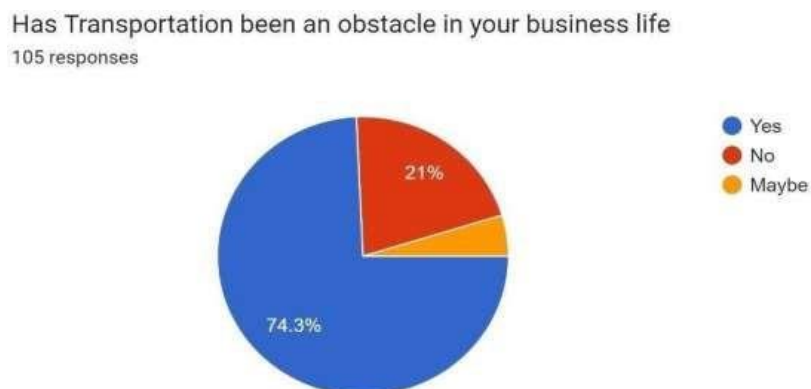
NAVIGATION PROBLEM FOR BUSINESS PURPOSE

PARTICULARS	NO.OF RESPONDENTS	PERCENTAGE
Strongly agree	57	54.3%
Agree	26	24.8%
Neutral	9	8.6%
Disagree	9	8.6%
Strongly disagree	4	3.8%

INTERPRETATION:

The above table shows that (54.3%) of respondents have strongly

agreed that they have navigation problem, (24.8%) of the respondents have agreed, (8.6%) of the respondents have said their neutral, (8.6%) of the respondents have disagreed and (3.8%) of respondents have strongly disagreed

Most of the respondents have strongly agreed that they have navigation problem

Navigating from one place to another for business purpose has been difficult
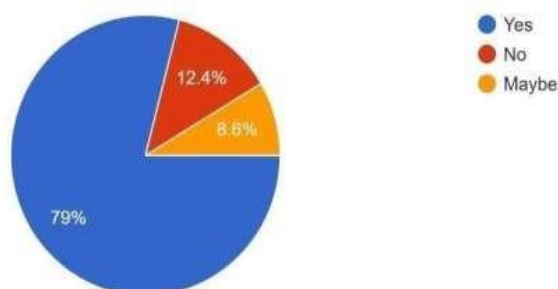105 responses

IS FAMILY CULTURE AN OBSTACLE

PARTICULARS	NO.OF RESPONDENTS	PERCENTAGE
Yes	83	79%
No	13	12.4%
Maybe	9	8.6%

INTERPRETATION:

The above table shows that (79%) of respondents have said that their family

culture is an obstacle, (12.4%)of the respondents have said that they are not seeing family culture as an obstacle, (8.6%) of the repondents have said that they are not sure about whether their family culture is an obstacle or not.

Most of the respondents have said that their family culture is an obstacle for their business

Family culture has affected your business
105 responses

SATISFACTION OF THE CURRENT JOB

PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE
Yes	97	92.4%
No	2	1.9%
Maybe	6	5.7%

INTERPRETATION:

The above table shows that (92.4%) of respondents have said that their satisfied in their current job, (1.9%) of the respondents have said that they are not satisfied in their current job, (5.7%) of the repondents have said that they are not sure about whether they are satisfied or not.

Most of the respondents have said that they are satisfied with their current job

Are you feeling your current business comfortable
105 responses


IS MARRIAGE AN OBSTACLE FOR A WOMEN

PARTICULARS	NO.OF RESPONDENTS	PERCENTAGE
Strongly agree	28	26.7%
Agree	22	21%
Neutral	32	30.5%
Strongly disagree	23	21.9%

INTERPRETATION:

The above table shows that (26.7%) of respondents have strongly
agreed, (21%) of the respondents have agreed, (30.5%) of the repondents have said their netural,and (21.9%) of respondents have strongly disagreed

Most of the respondents have said their neutral in their choice

Martial Status has been a key obstacle in business
105 responses
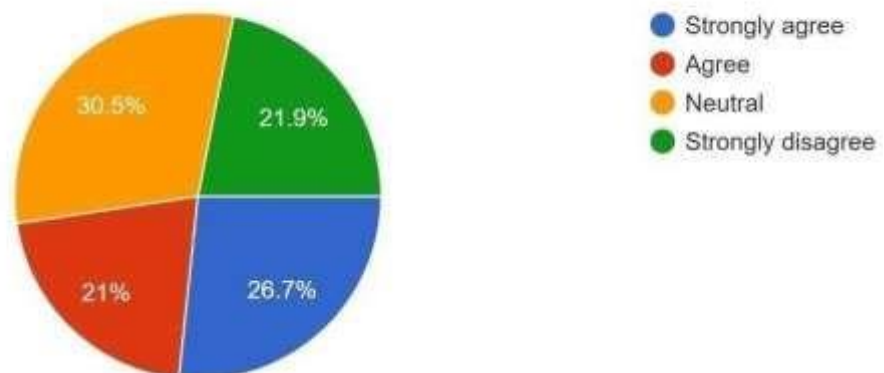
POLICIES FOR WOMEN ENTREPRENEURS ARE BENEFITTED OR NOT

PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE
Yes	41	39%
No	48	45.7%
Maybe	16	15.2%

INTERPRETATION:

The above table shows that (39%) of the respondents have said that they are

benefitted out of policies for women entrepreneurs , (45.7%) of the respondents have said that they are not benefitted, (15.2%) of the repondents have said that they are not sure about whether they are benefitted or not

Most of the respondents have said that they are not benefitted out of these policies

Policies for women entrepreneurs has benefitted or not
105 responses
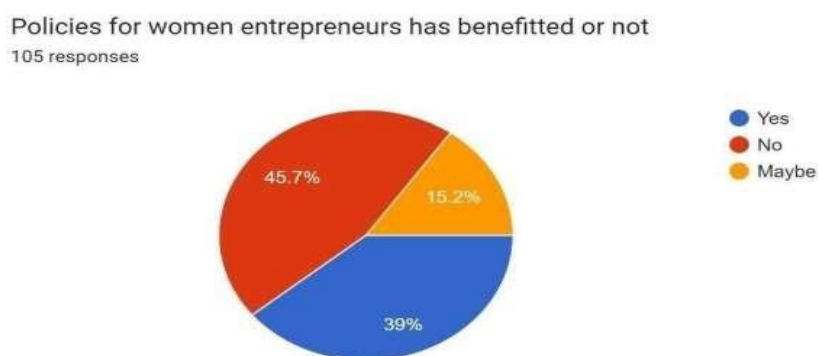
SAFETY FOR WOMEN IS LESS IN BUSINESS

PARTICULARS	NO.OF RESPONDENTS	PERCENTAGE
Strongly agree	26	24.8%
Agree	64	61%
Neutral	7	6.7%
Disagree	3	2.9%
Strongly disagree	5	4.8%

INTERPRETATION:

The above table shows that (24.8%) of respondents have strongly

agreed that there is less safety for women in business, (61%) of the respondents have agreed, (6.7%) of the respondents have said their neutral, (2.9%) of the respondents have disagreed and (4.8%) of respondents have strongly disagreed
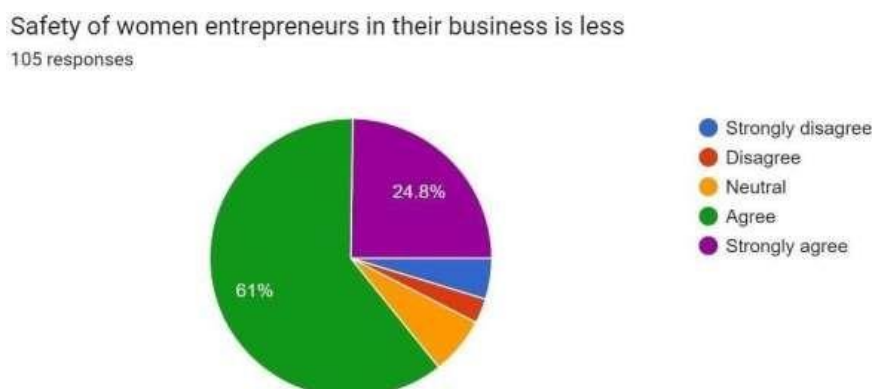
Most of the respondents have agreed

Safety of women entrepreneurs in their business is less
105 responses

TABLE 4.17

HAS ENVIRONMENT ACCEPTED YOUR BUSINESS

PARTICULARS	NO.OF RESPONDENTS	PERCENTAGE
Yes	85	81%
No	10	9.5%
Maybe	10	9.5%

INTERPRETATION:

The above table shows that (81%) of respondents have said that their
environment has accepted their business, (9.5%) of the respondents have said that their environment haven't accepted their business, (9.5%) of the repondents have said that they are not sure about whether their environment has accepted or not

Most of the respondents have said that their environment has accepted their business
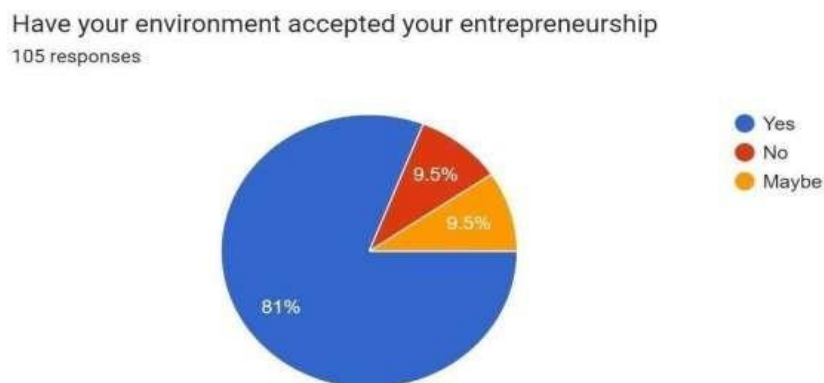
CHART 4.17

Have your environment accepted your entrepreneurship
105 responses

TABLE 4.18

HAS THEY COMPLETED ANY ENTREPRENEURIAL COURSE

PARTICULARS	NO.OF RESPONDENTS	PERCENTAGE
Yes	81	77.1%
No	24	22.9%

INTERPRETATION:

The above table shows that (77.1%) of respondents have said that they have
completed entrepreneurial courses, (22.9%) of the respondents have said that they
haven't completed any entrepreneurial courses

Most of the respondents have completed entrepreneurial courses

CHART 4.18
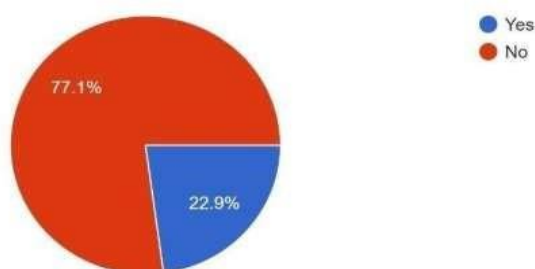
Have you completed any entrepreneurial courses
105 responses

- Yes
- No

77.1%

22.9%

TABLE 4.19

DRESS CODE AFFECTED WOMEN IN BUSINESS

PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE
Strongly agree	27	25.7%
Agree	63	60%
Neutral	7	6.7%
Disagree	5	4.8%
Strongly disagree	3	2.9%

INTERPRETATION:

The above table shows that (25.7%) of respondents have strongly agreed

that dress code affected their business, (60%) of the respondents have agreed, (6.7%) of the repondents have said their netural, (4.8%) of the respondents have disagreed and (2.9%) of respondents have strongly disagreed

Most of the respondents have agreed

CHART 4.19

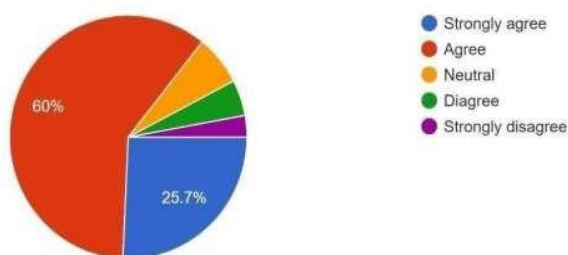Dress code in various sectors has affected women's life
105 responses

- Strongly agree
- Agree
- Neutral
- Diagree
- Strongly disagree

60%

25.7%

TABLE 4.20

DOES PHYSICAL HEALTH MATTER IN BUSINESS

| PARTICULARS	NO.OF RESPONDENTS	PERCENTAGE
Yes	79	75.2%
No	8	7.6%
Maybe	18	17.1%

INTERPRETATION:

The above table shows that (75.2%) of respondents have said that women

health will become an obstacle after a few years, (7.6%) of the respondents have said that women health will not become an obstacle, (17.1%) of the repondents have said that they are not sure about whether women health will become an obstacle or not

Most of the respondents have said that after a period of time women health will become an obstacle

<div align="center">

CHART 4.20

</div>

After a period does physical health of a women start to be an obstacle in business
105 responses
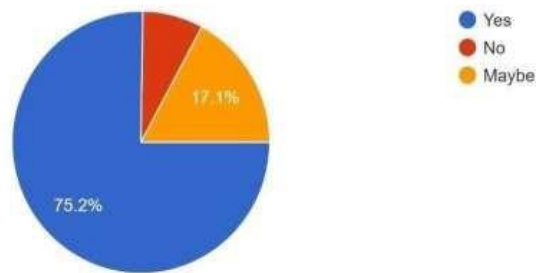
CHAPTER V

FINDINGS, SUGGESTION AND CONCLUSION

5.1 FINDINGS:

1. Most of the respondents are between 25-35 years old.
2. Most of the respondents are female.
3. Most of the respondents are married.
4. Most of the respondents have completed their under graduation.
5. Most of the respondents are around 2 years experienced.
6. Most of the respondents feel finance and family are the major obstacle.
7. Most of the respondents have said that they have difficulty in marketing their products.
8. Most of the respondents have said that they are affected by their family responsibilities.
9. Most of the respondents have said that they are facing male dominance.
10. Most of the respondents have said that they are facing transportation as an issue.
11. Most of the respondents have strongly agreed that they have navigation problem.
12. Most of the respondents have said that their family culture is an obstacle for their business.
13. Most of the respondents have said that they are satisfied with their current job.
14. Most of the respondents have said their neutral in their choice of marriage status obstacle.
15. Most of the respondents have said that they are not benefitted out of women entrepreneurial policies.
16. Most of the respondents have agreed that safety for women is less in business.
17. Most of the respondents have said that their environment has accepted their business.
18. Most of the respondents have completed entrepreneurial courses.
19. Most of the respondents have agreed that dress code matters a lot in business.
20. Most of the respondents have said that after a period of time women health will become an obstacle.

5.2 SUGGESTIONS:

*   It is suggested that for every women entrepreneur there must be a strong family support as it is key factor that affects their business field.
*   There is a general statement that without men support women are not able to access to loan process which is strongly suggested to be removed
*   Another obstacle that women are facing in business is that there is huge lack of safety for women in their business field this has to be improved by some actions taken by government.
*   Through this project it is clear that many women entrepreneurs are not benefitted through policies that are framed for business, it is suggested that there must be some awareness towards these policies.
*   It is suggested that there must be some beneficial action to be taken so that their navigation problem comes to an end

- Though family support is important it is suggested that even their husbands must give a hand to raise up them in their business without dominating them in household works.
- Women entrepreneurs feel that there is a heavy load of family responsibilities in their back which is suggested to be split equally in their family.
- Women even in modern lifestyle face time restrictions like olden days, their family must understand their reality and change their believes on it •
- The thought of only men can do business and women cannot do must be eradicated.

5.3 CONCLUSION:

This study provides valuable insights into the diverse array of challenges

confronting women-led businesses, ranging from entrenched gender biases to limited access to financial resources and industry-specific hurdles. The findings underscore the critical need for family support systems, policy interventions, safety for women in business, reducing male dominance in house as well as in business, cultural shifts, gender bias in loan process and awareness towards the business to create a more inclusive entrepreneurial landscape. Moving forward, it is imperative for policymakers, industry stakeholders, and support organizations to implement actionable strategies aimed at mitigating these obstacles and fostering gender equality in entrepreneurship. Such initiatives not only empower women entrepreneurs but also contribute to broader economic growth and innovation. As we look ahead, sustained efforts from policymakers, industry leaders, and community stakeholders are essential to dismantle barriers, cultivate diversity, and foster an environment where women-led businesses can thrive. This study reaffirms the resilience and creativity of women entrepreneurs while emphasizing the collective responsibility to create a more equitable and inclusive entrepreneurial ecosystem for generations to come.

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