

Chapter 14

Influence of Government Initiatives and Information on Indian Women Entrepreneurial Ventures

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ABSTRACT

This study uses a moderated mediation model to investigate how government initiatives and policies affect women's entrepreneurship in India. According to the study's hypotheses, the relationship between government policies and initiatives and women's entrepreneurship is moderated by the industry sector of these businesswomen and their access to information mediates this relationship. In order to evaluate the assumptions, the study collects data from 514 Indian women entrepreneurs who have used or are aware of any government programme or effort supporting women's entrepreneurship. The findings demonstrate that government initiatives and policies positively and significantly impact women's entrepreneurship. However, this impact is less pronounced for women entrepreneurs in the manufacturing sector, likely due to less favourable access to information. The study adds to the body of knowledge on women's entrepreneurship

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INTRODUCTION

In India, women's entrepreneurship is a crucial driver of social and economic advancement (Nair, 2016; Noor & Isa, 2020). Women entrepreneurs contribute to the empowerment, creativity, and variety of society and job possibilities for themselves and others (Sharma, 2013). The Global Entrepreneurship Monitor (GEM) report (2020) places India third out of 54 countries in terms of the proportion of women engaging in entrepreneurial activity in its early stages, with 15.5% of the female population between the ages of 18 and 64 doing so. "Women in Business" refers to a group of women who operate in the industry and are responsible for various tasks. There is a gender gap in entrepreneurship due to these challenges and restrictions, which restrict the potential and performance of women entrepreneurs (Sen & AL, 2021).

The Indian Government has introduced several policies and initiatives to encourage and assist women's entrepreneurship, including Startup India, Stand Up India, Mudra Yojana, etc., in recognition of the significance and potential of this sector. Various perks and incentives, including tax exemptions, subsidies, loans, grants, mentorship, training, and incubation, are intended for women entrepreneurs through these policies and initiatives. However, it is still being determined how these policies and initiatives will affect women's entrepreneurship and if they will be beneficial. There needs to be more empirical information on how these policies and initiatives affect the entrepreneurial behaviour and results of women entrepreneurs in India. Furthermore, it is essential to comprehend how various government initiatives and policies affect various types of entrepreneurs depending on their business sector, as various industries may present various possibilities and challenges for entrepreneurs.

The study of the effect of the government's policies on the behaviour of women entrepreneurs, as well as the impact of the study's findings on the lives of its participants, is the focus of this article. The study suggests that the relationship between government policies and initiatives and women's entrepreneurship is moderated by the industrial sector of the women entrepreneurs and that this relationship is mediated by the women entrepreneurs' access to information. The study used a survey approach to gather information from 514 Indian women entrepreneurs who have taken advantage of or are aware of any government program or policy encouraging women's entrepreneurship. To investigate the hypotheses, the study used structural equation modeling. The study adds to the body of knowledge on women's entrepreneurship and public policy by presenting empirical data on the regulated mediation mechanism through which government policies and initiatives impact women's entrepreneurship in India. Policymakers, practitioners, and female entrepreneurs may all benefit from the study's recommendations.

LITERATURE REVIEW

Women Entrepreneurship in India: Women's entrepreneurship is "the process whereby women initiate economic activities in the formal or informal sector" (Singh et al., 2016). The number of women joining the workforce has increased over the last few years, which has increased the number of women joining the labour. The success of a country's economy depends on its ability to attract and retain talent. By empowering women, enhancing their autonomy and agency, improving their access to resources and opportunities, increasing their participation in decision-making processes, challenging gender stereotypes and norms, and promoting gender equality and social justice, women's entrepreneurship can also foster the social development of a country (Kabeer et al., 2017).

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