

CHAPTER 2

REVIEW OF LITERATURE

The present study includes Role of women entrepreneurs in promoting women empowerment with special reference to kokrajhar district. There is a vast array of material accessible on women entrepreneurship and women empowerment. Therefore, it is crucial to have information regarding the overall condition of women, the necessity for women's empowerment, various schemes and strategies for empowering women, economic and social empowerment, political empowerment, factors that motivate women's empowerment, issues related to women's empowerment, and the challenges associated with it. Therefore, the researcher conducted a comprehensive search of the pertinent literature using specific keywords that meet the information needs of the current study. To collect the relevant literature, the researcher searched various Journals and other publications such as books in the women Studies, entrepreneurship and development, women empowerment, Sociology, Social Work and other related subject disciplines on the following keywords:

- Women Entrepreneur
- Women Entrepreneurship
- Economic Empowerment
- Social Empowerment
- Political Empowerment
- Personal Empowerment
- Motivators of Women Empowerment
- Problems of Women Empowerment

The collected literature on the above said keywords is discussed and reviewed as under to find out the research gap.

This chapter focuses on the literature available on the empowerment of women entrepreneurs. It explores several sources that directly or indirectly contribute to the theme of empowerment. Consequently, a concise examination of the existing literature has been included in accordance with the study's objectives, organised into the following categories:

2.1 Concept of Women Empowerment

Kabeer Naila (1999) has elucidated the concept of women's empowerment by examining its relationship with disempowerment. Furthermore, she revealed that the ability to exercise choice encompasses three interconnected dimensions: resources, agency, and achievements. The author argues that these selected measurements have a crucial role in determining the significance of an indicator and, consequently, its validity as a metric for assessing empowerment.

Townsend Janet Gabriel (1999) has raised inquiries pertaining to power dynamics within the discourse around development, with a particular focus on the concept of empowerment. The individual elucidated the concept of empowerment as being synonymous with self-empowerment. Additionally, he discussed the diverse manifestations of power, which exhibit overlapping, amalgamating and interacting characteristics.

Dr. Pillai N.C, (2000) has introduced a framework to promote the empowerment of women. The individual got involved in discussion concerning a prospective strategy targeted at modifying the conditions of women, particularly by increasing their participation in the labour market through self-employment. This technique offers a dependable strategy for facilitating and encouraging the participation of women in the domain of economic growth.

Desai Neera and Thakkar Usha (2001) They had undertaken a deliberate endeavour to depict the progression of women in their pursuit of gender equality, as well as the status of

Indian women, within the context of dynamic social, economic, political, and academic landscapes. Examining the historical trajectory of significant issues pertaining to women since the 19th century, the aforementioned scholars have conducted research that offers valuable insights into the multifaceted aspects of women's work. These studies shed light on various dimensions, including women's educational attainment, their involvement in both organised and unorganised sectors, their political engagement, legal standing, familial roles, societal positions and emerging challenges.

Sudhir M.A (2001) explained that, rural women in India constitute a significant portion of the workforce, however they remain unrecognised and marginalised. He elucidated that the Government of India has implemented measures to ameliorate the current circumstances of rural women. However, it is important for additional institutions to devote particular attention to the matter of empowering rural women. Additionally, he proposed the implementation of comprehensive training programmes, specialised professional education opportunities, and improved access to healthcare services specifically tailored to address the needs of women residing in rural areas.

Hemlatha H.M. (2004) provided an elucidation of the notion of empowerment. She provided a description of the challenges involved in the process of women's empowerment as well as an exploration of the various multi-dimensional ways that can be employed to promote women's empowerment. These factors contribute to the enhancement of women's economic, political, social and mental capacities, thereby facilitating sustainable progress.

Behera Shubhrabala, (2006), has provided a comprehensive examination of the historical backdrop pertaining to the advancement of women's empowerment within the societal framework of India. She elucidated that while reviewing the historical trajectory of women in India, it turns out evident that the societal standing of women has experienced numerous transformations throughout the course of time. In ancient times, women were recognised for their significant role and experienced a social standing that was deemed comparable to that of males. Throughout the mediaeval and Muslim eras, women faced a notable deterioration in their socioeconomic status, characterised by several challenges, including

child marriage, Devdasi practice, Purdah system, the Dowry system, female infanticide and polygamy. Under the reign of the British, notable advancements were noticed. Following the achievement of independence, women were accorded equal status to men, grounded in ideals of equity, socioeconomic considerations, and political freedom. The Indian government's endeavours in developing strong institutional frameworks to bolster the women's empowerment movement were emphasised by the user. In modern society, women are no longer exclusively limited to domestic responsibilities and subordinate roles inside their marriages. She has played a pivotal and advantageous role in the advancement and development of civilization.

Kumari Sumitra (2006) asserted that the empowerment of women is a widely debated and comprehensive matter, encompassing a dynamic and multifaceted process aimed at enabling women to recognise and harness their complete strength and potential in all aspects of life. She elaborated on the notion that the facilitation of empowerment among women, namely in terms of attaining financial autonomy, is the primary requirement for effecting such a transformation. When a woman attains economic independence, she typically assumes agency over her own body and becomes the author of her own decisions. The empowerment of women is an essential aspect of fostering sustainable development within a society. The attainment of sustainability in the context of gender equality necessitates the dynamic involvement of social justice and freedom.

Biju M.R. (2006) has examined the subject of empowerment. The author conducted a critical analysis of both foreign and Indian efforts aimed at empowering women. In the last section, the author provides a brief description of women who have become very conscious of their rights and are spearheading initiatives throughout the country to combat various societal injustices. The observed increase in awareness can largely be attributed to the rise in female literacy rates, but it is important to acknowledge that there is still significant progress to be made in this regard. The speaker additionally articulated that the 73rd and 74th Constitutional Amendment Acts represent significant milestones as they have allocated 33% of seats for women in the Panchayati Raj and municipal authorities.

Bhuyan Dasarathi (2006) provided an elucidation of the notion of women's empowerment. The author conducted a careful analysis of the significant disparity between the constitutional status of women and the terrible reality of their degradation. The author also examined the obstacles associated with the empowerment of women and proposed potential strategies for fostering their advancement. The author's conclusion suggests that there has been a significant shift in the status of women, although a majority of the associated advantages have not been fully realised. The primary measure of their success should be the extent to which they empower women to interpret, implement, and enforce laws of their own creation, incorporating their own voices, values and issues.

Narayanappa Venkoba and Mahajan Surbhi (2007), In their analysis of women's political empowerment, it is evident that women in India have made significant contributions to various aspects of societal progress. These contributions include the enhancement of educational opportunities, the development of physical resources, the cultivation of psychological resilience, the promotion of environmental well-being, the facilitation of wealth and income distribution, and most importantly, the elevation of women's political standing.

Sen Bimla (2007) According to their research on the subject of women's political empowerment, it is evident that women in India have made significant contributions to various aspects of societal progress. These contributions include the improvement of educational opportunities, the development of physical resources, the cultivation of psychological resilience, the promotion of environmental well-being, the facilitation of wealth and income distribution, and, most importantly, the elevation of women's political standing.

Sahu (2008), his research on the current condition of women in both urban and rural areas has been particularly noteworthy. He claimed that India's development plans have always worked to level the playing field so that everyone can enjoy the benefits of progress. However, women face significant barriers in accessing the advantages of development and taking part in the development process due to a variety of factors, including those in the

areas of socioeconomics, culture, and politics. He elaborates by saying that while both the federal and state governments are working to improve women's economic participation, the social advancement of women and the shortcomings of the government system prevent either from succeeding entirely.

Batliwala (2013), conducted an in-depth analysis of women's empowerment, exploring its varied dimensions and investigating its diverse meanings and impacts. The author examined the development of the empowerment idea from the late 1980s to the present, revealing its inherent ambiguities, emphasising the knowledge acquired through practical experience and analysing the ways in which the state and aid agencies have depoliticized and diminished the concept of empowerment. Moreover, she actively participates in other noteworthy domains, including women's education, alternative forms of political engagement, grassroots mobilisation, and sustainable development within the energy industry.

2.2 Concept of Women Entrepreneurship

Sidhu and Kaur (2006) In their study they emphasised the advancement of entrepreneurship, specifically within the female demographic. The authors assert that entrepreneurship represents the sole viable solution for addressing the issue of increasing unemployment rates among rural women. Additionally, it was stated that rural women had ample resources available to engage in entrepreneurial activities. She possesses the advantage of having easy access to farm and livestock-derived raw materials, as well as other resources. Women residing in rural areas. The growth of entrepreneurship not only enhances individuals' own talents but also contributes to decision-making processes within both the family and society.

Tiwari and Tiwari (2007), The authors provided an analysis of current challenges in the field of entrepreneurship in India, specifically focusing on the reconstruction of the social structure. This analysis includes an examination of the status of women, their potential as entrepreneurs, and their role in contributing to household economies. The presenters also

provided an explanation of women's entrepreneurship, highlighting the ways in which women can cultivate self-confidence and aspirations for a higher quality of life. They emphasised the importance of enhancing communication skills through engaging in healthy competition.

Vijay (2007) made an attempt to study the problems of the rural women entrepreneurs in details and steps to be taken to improve their well-being in term of the programmes and policies initiated by the government and concluded that the development of women entrepreneurship has socio-economic importance in a country like India where economic participation has been low. The findings of the study highlighted the significance of promoting women entrepreneurship in India, given the historically limited economic participation of women in the country. Women entrepreneurs are contributing to the development of their industrial sector, creating job opportunities, and promoting balanced regional growth through the establishment of numerous small-scale industrial enterprises. Therefore, the increasing presence of women entrepreneurs has the potential to significantly contribute to the industrial growth of the nation.

Mishra and Jogashankar (2010) conducted an analysis on the level of entrepreneurial activity among women residing in the Kalahandi area of Orissa. The author examines the employment opportunities available to women and their level of involvement, as well as the challenges they face in the workforce. Additionally, the author suggests measures that can be taken to enhance the employment status of women in the district. The study findings indicate that women predominantly occupy positions in semi-skilled or unskilled occupations. Furthermore, it is evident that gender parity has not been achieved, as women continue to experience unequal treatment compared to men. Additionally, the educational attainment of women is lower than that of men. The authors' argument in the final section is that economic independence and education can greatly aid women in achieving self-reliance. In order to possess these qualities, individuals must acquire education, cultivate awareness, gain experience, develop competence, exhibit excitement, demonstrate confidence, foster self-motivation and promote encouragement, among other factors.

Sharma (2013) provided an elucidation of the significance and theoretical framework surrounding women entrepreneurs within the context of India. The individual's endeavour aimed to cultivate awareness and comprehend the purpose and justification for improvement. The study carried out by the researcher also provided an analysis of the challenges faced by women entrepreneurs in India throughout the initiation and operation of their enterprises. Furthermore, the study highlighted notable instances of success among Indian women entrepreneurs, examined the factors that influence women's participation in entrepreneurship, and explored the measures used by the government to support and empower women entrepreneurs.

Sahab,Thakur and Gupta (2013), The authors depicted the process of empowering rural women through micro entrepreneurship and examined the significance of micro entrepreneurship in the lives of rural women. It has been revealed that the economic empowerment of women residing in rural areas contributes significantly to the development of not only their families but also the broader society, state, and nation. As a result, it is imperative to prioritise efforts aimed at empowering rural women in order to achieve genuine national development.

Hashmi and Balyani (2015), The authors have provided an elucidation of the process by which rural women are empowered through the pursuit of entrepreneurial activities. The authors elucidated that rural women entrepreneurship in India is confronted with various challenges pertaining to societal factors, economic circumstances, skill deficiencies, a lack of familial support, and personal resilience. The authors elaborated on the significance of self-help organisations in facilitating entrepreneurial endeavours among rural women, thereby enhancing sustainable development and addressing gender disparities in rural areas. Rural entrepreneurship in India serves as a proactive measure to address the issue of rural poverty. There is a need for increased emphasis on rural entrepreneurship training within

the framework of the integrated rural development strategy. This would enable rural women entrepreneurs to effectively navigate global marketplaces and maintain a high level of proficiency in the field of entrepreneurship.

Shah (2015), has established a comprehensive correlation between two significant themes pertaining to the progress of emerging nations: the development of women entrepreneurship and the empowerment of women. The speaker elucidated that fostering entrepreneurship among women is the sole endeavour that guarantees positive outcomes. Entrepreneurship serves as a means of not only achieving financial sustainability but also as a catalyst for empowering women in economic terms. The robustness of the economy empowers women, granting them increased recognition and agency within their households, workplaces, and communities, thus facilitating their enhanced participation in the broader process of development.

Tripathi et al (2020) found a very significant fact that the plight of women entrepreneur is not due to social or cultural dogmas, but because a conducive business atmosphere is not prevalent in the state of Assam. With the increasing population every year, unemployment has become serious issue so for the survival of the population entrepreneurship and self-sustenance has become a better option. Women Entrepreneurship should be perceived as a career option as the contribution of women entrepreneurs is equally important and marginalizing them would close all doors of development.

T.C and Tagore (2020) gave a brief concept of the role of women entrepreneurs in the country is being portrayed on the role of women entrepreneurs started with a brief introduction followed by who are the women entrepreneurs. Why the concept of women entrepreneurs is required is also discussed along with the role & contribution of women entrepreneurs in India. At the same time, while they are becoming the women entrepreneur, what are the challenges that are faced by the women entrepreneurs are also discussed. The contributions of Women Entrepreneurs in the country are projected next with a brief review of the top 10 top 5 women entrepreneurs in India. Suggestions to overcome the challenges faced by women entrepreneurs with the policies and schemes for women entrepreneurs in

India are discussed at the end .The job of Women business visionary in financial improvement is likewise being perceived and steps are being taken to advance ladies' business enterprise.

Rai khol et.al, (2023) their study revealed that women entrepreneurs have higher entrepreneurial skills than non-entrepreneurs and highest difference regarding entrepreneurial competencies between women entrepreneurs and non-entrepreneurs was found in case of self-sufficiency and freedom and lowest in case of risk taking abilities. The lack of financial assets in the majority of women's names, except jewellery, makes it difficult for them to take risks out of fear of losing money, which limits their ability to take risks as both entrepreneurs and non entrepreneurs. The government should provide financial and marketing assistance to women so that they can start their own businesses.

2.3 Dimensions of Women Empowerment

Parthasarathy G (2003) conducted a comprehensive analysis of the patterns of rural poverty in Andhra Pradesh during the pre-economic reform era. Additionally, the study examined the potential benefits and limitations of economic reforms in addressing poverty alleviation. The author asserts that the degree of social development plays a crucial role in effectively capitalising on the opportunities presented by economic changes. Specifically, a high level of literacy, particularly among women, is deemed significant as it contributes to improved rates of school enrollment for children, enhanced nutrition, and reduced fertility rates.

Khullar K.K. (2007) has emphasised the significance of addressing women's illiteracy as a crucial factor in promoting empowerment. The author has examined the Mahila Samakhya Programme, which is a government initiative under the Ministry of Human Resource Development (HRD). This programme has had a transformative impact on the lives of women residing in approximately 14,000 villages across 60 districts in nine states of India, namely Karnataka, Gujarat, Andhra Pradesh, Kerala, Bihar, Assam, Jharkhand, Uttar Pradesh and Uttarakhand. The inception of this project may be traced back to its

establishment as an initiative aimed at raising awareness and facilitating the execution of the national strategy on education in 1986, which underwent revisions in 1992. The current plan has focused on many domains, such as health, education, human rights and governance, with the objective of fostering gender awareness across society.

Singh et al., (2007), have suggested various measures to support women and development of rural women. A number of suggestions have been put forth to provide assistance to women and promote the development of rural women. These suggestions include enhancing women's entrepreneurial skills through specialised training programmes, implementing effective micro-level planning, improving infrastructure facilities, and encouraging women's participation in the service sectors through formal and informal education. The authors additionally stated that the formation of 34 women's organisations, including cooperative societies, Mahila mandal and self-help groups, has been instrumental in raising awareness among women regarding the financial and technical support provided by the government to promote women entrepreneurs. These organisations also aim to identify income-generating activities that are well-suited for women. The writers have reached the conclusion that various factors, including education, consciousness and competence, passion, confidence and self-motivation, as well as inspiration from family and society, play a significant role in facilitating the empowerment of rural women.

Sugna et al., (2007) conducted a study in a voluntary organization i.e. RASS (Rayalaseema Seva Samithi) in the region of Andhra Pradesh which promote thrift among women. The study aimed to investigate the operational dynamics of self-help groups (SHGs) and their impact on the economic, social and political empowerment of women. Additionally, the study sought to explore the future savings plans of women involved in SHGs. The study's findings indicated that the female participants had high levels of engagement in group activities. Additionally, they exhibited a propensity to save a portion of their earnings through Self-Help Groups (SHGs). These savings were then utilised during times of urgent financial need. Furthermore, the women accessed loans from the group fund to support various entrepreneurial endeavours such as agriculture, small-scale retail and tailoring. Regarding the impact of Self-Help Groups (SHGs) on women's empowerment, it is evident

that women have experienced advancements in their economic standing. Additionally, the development of team cohesion has been observed, facilitating social mobility and unrestricted movement both within and beyond their local communities. Furthermore, women have begun engaging with government officials and actively advocating for their rights by questioning governmental agencies.

Jain and Kumar (2008) In their study, the researchers have shown the importance of education in the process of advancing the empowerment of women. It has been established that obtaining a higher education in India can contribute to the empowerment of women in the country. In addition, they have advocated a variety of other actions that are geared towards increasing the empowerment of women, particularly in the context of higher education.

Manjari and Thakur (2008), have examined a variety of techniques of empowering women, as well as metrics of their progress. He is of the opinion that the commandments of women's empowerment, such as legal protection and laws, education and training, an increase in the 29 skills of decision making ability, and training in self-defense, should be practiced by politicians, educationists, feminists, and society as a whole in order to give justice to women and enhance empowerment amongst them.

Yadav et al., (2008), have elaborated the conceptual framework of women's empowerment and various government efforts relating to it. However, the author has noted that there remains a significant disparity between constitutional measures, laws, governmental plans, policies, initiatives and associated mechanisms and the actual situation experienced by women in India. He proposed that the resolution of this breach would only occur if women became cognizant of their subordinate status and asserted their rights.

K. Lal (2014) In his study he endeavours to examine the matter of women's empowerment in relation to educational opportunities. The individual emphasised the significance of education, both in a broad sense and specifically in higher education, in effecting substantial change by actively engaging in the awareness-raising of all relevant parties.

Bordoloi and Kashysab (2020) the study highlights the impact of socio-economic factors including enterprise related factors on empowerment of women entrepreneurs in the Guwahati City. It is found that monthly income from enterprises plays an important role in achieving economic empowerment of women in the study area.

2.4 Motivating factors of Women Entrepreneurs

Singh and Sengupta (1985) conducted a study on a sample of 45 female participants who were enrolled in the entrepreneurial development programme held in Delhi in 1983. The programme was organised by NIESBUD, FICCI, and several other organisations. The study aimed to ascertain the characteristics of women who initiated their own businesses, identify the motivating elements behind their entrepreneurial endeavours, and explore the variables that facilitated their decision to embark on this path. The data was acquired through the use of a questionnaire and through conducting in-depth interviews. The author's conclusion suggests that the profile of women entrepreneurs is not predominantly influenced by their level of education or any other specific features. Women with higher levels of education tend to view entrepreneurship as a challenging endeavour, an opportunity for personal aspiration fulfilment, and a means of engaging in meaningful work. Conversely, women with lower levels of education tend to perceive entrepreneurship primarily as a means to swiftly generate income. The majority of prospective entrepreneurs possessed a clear understanding of their projects, although they sought moral encouragement from male individuals and other family members in order to establish their firms. Female entrepreneurs tend to integrate their pursuit of exceptional performance with a reliance on emotional interdependence. They had an inherent sense of doubt over their own talents and sought assistance from male counterparts to facilitate their progress, be it through financial resources, expertise in business, or moral encouragement.

Shah (1987) conducted a study on 300 women who undertook an entrepreneurship development programme (EDP) organized by NISBUD at Delhi, with the purpose of drawing a demographic profile of various target groups of women entrepreneurs, to find out their motivations and their behavioral patterns. The entrepreneurs were assessed by the

Thematic Apperception Test, “who am-I” essay and personal interview. The author's conclusion suggests that the distinctive attributes of women entrepreneurs are essential for achieving success. These attributes encompass a sense of self-reliance in terms of both internal and external resources, adeptness in problem-solving, a proactive approach to taking initiative and a willingness to undertake risks. The motivation of women entrepreneurs can be attributed to a range of issues, including the utilisation of their own talents, economic necessity, the effective use of available time, the desire for independence, and personal fulfilment.

Singh (1992) conducted a study to investigate the factors and variables that influence women's ability to enter the field of entrepreneurship. He examines the characteristics of various enterprises in relation to India and the challenges they encounter. He discussed the primary factors hindering the progress of women in entrepreneurship, including familial obligations, gender bias, limited exposure to accomplished entrepreneurs and societal resistance towards women in business. He proposed a range of corrective actions, such as promoting and funding small businesses, promoting their growth and providing support to successful ventures.

Rani (1996) conducted a study on the socio-economic situation of women entrepreneurs, analysing their motivational elements and doing a SWOT analysis from an environmental perspective. Additionally, he analysed the frequency of domestic violence and its influence on entrepreneurial endeavours. His findings revealed that engaging in entrepreneurial activities contributes to economic stability, enhances living standards and effectively reduces incidents of domestic violence.

Susanne E., J. Albert (2000) Entrepreneurship originates from an individual's innovative mindset and leads to the establishment of a business for an extended period of time, the creation of employment opportunities and economic stability. Women contribute to society by promoting devotion and integrity through their efforts in economic empowerment, entrepreneurial development and creativity. The process of economic globalisation has fostered the growth of female entrepreneurship and ownership of businesses. The

increasing economic prowess and impact of women Entrepreneurship in contemporary India: Emerging concerns and obstacles State-owned firms are reshaping the structure of the global economy.

Das (2000) in their study of women entrepreneurs in the western world proposed that there are three aspects which influence entrepreneurship: antecedent factor (i.e., background factors such as family and genetic factors that affect motivation, skills, and knowledge), the incubator organization (i.e., the nature of the organization where the entrepreneur was employed just before starting a business and the skills learned over there) and environmental factors (e.g., economic conditions, access to venture capital and support services, role models). The study also indicates the challenges faced by women entrepreneurship such as access to finance, access to markets, access to training, access to networks, access to policymakers, statistical invisibility, etc

Das (2000) In their study on women entrepreneurs in the western world, suggested that entrepreneurship is influenced by three key factors: antecedent factors, incubator organisations, and environmental factors. Antecedent factors refer to background factors, such as family and genetic factors, that impact motivation, skills, and knowledge. The incubator organisation pertains to the nature of the organisation where the entrepreneur was employed prior to starting their own business and the skills acquired there. Lastly, environmental factors encompass economic conditions, access to venture capital and support services, as well as the presence of role models. The report also highlights the obstacles encountered by women in business, including limited access to financial resources, markets, training, networks, policymakers and statistical recognition.

Seth Mira (2001) has discussed a comprehensive and methodical account of development programmes for women since India's independence. The author engaged in a discussion regarding the role of women within ancient Indian society, highlighting the primary issues that have significantly impacted the lives of women. The author proceeded to elaborate on the policies and plans executed by the government as a component of deliberate development following the attainment of independence. According to Dr. Seth, these

endeavours have sprung from a contemporary liberal ideology. He highlights both their influence and limitations in addressing the disparity in women's societal status.

Ganesan S. (2003) examined the various aspects that serve as motivators for women to enter the field of entrepreneurship and achieve success in their endeavours. In the study, the author presented the notion of surrogate entrepreneurs and false entrepreneurship. The primary data collection approach has facilitated the discovery and investigation of several aspects, including economic, social, and familial influences. The researcher reached the conclusion in their investigation that the statistics pertaining to the count of women entrepreneurs as presented in the official registry are entirely inaccurate. Research findings indicate that a significant proportion of individuals identified as women entrepreneurs do not possess the characteristics often associated with both being women and entrepreneurs.

Ganneshmurthi V.S. (2007), explained the necessity of women's empowerment and the advantages it brings to fostering a robust nation. Additionally, he underscored the necessity of adequate security measures and safeguards to enable women to achieve self-sufficiency. The government has implemented a series of women welfare projects aimed at promoting their economic development. The Support for Training and Employment Programme (STEP) aims to provide marginalised women who lack assets with training in various sectors such as agriculture, dairying, horticulture, fisheries, handicrafts and handlooms, among others. It is worth noting that the recognition of women as equal partners in the socio-economic development of India has been a recent development.

Kalyani and Kumar (2011) conducted an analysis of the motivating factors that encouraged women to set up small-scale enterprises. The study has chosen the SIDCO Industrial Estates located in the Madurai region. The study's participants consisted of entrepreneurs who were managing small-scale industrial units located within the SIDCO Industrial Estate. A sample of 144 small-scale entrepreneurs has been selected from a total population of 432 individuals. The present study reveals the primary determinants that drive female entrepreneurs in small and medium-sized firms and highlights their interconnectedness with entrepreneurial variables. The report additionally proposes certain

measures for educational institutions to enhance their contributions to the development of entrepreneurship in the country.

Sunandha K.A. (2015) conducted an analysis on the pull and push elements that serve as motivators for women entrepreneurs in initiating their businesses enterprises. The research conducted by the author centred on the examination of women entrepreneurs and the manufacturing sector in the Thrissur District of Kerala. The study analysed the characteristics of 200 selected respondents, as well as the aspects of their firms and the institutional frameworks that provided support to them. The results of the study indicate that a significant proportion of female entrepreneurs were influenced to initiate their company ventures due to the guidance and financial assistance provided by governmental entities and financial institutions.

Kalyani et al. (2016) have identified and emphasised the several elements that exert influence on women's entrepreneurship. The study revealed that there exists a positive correlation between the amount of education attained by women and their engagement in entrepreneurial activities. The findings indicated that the motivations for initiating entrepreneurial endeavours are diverse, reflecting the unique backgrounds of the individuals involved. Women embark on these ventures with the aim of generating income, achieving self-reliance and leveraging their skills and talents. Additional factors to consider include familial recognition, personal fulfilment, and enhanced societal standing.

Pathik (2020) revealed in their study that women in rural areas used to rely on traditional agricultural activities ten to fifteen years ago. However, recent studies have shown that non-governmental organisations (NGOs) and self-help groups (SHGs) are significantly contributing to the empowerment of women, especially in rural areas. They are achieving this by raising awareness about health and education, facilitating the opening of bank accounts, and promoting entrepreneurial activities. Additionally, government bodies are providing various facilities to empower women in these areas.

Singh (1992) examines the causes and influential elements that contribute to women's participation in entrepreneurship. He elucidated the attributes of their enterprises within the Indian framework, as well as the impediments and difficulties they face. He identified the primary impediments to the growth of women entrepreneurship as limited exposure to successful entrepreneurs, societal resistance towards women entrepreneurs, familial obligations, gender bias, limited networking opportunities and banks' reluctance to prioritise loans for women entrepreneurs. He proposed implementing remedial actions such as fostering micro-enterprises, enhancing the institutional framework, promoting and attracting successful ventures, and more.

2.5 Obstacles to Women Entrepreneurship

Singal and Kamala (1989) conducted an exploratory study to examine the problems, requirements, and preferences of rural women in relation to their economic empowerment. The research was carried out in a rural area located within the Hisar district of Haryana. The researchers employed a multi-stage random sampling strategy to choose the participants for the study. The study's results indicated that a significant proportion of participants identified insufficient financial resources as the primary limitation. The overarching observation that arises from the analysis is that women face a significant dearth of crucial resources, both in terms of human capital and material assets, which hinders their ability to engage in income-generating endeavours autonomously.

Ganesan S and Duraipandian R (1999) have explained the process of entrepreneurial development, specifically within the context of rural women in their study. The authors emphasised the challenges faced by rural women, including illiteracy, lack of awareness, limited economic assistance and social punishments. They also discussed the steps taken to address these issues and promote the growth of rural women. In order to effectuate changes in the social and economic framework and enhance the position of marginalised groups, it is imperative to prioritise the implementation of entrepreneurial development initiatives, with a special focus on women.

Vijyalakshmi T. (2007) conducted an analysis of the factors that serve as motivators for women to pursue entrepreneurial endeavours. The author also conducts a comparative analysis between the United States and India, focusing on the proportion of self-employed women. The findings indicate a rising trend of self-employment among women in the United States, whereas the development of women entrepreneurs in India is notably limited. The author examined the challenges encountered by female entrepreneurs in their entrepreneurial endeavours and analysed the measures implemented by the Indian government to foster the growth of women entrepreneurs. The author's conclusion suggests that facilitating women's entry into entrepreneurship and enabling their active participation in a broader spectrum of economic endeavours can lead to advancements not only in their societal standing but also in achieving broader economic and social development goals. These goals encompass enhanced income distribution, diminished poverty rates and reduced unemployment levels.

Kumari et al. (2010) Their study has examined the difficulties faced by female entrepreneurs in Rajasthan's rural areas. The study used a sample size of 60 participants, and a structured interview schedule was developed to gather primary data. The findings of the study suggest that rural women entrepreneurs face significant challenges in the areas of finance, marketing and a lack of supportive networks. These factors served as deterrents for rural women who were considering embarking on business endeavours.

Goyal et al (2011) investigate the factors contributing to the slow progress of women entrepreneurs in India in their study. They also propose recommendations for fostering the growth of women entrepreneurs and explore different initiatives aimed at promoting and developing women entrepreneurship in India.

Das (2012) has undertaken a case study on the Guwahati Municipal Corporation. The study aimed to gain insights into the economic status of women entrepreneurs, analyse the perceptions of family and society towards women entrepreneurs, and identify the problems and challenges faced by women entrepreneurs, as well as the measures taken to promote their entrepreneurial endeavours. The data was collected using a combination of

questionnaires and interview schedules. The research was carried out on a sample of 50 women participants. The author's conclusion indicates that a significant proportion of women initiated their entrepreneurial endeavours between the ages of 25 and 45. However, they opted for entrepreneurship as their chosen professional path. This observation highlights the evolving attitudes of women in relation to the field of entrepreneurship. Women entrepreneurs prioritised their household and familial responsibilities over their commercial endeavours. They accorded utmost importance to their children, spouses and other interpersonal connections. Female entrepreneurs reported that the primary challenges encountered were financial constraints and marketing constraints.

Dasgupta (2014) carried out a study to find out the problems and prospects of Entrepreneurship in Kamrup District of Assam. In his paper he mentioned that the entrepreneurs of Kamrup are facing problems of lack of confidence, finance, unorganized market etc and also brought to light about the capacity of women who came forward to utilise resource.

Jit and Bharti (2016) had elucidated the problems and challenges faced by women entrepreneurs in India in their research. Numerous constraints experienced by women have been emphasised on their study. The aforementioned limits encompass various aspects, including psycho-social variables, the legal and legislative framework, support services such as financing, training, technology, information, and the production and marketing of products and services. The authors of the study propose that various stakeholders, including the government, policymakers, financial institutions, lawmakers, families and society as a whole, should take measures to eliminate any barriers that may impede the development of women's entrepreneurial skills. The provision of support and encouragement by these authorities has the potential to provide new opportunities for female entrepreneurs, positively impacting the economy of the nation.

Singh et al. (2017) provided insight into the challenges faced by women residing in rural areas of India. The authors revealed that the women entrepreneurs come across numerous challenges, such as limited access to knowledge and information, familial conflicts,

managerial difficulties, mobility constraints, socio-cultural barriers and obstacles in securing financial resources and raw materials. These factors interfere with the progress of women entrepreneurs, prompting recommendations for enhancing their circumstances.

Basumatary T (2020) brought insight that women entrepreneurs setting up their own firms makes themselves socially independent and also generates new employment opportunities to the society. It is identified that although there is a greater scope for development in the entrepreneurial field, women in Kokrajhar district are not able to grab the opportunities due to multi-dimensional challenges faced by women entrepreneurs in managing the enterprise.

Yadav et.al (2020) revealed in their study that for centuries women have been victims of social prejudices and discrimination. They are presumed to be weak, passive, and dependent, while men are considered strong, aggressive, and independent. Due to the above fact, men and women enter an organization with different sets of skills. Women in traditional societies are still confined to the four walls of a home, children, and household activities. Very few get the opportunity to come out of the four walls and enter the world of economic activities. They highlighted the problems faced by women entrepreneurs in India. The paper suggests concrete steps to solve the problems faced by women entrepreneurs and to promote women entrepreneurship in India.

Kumar and Kannan 2014 in their study emphasised the obstacles and possibilities that women face in pursuing self-employment. The primary obstacles encountered by women include the simultaneous demands of their professional and familial obligations, low literacy rates among rural women, limited capacity to take risks, insufficient access to information and support and the necessity for training. However, the government's growing focus on women entrepreneurship has transformed these challenges into opportunities for women.

2.6 Research Gap

Entrepreneurship as a full-fledged occupation is a relatively new concept, and women entrepreneurship is even more so. Women's entrepreneurship is now an important tool for women's empowerment. Many research studies on women's entrepreneurship have been conducted, and the majority of these studies on women's entrepreneurship have been conducted in the Indian context, primarily in large or metropolitan cities. Few studies have looked into women's entrepreneurship of rural areas of Assam. This is not to say that prior research was flawed; rather, the goal of the current study is to highlight a gap in existing knowledge. Role of women's entrepreneurs in Promoting women empowerment is a relatively recent phenomenon, with no previous research on the subject. A considerable number of women entrepreneurs are emerging, creating firms, and successfully running them. Though there are numbers of literature available on women entrepreneurs, substantial studies has not been done on the women entrepreneurs of Kokrajhar BTR Assam. From the above literature it is found that women entrepreneurs are essential for achieving economic growth of the nation. There are certain obstacles which hinder the growth of nation to be avoided. Women Entrepreneurship plays a prime role in industrial development. Entrepreneurship is playing a remarkable role in widening the base of industrial entrepreneurship in India. But the growth rate of women entrepreneurs in Kokrajhar district areas are not upto the mark level. So the study is an attempt to fill the gap. Rural women, like urban women, are acquiring economic, social, and personal power. This current study will also contribute to the emerging stock of literature on women entrepreneurship, an area that is considered to be under developed.