



Role And Responsibilities Of Family In Women's Career And Empowerment In The Framework Of Women Entrepreneurship In India

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Citation: Puja Gupta, et.al (2024). Role And Responsibilities Of Family In Women's Career And Empowerment In The Framework Of Women Entrepreneurship In India, *Educational Administration: Theory and Practice*, 30(5) 15627-15634

Doi: 10.53555/kuey.v30i5.10007

ARTICLE INFO

ABSTRACT

Research examines the relationship between family dynamics, gender norms, and institutional assistance in shaping women's entrepreneurship in India. In addition to women empowerment, societal expectations and extensive progress in traditional gender roles, women continue to face widespread obstacles in establishing and developing organisations. The study checks how emotional and financial family support affects women's entrepreneurship decisions, which exposes the old demand-and-supply conditions by uneven domestic labour divisions. In addition, the research paper has also investigated the role of presidential initiatives such as the State Forum Mudra Yojana (PMMY) and the Women's Entrepreneurship Platform (WEP), which addresses the obstacles by offering monetary property and mastership possibilities. This paper also engages in mobility within the family-owned groups, in which women rapidly count on leadership roles despite cultural obstacles. Ultimately, this research aims to shed light on the versatile elements that affect women's entrepreneurship fulfillment and provide tips to create an additional comprehensive and supportive ecosystem for women entrepreneurs.

Keywords: women entrepreneurship, family support, gender norms, India, institutional support

INTRODUCTION

India has realized a sharp decline in the participation of women's the pressure, with the most effective 23.6% of women and above the workforce of 15 years of age, one of the lowest rates globally according to the International Labor Organization. The scenario of 189 countries has been increased by a low rank of 130 countries published by the World Bank. These statistics repeat women's systemic demand in reaching financial possibilities, especially entrepreneurship. Despite this, the participation of women in family groups has been encouraged by transferring family dynamics, educational reforms, and changing social expectations. Historically, Indian family companies were primarily patriarchal, in which women were excluded from decision-making and management roles. Trade succession is traditionally reserved for male heirs and is regularly ignored with daughters. However, in the long term, there was a good change in this dynamic. With rising education levels and declining family sizes, women in enterprise households have increasingly taken up roles as members of the circle of Relatives Corporation. The seventh Asian Invitational Conference on Family Business, hosted by the Thomas Schmidheiny Centre for Family Initiative at the Indian School of Business, highlighted how the shrinking length of families and the changing training landscape induced families to invest in their daughters' education. This shift empowered women to anticipate management roles within their family businesses, contributing to diversification and growth.

Despite those advances, women's ordinary participation in entrepreneurship remains limited. According to a look at the use of the Thomas Schmidheiny Centre, the proportion of women administrators on the boards of businesses listed on the National Stock Exchange (NSE) was an insignificant 14.3% in 2017 (as cited by the National Stock Exchange of India). This glaring underrepresentation highlights the continual gender obstacles in management and entrepreneurship, regardless of the growing involvement of women in family-run establishments. Family dynamics play a pivotal role in shaping the professional trajectories of women

marketers. Traditionally confined to domestic roles, women in India now face an extra complicated web of effects as they navigate entrepreneurship. The interaction of one's family aid, cultural expectancies, and institutional frameworks can facilitate and ward off women's entrepreneurial endeavours. In addition, regulations promoting female entrepreneurship, including Pradhan Mantri Mudra Yojana (PMMY) and Women Entrepreneurship Platform (WEP), have provided large-scale possibilities for women to access capital and mentorships. However, the effectiveness of these functions is subject to evaluation. This letter aims to discover the function and obligations of the family inside the career and empowerment of girls inside the context of women entrepreneurship in India.

LITERATURE REVIEW

Family Dynamics and Women's Empowerment in India

According to Dhanraj and Mahmbare, (2019) in India, nourishment, housewives and careers as the major duties of women are strongly determined by gender roles and traditional family systems. Women who want to start their business have faced many obstacles due to these responsibilities, often restricted their time, money, and freedom. However, as the nation experiences rapid social and economic changes, the family's contribution to women's liberation has become important. Recent studies have highlighted the double importance of their family on the career options of Indian women. On one hand, family help can act as a catalyst for women's entrepreneurship. Family incentives, especially from husband -wife and parents, have been seen to influence women's choice to start businesses. According to the **Oxfam India report (2020)**, 54% of Indian families now explicitly set strong goals for their daughters' career objectives, which marks a significant shift from earlier decades. This shift indicates the wider societal change towards gender equality, where more households recognise the financial and social cost of women's participation in entrepreneurship. On the other hand, the role of women as primary caregivers has not diminished in parallel with their professional aspirations. Studies show that the average Indian woman spends nearly six hours daily on domestic work, starkly contrasting the 30 minutes men spend (**UNDP, 2020**). This disproportionate division of labour in the household often leads to time constraints and creates a "mental load," making it challenging for women to balance entrepreneurial ventures with family responsibilities (**Fernandez, Luiz, 2023**). Therefore, the intersection of family support and gendered expectations plays a crucial role in determining the extent to which women can pursue entrepreneurial ventures.

Gender and Entrepreneurship: Barriers and Opportunities

The entrepreneurial surroundings in India pose several obstacles to women entrepreneurs. These barriers are deeply rooted in each societal and institutional structure. Despite the rising interest in entrepreneurship amongst women, access to capital remains one of the most demanding situations. According to the **Asian Development Bank (2021)**, only 14% of Indian women have access to formal credit, a sharp contrast to 42 % of men. The loss of access to finance is compounded through gender biases that persist within the funding and banking sectors, wherein male marketers are often perceived as more successful and dependable than their female counterparts.

Furthermore, women entrepreneurs often come across gender discrimination and social stigma in both the professional and enterprise domains. Research by **Chakraborty et al. (2021)** highlights women's problems securing investment, with investors displaying a preference for male entrepreneurs. Despite those systemic demanding situations, there are signs of progress. Government projects and the Stand-Up India Structure, which presents monetary assistance to women entrepreneurs in underserved sectors, have begun to deal with some limitations. Research by the Ministry of Finance (2020) discovered that over 5,000 women entrepreneurs have benefited from such schemes, helping to overcome financial constraints (**Women Entrepreneurs Finance Initiative, We-Fi, 2022**).

Additionally, societal attitudes toward women in leadership roles remain ambivalent. While there was a sluggish shift toward accepting women in enterprise, deep-rooted cultural and gender norms nonetheless restrict their scope for entrepreneurship. The **World Bank (2021)** reviews that a disproportionate number of women-owned corporations remain micro-businesses, frequently lacking the assets to scale.

Family Businesses: A Catalyst for Women's Leadership

According to **Kumar and Dubey (2022)** Family-owned groups in India represent a giant part of the entrepreneurial landscape, and they offer a unique context for studying women's characteristics in entrepreneurship. Traditionally, women's involvement in family agencies has been confined to supporting roles, often focused on administrative obligations or family-oriented choices. However, as gender norms shift, women increasingly assume management positions within their family-run corporations.

Due to family members' pre-existing beliefs and familiarity, the management transition within family agencies is often less formalised than in non-family businesses. Studies have proven that women entrepreneurs in their family organisations are more likely to enforce modern enterprise practices and attention on long-term sustainability. Research using **Song et al. (2019)** shows that women in family-run corporations tend to prioritise social responsibility, ethical practices, and sustainable growth, distinguishing their leadership patterns from those of their male counterparts.

However, no matter the one's enhancements, women in their family enterprises frequently face demanding

conditions in setting ahead their authority because of entrenched patriarchal norms. **Faraudello et al. (2017)** spotlight that women in their family organisations should often navigate the tension between traditional expectations of subservience and the needs of present-day leadership. In second and third generation family corporations, however, women progressively expect more prominent roles, challenging conventional notions of patriarchal management. The rise of women in their family commercial enterprise control marks a huge shift towards more gender inclusivity and gives treasured insights into the transformative capability of family-run corporations.

Institutional and Administration Support for Women Entrepreneurs

In recognition of the boundaries women face in entrepreneurship, the Indian authorities have passed several rules to promote women's participation within the business enterprise area. One of the best is the Pradhan Mantri Mudra Yojana (PMMY), which presents micro-financing to small and medium enterprises, including women entrepreneurs. According to the **Ministry of Micro, Small, and Medium Enterprises (2020)**, women marketers now account for about 25% of all loans allotted under PMMY, enabling women to begin their own companies.

Additionally, institutional assistance mechanisms and the Women Entrepreneurship Platform (WEP), released through Niti Aayog, have been pivotal in growing networks and mentorship opportunities for women. These structures facilitate access to assets, investment, and training, empowering women to scale their agencies. A study by **Ramya et al. (2023)** determined that women who participated in such tasks tended to record better stages of enterprise achievement and delight due to expanded access to resources and commercial enterprise networks.

Despite these fantastic developments, a gap remains between policy projects and real outcomes. A deeper evaluation shows that, at the same time as financial and institutional aid is critical, it ought to be complemented by a cultural shift that challenges entrenched gender norms and promotes equality in all aspects of life. **Fernandez, Luiz. (2023)** argue that government projects must be more than just economic; they must embody social aid systems that help mitigate the domestic burden women must undergo.

Evaluating family dynamics, gender norms, and institutional support structures in India presents a complex and multifaceted panorama for women marketers. While progress has been made in coverage, assistance, and cultural shifts, the entrenched gender biases, familial expectancies, and structural barriers nonetheless avert women's ability to interact in entrepreneurship fully.

One of the furthestmost substantial factors influencing women's entrepreneurial success is the extent of assist they receive from their households. Family aid, mainly from spouses, could profoundly affect a woman's ability to manage the dual responsibilities of family and business. **De Vries & Kuo (2019)** determined that shared home responsibilities between spouses positively correlate with higher levels of entrepreneurial fulfilment for women. This highlights the need for an extra equitable domestic exertions division, which may alleviate the intellectual load that disproportionately burdens women and save them from pursuing entrepreneurial possibilities.

Institutional support is crucial in overcoming some of the barriers women face in entrepreneurship. Government initiatives such as PMMY and WEP have provided financial resources and mentorship. However, these initiatives must be expanded and adapted to address the nuanced encounters that women entrepreneurs aspect, particularly in rural and underserved regions.

Whilst traditionally patriarchal, family agencies provide a unique opportunity for women to break through traditional obstacles and assume management roles. However, these agencies also replicate the wider societal tensions between subculture and modernity, with women regularly navigating complex dynamics to gain recognition as leaders. **Song et al. (2024)** emphasise that the upward push of women in family groups isn't always only a measure of monetary prosperity, but additionally a shift in social power dynamics, which could have broader implications for gender equality.

DISCUSSION

Family characteristics in women's professional improvement and empowerment, specifically within the context of women entrepreneurship in India, are pivotal but frequently complex. In Indian society, the family is still the number one group influencing women's selections, professional choices, and entrepreneurial pastimes. Traditionally, family dynamics in India have been formed with the aid of patriarchal norms, wherein women are in preferred anticipated to manage the circle of relatives' duties—this societal expectation often places significant constraints on women's career aspirations, especially concerning entrepreneurship. However, with changing socio-economic landscapes, households regularly play an extra supportive role in encouraging women to go into commercial business enterprises, even though challenges remain.

Traditional Expectations and Constraints

Historically, Indian women's roles have been restricted to the domestic sphere, and the concept of women as entrepreneurs has been, in large part, marginalised. According to the National Sample Survey Organisation (NSSO) 2018 facts, only 14% of Indian women are involved in entrepreneurial activities, significantly lower

than their male counterparts (Patil et al., 2021). This can be attributed to numerous elements, including traditional family roles wherein women are expected to prioritise home and own family lifestyles over professional goals. The responsibility of caregiving, cooking, and coping with the home frequently leaves women with little time or strength to pursue entrepreneurial ventures. Furthermore, familial expectancies concerning women's modesty and role as nurturers prevent their participation in commercial enterprise and leadership sectors.

The Global Gender Gap Report (2023) via the World Economic Forum ranks India 143rd out of 156 nations regarding financial contribution and occasion for women. This discrepancy is rooted in family systems that discourage women from working outside the house or beginning their own companies. Even as women are interested in entrepreneurship, they regularly face competition from family members who view enterprise ownership as too risky or outside of traditional gender roles.

The Transforming Role of Families

Despite these traditional constraints, families in India are gradually evolving their approach to women's careers and entrepreneurship. In current years, there has been a marked modification in the family's function, specifically in city areas, wherein financial pressures and changing cultural attitudes are reshaping family dynamics. According to a **McKinsey Global Institute report (2018)**, India's GDP should grow by \$770 billion if women's participation in the workforce were the same as men's. This economic capacity has prompted families to reconsider their role in enabling women to pursue careers and entrepreneurship.

Families in the city of India are increasingly spotting the value of women entrepreneurs not simply in terms of monetary contribution but also as a catalyst for social change. Often, husbands, mothers, and fathers actively assist women's business enterprise ventures by supplying financial assets, emotional encouragement, and lowering family burdens. A report by the Indian Ministry of Skill Development and Entrepreneurship (MSDE) observed that 66% of women marketers identified their family guide as a key aspect that enabled them to begin and run their corporations efficiently.

However, own family assistance is not always uniform across all social strata. In rural areas, wherein conventional norms are stronger, circle of relatives expectancies nevertheless play a restrictive role. Women are regularly expected to address all home responsibilities in those areas, leaving them with restrained possibilities to interact in business ventures. According to a 2021 study by the **United Nations Development Programme (UNDP)**, rural women in India are 20% less likely to have their own family assist with entrepreneurship than their urban counterparts. This is essentially due to entrenched gender roles that expect women to be mainly caregivers in preference to business proprietors.

Financial Support and Resources

One of the critical conducts in which families impact women entrepreneurs is through financial support. Opening and running a business requires capital, and women often face difficulty accessing funding through formal channels such as banks and financial institutions. In India, the **National Bank for Agriculture and Rural Development (NABARD)** reported in 2020 that women entrepreneurs represent only 17% of the total loan beneficiaries, despite government schemes promoting women entrepreneurship. This highlights the standing of family funding in women's entrepreneurial journey. In many cases, women rely on personal savings, family loans, or financial assistance from relatives to kick-start their businesses.

Moreover, family contributors, particularly husbands, play a critical role in offering collateral or credit history, which is mostly required for acquiring loans. While the Pradhan Mantri Mudra Yojana (PMMY) has successfully supported an enormous variety of women entrepreneurs by way of imparting collateral-free loans, only 10-12% of all loans sanctioned under the PMMY are for women entrepreneurs, reflecting the restrained financial autonomy many women have in securing commercial enterprise capital without family backing (**Press Information Bureau, 2024**).

Balancing Family and Business Responsibilities

Women marketers often face a unique assignment in balancing their professional and private obligations, as their family expectations demand that women tackle primary caregiving and home responsibilities. A 2022 study via FICCI (Federation of Indian Chambers of Commerce & Industry) found that 72% of women marketers noted balancing the circle of relatives' responsibilities with their business as a significant barrier to growth. A 2022 study by **FICCI (Federation of Indian Chambers of Commerce & Industry)** found that 72% of women entrepreneurs cited the challenge of balancing family responsibilities with their business as a significant barrier to growth. This dual responsibility of managing both home and business places an additional burden on women and can affect the scalability and success of their ventures.

Women entrepreneurs often record that family members, specifically husbands and in-laws, are critical in sharing household obligations. Studies show that when husbands share home responsibilities, women marketers can devote extra time and power to their businesses, resulting in higher business consequences. According to a 2019 study using the Indian Institute of Management (IIM), women who obtained assistance from their spouses in dealing with family work were 40% more likely to extend their agencies than individuals who no longer received such support.

Empowerment through Family Support

When families are supportive, they contribute appreciably to women's empowerment, not only in economic independence but also in non-public improvement (Rahmi et al., 2022). Empowered women marketers regularly become role models in their groups, despite traditional gender roles, and galvanize different women to follow commercial ventures. The role of the family in nurturing self-assurance and self-efficacy is critical. A supportive family environment permits women to triumph over mental boundaries, which includes fear of failure and societal judgment that are common in cultures wherein women's participation in commercial enterprise is not always the norm.

In truth, research has proven that own family involvement in the initial phases of entrepreneurship allows the construct of a more potent basis for women-led organisations. According to Harvard Business Review, agencies that began with robust own family assistance within the initial segment are more likely to achieve long-term success due to the stability and consideration built through family involvement.

Ultimately, the function of the family in women's professional development and empowerment, especially within the context of women entrepreneurship in India, is tremendous and multifaceted. While conventional family roles and societal expectancies continue to constrain women's entrepreneurial targets, evolving family dynamics, mainly in urban regions, provide extra opportunities for women to succeed in business. Financial aid, emotional encouragement, and the sharing of domestic responsibilities are key elements that influence the achievement of women marketers. However, there is a clear need for systemic exchange, such as higher access to capital and gender-sensitive policies, to empower women and ensure that family systems do not emerge as a barrier to their entrepreneurial aspirations. As households hold to adapt to assist for women, India can release vast monetary and social advantages through the empowerment of women marketers.

FUTURE SCOPE OF THE STUDY

The future possibility of this study on women's entrepreneurship in India holds vital probable, offering multiple avenues for further exploration. As the landscape for women entrepreneurs continues to evolve in response to changing family dynamics, government initiatives, and shifting societal norms, there are several key areas for future research. These regions will increase our knowledge of the demanding situations women face in entrepreneurship and deliver precious insights to policymakers, businesses, and educational institutions aiming to create a more wide-ranging and equitable entrepreneurial network for females in India.

1. Impact of Evolving Family Dynamics on Women's Entrepreneurial Accomplishment

The study highlights the important role of one's own family dynamics in shaping the entrepreneurial reports of women. Future studies could raise awareness on the conversion process of guys in the family' structure and its effect on women's participation in entrepreneurship (Dewitt et al., 2023). While this study primarily centred on women's obligations and demanding situations within circle of relatives businesses, the function of male family contributors—specifically spouses—needs further research. How do partnerships in the circle of relative's agencies, where men are also engaged in domestic and commercial enterprise responsibilities, impact women's achievement? Analysing the impact of equitable domestic hard work and shared entrepreneurial roles should offer deeper insights into how gender roles inside households can evolve and how those changes impact commercial enterprise outcomes.

Additionally, further studies could explore the long-term generational shifts in family dynamics. With younger generations of women increasingly entering leadership roles in family-owned businesses, examining the changes in familial relationships and the evolving expectations of women entrepreneurs within the family unit would be beneficial. How do these changing dynamics affect succession planning, leadership styles, and the sustainability of family-run businesses?

2. The Role of Expertise and Digital Platforms in Sanctioning Women Entrepreneurs

As digital platforms and technology increasingly become part of the entrepreneurial landscape, they represent an underexplored area of women's entrepreneurship in India. The destiny scope of this examine may want to encompass a focus on the position of technology in empowering women marketers. Women in rural or underserved regions often face additional barriers to entry, with partial admittance to markets, information, and networks. Exploring how digital platforms such as e-commerce, social media, and online mentorship networks can help women overcome these barriers will be crucial (Anzak et al., 2023).

In particular, the position of virtual literacy programs and online business schooling may be examined to assess how technology can facilitate the increase of women-owned companies in areas where get admission to traditional entrepreneurial support systems is constrained. Studies ought to check out whether or not those systems assist women to skip some of the conventional family and social constraints that restriction their bodily mobility or business outreach, enabling them to scale their businesses beyond neighbourhood groups.

3. Gender Norms and the Psychological Barriers to Entrepreneurship

While societal norms are a primary barrier to women's entrepreneurship, further studies may want to examine the intellectual and emotional boundaries that women face because of deeply entrenched gender

expectations. These consist of self-doubt, impostor syndrome, and the fear of judgment from circle of relatives and society. Investigating how those mental elements impact women's selections to pursue entrepreneurship could provide treasured insights into the specific worrying conditions that women entrepreneurs face in balancing private and professional expectations (Villanueva-Flores et al., 2021). The impact of media, cultural norms, and spiritual expectancies on the psyche of women entrepreneurs can also be a key area of exploration. Understanding the intellectual load women enjoy and how it affects their entrepreneurial choice-making and leadership potential should offer a extra holistic view of the demanding situations they face.

4. Evaluation of Government Schemes and Institutional Support Programs

This study touches upon government initiatives like the Pradhan Mantri Mudra Yojana (PMMY) and the Women Entrepreneurship Platform (WEP). While these initiatives have shown promise in providing financial resources and mentorship opportunities, destiny research may want to take cognizance at the effectiveness of those programs. Specific studies could evaluate how well these initiatives are tailored to meet the unique needs of women entrepreneurs, particularly in rural and marginalised communities (Shukla and Kumari, 2023).

Additionally, it would be beneficial to evaluate the outcomes of government interventions at a granular level. How have regulations, which include the Stand-Up India Scheme or the Skill Development Initiatives, prompted the sustainability and prosperous of women-owned businesses. Future research ought to discover not handiest the financial effect but also the long-term empowerment results these tasks have on women's careers and their broader social status.

5. Cultural and Regional Differences in Women's Entrepreneurship

India is a varied country, with varying cultural, provincial, and socio-economic contexts that shape the entrepreneurial journey of women. While the study has explored women's entrepreneurship from a general perspective, the future research could focus on how regional and cultural differences affect entrepreneurial practices. For instance, the challenges faced by women in rural areas might differ significantly from those encountered by women in urban centres. Understanding these nuances can help create more region-specific policies and initiatives to foster women's entrepreneurship.

Comparing the entrepreneurial stories of women across one of a kind states or communities—including city as opposed to rural, or low-profits as opposed to affluent agencies—ought to offer insights into how societal expectations, own family dynamics, and institutional support structures vary in one-of-a-kind elements of the us of a. Furthermore, the position of caste, class, and ethnicity in shaping get admission to entrepreneurial possibilities for women may be explored in-intensity.

6. The Role of Social Networks and Mentorship in Women's Entrepreneurial Journey

The impact of mentorship and social systems is an important yet often overlooked factor in the success of women entrepreneurs. Future research could delve into the types of networks women entrepreneurs are part of, including familial, professional, and online networks, and how these networks provide the emotional and professional support needed to succeed.

Additionally, mentorship programs particularly designed for women will be in addition evaluated to understand their impact on commercial enterprise development, selection-making, and leadership patterns. The position of women-unique mentorship networks, wherein woman marketers mentor other women, will also be explored as a method to bridge the gender hollow in entrepreneurship.

7. Policy Recommendations for a More Inclusive Entrepreneurial Ecosystem

Finally, destiny research ought to focus on coverage pointers geared toward creating a more inclusive entrepreneurial ecosystem. While government initiatives like PMMY and WEP are vital, there is a essential for policies that address broader socio-cultural challenges. Future studies could recommend policies aimed at reducing the domestic burden on women, promoting shared domestic responsibilities, and encouraging societal shifts in gender norms.

Policies could also focus on improving access to capital by addressing gender prejudices in the financial sector, providing tax incentives for women-owned businesses, and creating more platforms for networking and skill development. Evaluating the influence of such strategies on women's entrepreneurial growth would be a crucial area of future research.

The scope of study on women entrepreneurship in India is full-size, protecting quite a number regions which could notably enhance the accepting the challenges and possibilities women face in setting up and growing their agencies. By investigating own family dynamics, the role of generation, psychological limitations, local differences, and the effectiveness of institutional support, destiny research can tell more targeted, inclusive, and effective coverage frameworks that may permit women to thrive as marketers.

CONCLUSION

In conclusion, the achievement of women marketers in India is deeply intertwined with own family dynamics, gendered expectancies, and institutional help structures. While India has complete sizable steps in encouraging women's participation inside the entrepreneurial ecosystem, deep-rooted cultural and societal norms continue to give tremendous challenges. A multifaceted approach, which incorporates financial aid, institutional mentorship, and, most critically, a shift in cultural and familial attitudes closer to gender roles, is essential to developing an entrepreneurial surroundings wherein women can thrive. The upcoming of women's entrepreneurship in India depends now not most effective on policy reforms however also on a collective effort to dismantle gendered limitations both within the home and the place of business.

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