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Email Id: lavekarsampada@gmail.com**DOI:** [10.5281/zenodo.19968511](https://doi.org/10.5281/zenodo.19968511)**DOI Link:**<https://doi.org/10.5281/zenodo.19968511>**Creative Commons (CC BY-NC-SA 4.0):**

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Innovation & Women Entrepreneurship

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Abstract:

In the present scenario women are dominating the field of innovation, technology, science and entrepreneurship but even today there exists a significant gap before females can achieve parity with men. In the present study focused to the respect of the barriers and challenges to the participation of women in the field of Indian entrepreneurship and innovation and the ways in which it could be facilitated.

Hence, there is a need to understand the reasons behind these disparities and the influence of these disparities on women in general and society at large. Around 90% of the women spend an additional income attained on human resources for the families only on Health, education, nutrition and this ratio is very low as compared to men. If the proportion of women be more in entrepreneurship and as innovators it will directly impact the families, communities and society at large positively.

Keywords: Entrepreneurship, Innovation, Science, Technology, Women Entrepreneurship.

Introduction:

In the present scenario when it comes to the development and progress of entrepreneurship and innovation the role of gender becomes prominent. However, most of the striking findings of the study on the topic reflects a number of initiatives taken by the women with respect to innovation and entrepreneurship but still there exists a wide gap when it comes to parity with men in the same field. Report on women innovation suggests that females will not be able to reach parity with men when it comes to filing the patent till 2092. Hence, there is a need to understand the reasons behind these disparities and the influence of these disparities on women in general and society at large. The study is more important in advanced contemporary society where the majority of the dominant fields be it innovation, technology, entrepreneurship, science and many other fields are exclusively being dominated by women as a current initiative taken the Indian Government. The paper proposes to study the issues in the context of Indian society. The lower is the participation of women in innovation and technology the larger it has socio-economic implications. Around 90% of the women spend an additional income attained on human resources for the families only. Health, education, nutrition are in all included in and this ratio is very low as compared to men. If the proportion of women be more in entrepreneurship and as innovators it will directly impact the families, communities and society at large positively.

Significance of the study:

The study is more important in advanced contemporary society where the majority of the dominant fields be it innovation, technology, entrepreneurship, science and many other fields are exclusively being dominated by women as a current initiative taken the Indian Government.

Objectives of the study:

1. To explore the case studies related to women innovation and entrepreneurship.
2. To understand the ways in which the entrepreneurship results in growth and success of the enterprise.
3. To throw light on the barriers faced by women in the field of innovation and entrepreneurship

Data Collection:

The research design will be descriptive in nature. The method of data collection is mainly based on secondary data. This data related to innovation and women entrepreneurship as available in publications and other authentic sources.

Scope of the paper:

This study will be useful for understanding regarding the world needs to unleash the power of women's entrepreneurship to make our economies and societies stronger and sustainable.

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This paper will facilitate the traditional measures of economic development and business performance do not often capture the true transformational benefits of these change inducing enterprises.

Conceptual Framework:

1 Concept:

‘Women Entrepreneur’ is a person who accepts challenging role to meet her personal needs and become economically independent. A strong desire to do something positive is an inbuilt quality of entrepreneurial women, who is capable of contributing values in both family and social life. As per Government of India, a women entrepreneur is defined as an enterprise owned and controlled by women and having a minimum financial of 51 per cent of the capital and giving at least 51 per cent of the capital and giving 51 per cent of the employment generated in the enterprise of women. Women's entrepreneurship is a powerful catalyst for inclusive economic growth, driving job creation, poverty reduction, and social development by generating income, empowering women, and reinvesting earnings into communities, though challenges like unequal access to capital and mentorship persist, requiring supportive policies, finance, and training for women to reach their full potential and achieve equitable development. Entrepreneurship development among women is one activity that promises encouraging results. By motivating, training and assisting women towards forming and running business ventures, it may be possible to tackle many of gender issues. Women are now became aware of their own traits, rights and also the work situations. The hidden entrepreneurial potentials of women have gradually been changing with the growing sensitivity to the role and economic status in the society.

2 Innovation:

Innovation is defines as “the implementation of a new or significantly improved product (good or service) or processes, a new marketing method or a new organizational method in business practices, work place organization or external relations”. Innovation is the introduction of new ideas, goods, services and practices which intended to be useful. Even during the years of economic crisis and recession, the one robust sector providing economic growth, increased productivity and employment has been that of Small Sized Enterprises. Women entrepreneurship in India is witnessing a significant transformation, with over 73,000 startups having at least one woman director as of October 2024, driving innovation across sectors like technology, health, and education. Women-led ventures are increasingly utilizing digital tools for scalability, creating 22–27 million jobs and potentially adding \$700 billion to the GDP, supported by government initiatives like Startup India and Mudra loans.

3 Key Aspects of Women Entrepreneurship & Innovation in India:

- **Startup Growth & Impact:** Nearly 48% of the 1, 52,139 startups recognized under the Startup India initiative have at least one woman director. Women-led startups have raised almost a billion dollars by the end of 2024 and are known to generate 35% more return on investment.
- **Sectoral Diversification:** Moving beyond traditional sectors, women are innovating in internet technology, e-commerce, fin-tech, health-tech, and sustainable energy.
- **Digital Adoption:** Technology acts as an equalizer, with women leveraging digital platforms to access markets, funding, and mentorship, allowing them to overcome traditional barriers.
- **Government Support Mechanisms:**
 - **Startup India Seed Fund Scheme (SISFS):** Approved ₹227.12 crore for 1,278 women-led startups.
 - **Mudra Loans:** Provide up to ₹10 lakh collateral-free to women, including for businesses like tailoring, salons, and repair centers.
 - **Stand Up India:** Supports women entrepreneurs with loans between ₹10 lakh and ₹1 crore.
 - **Women Entrepreneurship Platform (WEP):** A NITI Aayog initiative to support women entrepreneurs.

4 Key Challenges & Barriers:

- **Access to Finance:** Unequal access to capital, loans, and financial services remains a major hurdle.
- **Cultural & Social Norms:** Harmful stereotypes and societal expectations often limit women's participation and ambition.
- **Skills & Confidence Gaps:** Women are sometimes less likely to believe in their entrepreneurial capabilities, requiring better skill-building and mentorship.
- **Limited Networks:** Lack of access to robust mentorship and business networks hinders growth.

5 Promoting Women's Entrepreneurship for Inclusive Growth:

- **Policy Support:** Governments need to implement inclusive policies and regulations.
- **Financial Inclusion:** Improve access to credit, investment, and financial literacy.
- **Mentorship & Training:** Provide business skills training, networking opportunities, and role models.
- **Digital Platforms:** Leverage e-commerce and digital tools to expand market reach.
- **Addressing Systemic Barriers:** Tackle discriminatory practices and harmful social norms.

Conclusion:

Women's entrepreneurship can unlock significant economic potential, contributing to broader

poverty reduction and sustainable, equitable growth. Today we are in a better position wherein women participation in the field of entrepreneurship is increasing at a considerable rate. Efforts are being taken at the economy as brought promise of equality of opportunity in all spheres to the Indian women and laws guaranteed equal rights of participation in political process and equal opportunities and rights in education and employment were enacted.

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Conflicts of interest

The authors declare that there are no conflicts of interest regarding the publication of this paper

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