



WOMEN ENTREPRENEURSHIP FOR SUSTAINABLE FUTURE**Dr. Kritika****Assistant Professor, Department of Commerce,
Chaudhary Bansi Lal University Bhiwani.****ABSTRACT**

In the 21st century, one of the important changes seeing the world through is the rise of women entrepreneurs who are rapidly shaping industries, breaking barriers and driving impactful, lasting change.

Women in India represent 48.4% of total population. Now a day it becomes the researchable topic to study the role of women entrepreneur in growth of India with sustainable future. The present chapter study the major challenges faced by women entrepreneur in India.

The connection between women entrepreneurship and sustainable development is undeniable. women entrepreneur comes with a commitment to social equity, resilience, unique perspectives that are necessary in building a sustainable future for generations to come. The present study also cover the main sustainable development goals and role of women entrepreneur with respect to achieve these goals.



KEYWORDS: *Women Entrepreneurship, sustainable future.*

INTRODUCTION

Increasing population is a big challenge as well as an opportunity to the world. With reference to challenges, there are scarcity of resources and resources having alternative uses so there is a problem of satisfy the requirement of all people with the optimum utilization of resources and with reference to opportunity large population leads the large number of consumers which accelerate the economic growth. Worldwide population is rapidly grown with the rate of 0.85 % per year approximation 70 million people add in the population in every year whereas Indian population is growing with the rate of 0.89% per year. Indian population is 146 billion which represent the 17.78 % of world population with the same growth rate it can be reach approximately 1.7 billion up to early 2060. Apart from this 37% of Indian population lived in urban area.

Women in India represent 48.4% (709 million) of total population. Now a day it becomes the researchable issue to study the role of women in growth of India with sustainable future. If we focus on some past decades, we found that women participation in business increased which strengthen them economically in socially. Women reflect the true growth of society. In the words of Dr. B.R. Ambedkar "I measure the growth of community by the degree of progress which women have achieved" the statement shows the importance of women in Indian society. Though women faced so many challenges in India to become an entrepreneur but now women have broken the shackles of conservatism. Some of the challenges before women entrepreneur in India are:

1. Gender Biasness
2. Difficulty in acquiring funds
3. Low education status
4. Family restrictions
5. Security and safety concern
6. Work life balance

Despite of so many restrictions women entrepreneur is growing in India which helps in economic progress and sustainable development. Sustainable development refers to satisfy the present requirement at optimum level with the limited resources and resources remain available for future generation. Sustainable future depends upon the various factors such as cultural, economic environmental factors. There are seventeen sustainable development goals.

As women represent 48.4% of total population of India so they play an important role in the economic development such as: -

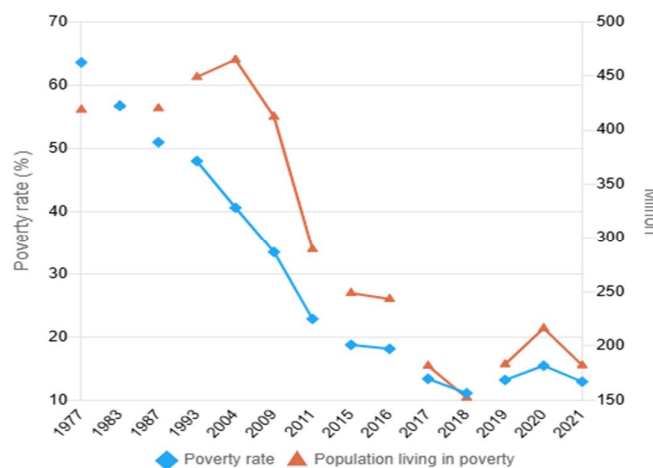
1. No Poverty

High poverty rate is a stigma in India. World Bank published a data reflects the trend of poverty rate in India.

Year	Poverty rate in India (in %)
1977	63.11
1983	56.26
1987	50.59
1993	47.64
2004	39.91
2009	32.87
2011	22.53
2015	18.73
2019	12.73
2021	11.9

Source : World Bank Report

Share of the population and population living in poverty at \$2.15 per day (2017 PPP) (1977-2021)



Source: World Bank (2025), Poverty and Inequality Platform (version 20240627_2017_01_02_PROD) [data set]. pip.worldbank.org. Accessed on 2025-04-04

Table shows the decreasing trend of poverty in India. Women entrepreneur helps to lifting people out of poverty. In year 2024 poverty rate in India drop down with 5%. The main reason of fall is women entrepreneur as they help in employment generation which lead to enhance the GDP in India. Rural poverty rate drops down to 4.86% in the year 2024 whereas urban poverty rate drop down to 4.09% in 2024. The main reason of downfall of poverty rate is the participation of women entrepreneur in India.

2. Zero Hunger- Ensuring food security for everyone

According to Global Hunger Index 2024, India attains the 105th rank among the 127 countries of world. The scenario is quite serious as hunger data was increased with 0.7% in the year 2021.

3. Good Health and Well-being

Every person deserves good health covering physical as well as mental health. As only a healthy person can contribute to Nation development. A person with poor health not capable to perform his or her duty in a significant manner whether it is a job or social duty. Healthy people build a healthy nation. Good health directly affects the high productivity, improve behaviour, increase the person morale, reduce the chance of being ill, increase the employee's retention at workplace, reduce the level of stress, reduction in absentees. Women in India much familiar about the good food which Improve the health of their family when women enter in the field of entrepreneurship, they can make a bundle of balanced diet considering both family and workplace health.

4. Quality Education

Quality education is an essential element for development of any country. India is a very big country in term of population and the main problem to attain the goal of quality education is shortage of qualified and skilled teachers. Some other obstacles are lack of infrastructure, sanitation, clean water, shortage of computer, libraries. Apart from this, rural areas faced more problem than urban areas. Now a day women can help to attain this goal as the literacy level is growing up among the female. They can make their career in the field of education. Due to their multi-tasking ability, empathic communication skills, nurturing nature, roll modelling. Women can run Educational Institutions due to this they can generate employment and provide quality education.

5. Gender Equality

Gender inequality is a major problem described as the imparity between male and female in different economic, social, cultural, legal and political aspects. Simply say biasness based on gender. Various types of inequality faced by women like natality inequality, employment inequality, mortality inequality, ownership inequality, household inequality etc. these kinds of inequality can be eliminated with the women empowerment and increasing women participation in managerial decision making.

6. Clean Water and Sanitation

Everyone deserves clean water and sanitation for the betterment of their health. Approximately 2.2 billion people faced the problem of safe drinking water and approximately 4.2 billion people faced the problem of appropriate sanitation services which directly after the health of female. Clean water and sanitation goal also cover the access of clean water to everyone, hygiene and sanitation, local participation in water and sanitation management, international cooperation and capacity building. Women can play an important role to create awareness regarding water cleanness and sanitation to make discussion with family, colleagues and friends etc.

7. Affordable and Clean Energy

Clean energy is very important for updated the air quality, for betterment of greenhouse impact, helpful in preventing biodiversity losses and nature, reduce pollution and waste management. Nearly

2.3 billion people used polluted and unsafe fuels for cooking purpose which is the main reason of air pollution and poor health.

8. Industry, Innovation and Infrastructure

Geographical climate, sustainable industrial development, investment in infrastructure put direct impact on economic and social development. Infrastructure, innovation and technology development opens the door of opportunities for all the people. Invest in infrastructure like storage, warehousing, irrigation, transportation, green energy, communication and information technology, low carbon emissions, increase mobile broadband access are very important to attain the goal of sustainable development.

9. Reduced Inequality

Various kind of inequality like such as gender base, income base, caste base, religion base inequality exists in the society which negatively affect the sustainable development, economic growth and increase the criminal rate, environmental decadence, illness. A country cannot attain the goal of sustainable development without eliminating the inequality.

10. Sustainable Consumption and Production

There is a requirement to change the consumption habits and shifted from non-renewable to renewable energy resources. Government as well as entrepreneurs should take initiatives such as formulating the policies and setting the targets to scale down the waste generation, performing best practices in this field.

11. Life Below Water

Human being highly depended on ocean beyond imagination. The livelihood of more than 3 billion people around the world depends on the ocean and coastal biodiversity. The trade in marine resources is approximately worth USD 3 trillion which is nearly 5% of global GDP. Ocean also helps to reduce pollution. Ocean directly absorb approx. 30 % carbon dioxide.

12. Life on Land

Earth is the home human being. It not only provides the shelter but food also. It is the responsibility of human being to better take care of land and prevent the various threats. There are several challenges before the earth such as wildfire, deforestation, stopping the poaches, conservation of mountain, ecosystem, restore degraded land, protect biodiversity, stopping trafficking of protected species etc.

13. Peace, Justice and Strong Institution: -

High level of insecurity, injustice, violence, high rate of crime, exploitation put negative impact on countries growth and development. This goal focus on strengthening the country's law, reduce crime rate, check on corruption, preventing child violence, women violence and exploitation.

CONCLUSION

Women entrepreneurs are playing an important role to achieve sustainable development goals. Their ability to multi- tasking along with creating businesses that address economic, environmental and social challenges directly associated with the sustainable development goals, that reflects their contribution toward a more equitable and sustainable future. government needs to address the gender inequality in access to resources, opportunities, and markets so that their potential to be fully realized.

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