

# A Study on Opportunities for Women & Girls in Entrepreneurship

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**Abstract:** *Entrepreneurship is the ability and readiness to develop, organize and run a business enterprise, along with any of its uncertainties to make a profit like starting of new business. Women entrepreneurs play an important role and have made major contribution in economic growth and poverty reduction. An international workshop has been organised to upskill Entrepreneurship, Innovation and Social Impact on the topic "Opportunities for Women & Girls in Entrepreneurship". This was the 2 days' workshop mainly for girls and conducted many activities for girls to upskill entrepreneurship and explained opportunities in entrepreneurship.*

**Keywords:** Entrepreneurship, women, girls and opportunities

## 1. Introduction

Entrepreneurship not only contributes to the economic and social growth of a nation, but also stimulates the development of knowledge, technological change, competitiveness and innovation.

The entrepreneurs are often known as a source of new ideas or innovators, and bring new ideas in the market by replacing old with a new invention. An entrepreneur uses their time, energy, and resources to create value for others. Women entrepreneurship refers to the process of conceiving, initiating, organizing, and managing businesses by women, often with the aim of creating economic value, pursuing personal or professional goals, and contributing to societal progress[1]. Advances in gender equity are occurring at a time when globally entrepreneurship is recognised as being critical to economic development and sustainability. Given the global challenges of employment, it is imperative to enable women, who comprise half the global population, to participate constructively in the economic activities of their country or regions[2]. The researcher evaluates that skills; knowledge, acceptability and adaptability in business are the main reasons for women to emerge into business ventures [3, 4]. The female entrepreneurship contributes to stability, to well-being among communities, provides economic opportunities and create wealth as well as employment for disadvantaged groups including women, low wage earners, and minorities. Many women in developing countries remain illiterate, unemployed and live in poor conditions and communities. These situations do not prevent them from participating in local economies and becoming entrepreneurs. Tiny enterprises enable them to improve their lives and those of many others by creating new jobs [5].

## 2. Material and Methods

Entrepreneur can be start from small or home business to multinational companies. In economics, the profits that an entrepreneur makes is with a combination of land, natural resources, labour and capital. Anyone who has the will and determination to start a new company and deals with all the risks that go with it can become an entrepreneur. The person who wants to be an entrepreneur, can provide opportunities

to women & girls in entrepreneurship for betterment of their lifestyle. They can also fulfil the necessity of their families.

Birla Institute of Technology Mesra, Jaipur Off-Campus has been organized International workshop to upskill Entrepreneurship, Innovation and Social Impact on the topic "Opportunities for Women & Girls in Entrepreneurship", in collaboration with Watson Institute, Colorado on 11/06/2022 and 12/06/2022.

In this workshop, two days several activities were organised for the girls. The day one events were introduction, groupings and introduction to SDGs, identifying a problem, solution lab, design thinking lab and day two events were reflections from day one, presentations by groups, presentations discussions, announcement of Top-3 groups, master class by girl UP foundation, reflections from Day one and two. Master class by girl UP foundation, in this the lecture was delivered by Aditi Arora, Country Manager, India/ Sindhi Pal, Associate. Students has been learnt a lot during these days.

### Girl Up

According to UNESCO estimates, around the world, 132 million girls are out of school. When girls receive an education it transforms their communities, countries, and the entire world. Girl Up was founded by the UN foundation in 2010 as an initiative to help support UN agencies. Issue areas are Gender, Girl's education, Gender-Based violence, Reproductive health, Mental health, Women in leadership, Gender-Gap in sports and Gender -Gap in STEM.

Girl Up is a girl-centered leadership development initiative, focusing on equity for girls and women in spaces where they are unheard or underrepresented. They operate a global network of regional affiliates impacting 1,50,000 girls and youth leaders in 150 countries and all 50 U.S. states, leading to a development of evolutionary leaders who advance gender justice all over the world. Girl up provides opportunities and social progress on local as well as national levels thus pertaining to a substantial change with respect to gender discrimination. Girls believe that if all the women and girls collectively raise voice for our concerns and rights, it can create a resounding voice that will change things for

**Volume 14 Issue 6, June 2025**

**Fully Refereed | Open Access | Double Blind Peer Reviewed Journal**

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us. BIT Mesra Jaipur Off-Campus has been registered in Girl up as Girl up ANIRA. Girl Up ANIRA means intelligence and fearlessness, we want to create a society where women are financially independent and can voice out their views and opinions fearlessly.

Goals of Girl up Anira are following.

- 1) Providing a platform where everybody is encouraged to speak up their minds without any constraints.
- 2) Becoming a support to unheard voices and acting as a catalyst towards transformation of society.
- 3) Organizing several events and drives for empowerment of women and gender equality.
- 4) Raising funds for women welfare.
- 5) Expanding the reach of Girl Up Anira to increase the impact on society.

The certificates were distributed to every participants and winners.

Logo and Poster



### 3. Result and Discussion

International workshop to upskill Entrepreneurship, Innovation and Social Impact on the topic “Opportunities for Women & Girls in Entrepreneurship” was very useful for students. In this workshop girls have discussed their problems. The solution of girls problems was provided to girls. The presentation was given by girls in groups on different topics and discussion in detail was also carried out by girls. A master class was taken by girl UP foundation and delivered a wonderful lecture. The students was learnt a lot.

### 4. Conclusion

Entrepreneurship is very good for women and girls. An entrepreneur women can change the society thoughts and develop a nation. International workshop to upskill Entrepreneurship, Innovation and Social Impact on the topic “Opportunities for Women & Girls in Entrepreneurship” was very useful for girls. This type of workshop is very important for women and girls. From this workshop, we conclude that this type of workshop should be organised yearly to enhance the knowledge of women and girls about entrepreneurship and to study the benefits of this. Empowering Women is a prerequisite for creating a good nation, when women are empowered, society with stability is assured. Empowerment of women is essential as their thoughts and their value systems lead to the development of a good family, good society and ultimately a good nation [6].

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