

## **Pull and Push Factors for Women Entrepreneurship in India: A Survey-Based Analysis**

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### **Abstract:**

Over the past few years, the number of women entrepreneurs in India has increased significantly. Several factors influence this growth, but the push and pull factors are the most important ones. Push factors are obstacles and restrictions that women encounter in the existing positions, such as prejudice, a lack of opportunities, and restricted access to resources. These difficulties encourage women to investigate business as a means of addressing these difficulties. The opportunities and advantages that entrepreneurship brings, such as financial independence, flexibility, and the capacity to follow one's passion, are referred to as pull factors, on the other hand. These advantages draw women, who are thus more inclined to start own firms. Women are becoming more interested in starting own businesses, but there are still a number of obstacles that need to be overcome. These include barriers to financing, a lack of social networks, and biases in culture and society towards female entrepreneurs. The government and a number of organizations are working to overcome these obstacles and improve the climate in India for female entrepreneurs. While push and pull factors continue to fuel the expansion of women's business in India, more work has to be done to level the playing field for these individuals and allow to realize the full potential.

**Keywords:** Women Entrepreneurship, Gender Bias, Societal and Cultural Barriers, Mobility, Education.

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### **Introduction:**

Starting a new business venture is known as entrepreneurship, and it is seen as a crucial instrument for economic progress. An essential part of the entrepreneurial ecosystem and a key force in promoting economic growth and development are women entrepreneurs. The social, cultural, and economic framework of the nation, however, presents a number of obstacles for women entrepreneurs in India. Over the years, there has been a steady rise in the number of female entrepreneurs in India. However, there are a number of factors, which can be broadly categorized as pull and push factors, that affect women's decisions to become entrepreneurs. Negative situations, such as discrimination at work, a lack of growth chances, or being pushed out of the workforce owing to family obligations, are referred to as push factors. On the other hand, pull factors are the favorable conditions that draw women into business, such as the desire for monetary independence, flexibility, and the chance to follow the hobbies. Discrimination in the workplace is one of the main push factors. India has made strides towards fostering gender equality, but harassment, unequal pay, and little prospects for development still affect women at work. Due to these obstacles, many women have found it difficult to develop successful careers in conventional corporate settings, prompting to consider entrepreneurship as a possible alternative. Lack of accessible, cost-effective daycare choices is another impediment. In India, childcare responsibilities frequently fall disproportionately on women, making it challenging for them to manage work and family obligations. (Deb, R., & Dey, J. 2016).

Desire for financial independence is among the most important pull factors. Entrepreneurship is a way for women in India to achieve the goal of greater economic independence. Women can earn money, accumulate wealth, and gain control over the financial futures by creating own enterprises. Another attraction for many women to starting own businesses is flexibility. Contrary to traditional corporate jobs, which frequently involve long hours and rigid schedules, entrepreneurship enables women to choose own hours and location. Women who are responsible for taking care of the families and need a more flexible schedule may find this flexibility particularly appealing. Finally, entrepreneurship appeals to a lot of women in India since it gives them the chance to follow hobbies and have a beneficial influence on the communities (Hughes et al. 2012).

As more women start own businesses, these enterprises address social and environmental issues and support the growth of the local communities. Last but not least, the accessibility of technology and digital platforms has also been a strong

motivator for female entrepreneurship in India. The widespread use of smartphones and the internet has made it easier for women to start and run own businesses from home. Women who struggle to work outside the home due to societal and cultural restrictions now have a huge opportunity. Finally, a combination of push and pull factors can be credited for the rise of women entrepreneurs in India. Many women find typical corporate positions less enticing due to push reasons like sexism and a lack of childcare services, while pull ones like financial independence, flexibility, and the chance to follow the hobbies have made entrepreneurship a tempting alternative (Siddiqui, S., & Jan, S. 2017). As the number of women starting businesses in India rises, it is critical to keep empowering and supporting in order to help the nations.

### **Literature Review:**

In India, entrepreneurship is acknowledged as a key factor in economic growth and development, and women's entrepreneurship in particular has attracted a lot of attention recently. **Pull Factors:** Pull factors are positive aspects of entrepreneurship that attract women to start own businesses. In India, the following pull factors have been identified as important:

**Flexibility and autonomy:** Two major advantages of becoming an entrepreneur, particularly for Indian women business owners, are flexibility and autonomy. Have more influence over personal and professional lives, which enable to juggle caring for the families and working towards the professional objectives. Flexibility is the capacity to operate independently of the demands of a conventional 9-to-5 employment and at one's own speed. Indian women entrepreneurs are free to choose own schedules, work from home or from remote locations, and modify them in accordance with the duties to the families. This enables people to effectively manage time and keep a good balance between work and life (Rashid, I. 2017).

**Recognizing opportunities:** The ability to spot market gaps or unmet demands is necessary for opportunity recognition, which is a key component of entrepreneurship. In India, more and more female entrepreneurs are seizing these chances to launch own companies. For them, business presents an opportunity to develop something fresh and original while meeting the needs of the communities. The possibility of filling market shortages is one of the main drivers for female entrepreneurs in India. This entails locating places where current goods and services fall short of consumer demands. Due to the propensity for being more sensitive to community needs and potential first-hand knowledge of the issues they seek to address, women entrepreneurs frequently have a unique perspective on these gaps (Rashid, I. 2017).

**Financial independence:** Financial independence is the ability to manage one's finances well enough to support one's needs and aspirations without the aid of others. Due to a number of issues, including unequal compensation, discrimination against women in hiring and promotion, and restricted access to financial resources and investment possibilities, obtaining financial independence for women can be particularly difficult. Women who become entrepreneurs may also have more time control and flexibility in juggling the personal and professional obligations. Women entrepreneurs can choose to work from home or set the own hours, for instance, allowing them to take care of household duties while still pursuing the company objectives.

**Social impact:** By generating employment and economic possibilities in the local communities, these female entrepreneurs are influencing society in a significant way. In India, where unemployment and poverty continue to be major problems, this is especially crucial. These women are creating jobs for people in the communities as well as for themselves by founding own businesses. Many of these female business owners use the enterprises as platforms to promote change on a larger scale and increase public awareness of social issues. They might utilize the platforms, for instance, to advocate for legislative amendments or to solicit donations for charity causes (Rashid, I. 2017).

**Push Factors:** Push factors are negative aspects of the environment that drive women towards entrepreneurship. In India, the following push factors have been identified as important:

**Limited opportunities for traditional employment:** Due to a variety of issues including gender discrimination, a lack of education and training, cultural and societal prejudices, and more, women in India frequently have few options for traditional employment. Due to the lack of sustainable career opportunities, many women are left with limited financial freedom and economic dependent on the family. However, for women in India, entrepreneurship offers an additional path

to financial independence. Women who start own enterprises can take charge of the financial destinies, open up new employment prospects for themselves and others, and escape the confines of conventional gender roles (**Rajan, D. 2014**).

**Lack of support networks:** Female entrepreneurs still encounter major obstacles when trying to acquire the tools and support they need to succeed, despite the fact that the number of women-owned firms in the nation is rising. The difficulty in obtaining financial resources is one of the major problems. It is challenging for Indian women to launch or expand a business since they frequently have restricted access to money. This is done by a number of elements, such as cultural prejudices and traditions that make it more difficult for women to acquire financial services, as well as a lack of collateral or credit history (**Rajan, D. 2014**).

**Pressures from society:** Women are under a lot of social pressure in India to put family obligations ahead of the jobs. The conventional gender roles that have been ingrained in Indian society for many years—roles that put the burden of caregiving and running the home squarely on the shoulders of women—are mostly to blame for this. This pressure may take many different forms, such as being discouraged from obtaining a college degree or a challenging career, being told to put marriage and raising children first, and not being encouraged to work outside the home. As a result of these societal constraints, it can frequently be difficult for women to succeed in traditional employment since they may have less options or must sacrifice the personal life to satisfy workplace standards (**Wube, M. C. 2010**).

#### **Importance of Women Entrepreneurship in India:**

Over the past few years, women's entrepreneurship has become more and more significant in India. It is in reality acknowledged as a major force behind the nation's economic expansion and social advancement. The evolving social and economic climate of India is one of the primary causes of the growing significance of women entrepreneurs in that nation. The need to support and encourage women entrepreneurs has become more widely acknowledged as more women join the workforce and achieve economic independence. Women business owners have also been shown to bring a distinctive set of abilities, viewpoints, and life experiences to the table. Inspiring women to start own businesses gives them the freedom to reject gender norms and prejudices and take charge of own life (**Yadav, V., & Unni, J. 2016**). Through a number of policy initiatives in recent years, including financial incentives, access to training and mentorship, and other forms of assistance, the Indian government has also acted to support women entrepreneurs.

#### **Objective**

To research the pull and push factors for women entrepreneurship in India

#### **Methodology**

This research is a descriptive type that collected data from 193 participants, including women entrepreneurs from a particular industry, region, or socioeconomic background.. The data were analyzed using a checklist question, which required respondents to answer with either a "Yes" or a "No" for each question.

#### **Data Analysis and Interpretations:**

**Table 1 Pull and Push Factors for Women Entrepreneurship in India**

SL No.	Pull and Push Factors for Women Entrepreneurship in India	Yes	% Yes	No	% No	Total
1	Entrepreneurship provides women with a platform to exercise control over their own lives and make independent decisions.	183	94.82	10	5.18	193
2	Women often face challenges in balancing work and family responsibilities.	149	77.20	44	22.80	193

3	Traditional social and cultural norms sometimes restrict women's participation in the workforce or limit their career choices.	169	87.56	24	12.44	193
4	Entrepreneurship provides women with a platform to exercise control over their own lives and make independent decisions.	164	84.97	29	15.03	193
5	Women entrepreneurs in India often encounter challenges in accessing finance, networks, and resources necessary for business growth.	155	80.31	38	19.69	193
6	Many women in India take career breaks due to family commitments or personal reasons.	181	93.78	12	6.22	193
7	Women in India often face gender discrimination and limited career opportunities in traditional workplaces.	177	91.71	16	8.29	193
8	Many women possess unique skills and talents that they want to utilize and showcase through entrepreneurship.	173	89.64	20	10.36	193

Table 1 shows the factors affecting IPO performance in the stock market. It was found that around 94.8% respondents accept that entrepreneurship provides women with a platform to exercise control over their own lives and make independent decisions. Additionally, many women in India take career breaks due to family commitments or personal reasons (93.7%). Moreover, women in India often face gender discrimination and limited career opportunities in traditional workplaces (91.7%). Many women possess unique skills and talents that they want to utilize and showcase through entrepreneurship (89.6%). Furthermore, traditional social and cultural norms sometimes restrict women's participation in the workforce or limit their career choices (87.5%). In addition, Entrepreneurship provides women with a platform to exercise control over their own lives and make independent decisions (84.9%). However, women entrepreneurs in India often encounter challenges in accessing finance, networks, and resources necessary for business growth (80.3%). Lastly, women often face challenges in balancing work and family responsibilities (77.2%).

### Conclusion:

Finally, it can be said that the push and pull factors have a big impact on women entrepreneurs in India. Women sometime look for alternate sources of money creation by push factors such discrimination, a lack of career prospects, and family responsibilities. On the other hand, pull factors including the need for financial independence, creativity, and job flexibility motivate women to start their own businesses. Women are making amazing progress in entrepreneurship despite the numerous obstacles they encounter in India, such as limited access to capital, subpar infrastructure, and societal biases. India's economic growth and employment creation is significantly boosted by female entrepreneurs. The government and other stakeholders need to work together to establish an environment that fosters women's entrepreneurship by giving them access to funding, mentorship, networking opportunities, and training programs. The way society views female entrepreneurs must also alter in order for them to be recognized for the economic achievements. Women entrepreneurs in India have a great potential and may significantly contribute to the growth of the nation with the correct resources and opportunity.

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