

VISUALIZING STRUGGLES AND STRATEGIES FOR WOMEN ENTREPRENEURSHIP DEVELOPMENT IN BANGLADESH

Md. SABBIR HOSSAIN

Assistant Professor, Department of Business Administration, Khwaja Yunus Ali University,
Bangladesh, ORCID: (0009-0000-2709-7867)

Dr. Md. MOTAHAR HOSSAIN (Corresponding Author)

Assistant Professor, Department of Business Administration, Khwaja Yunus Ali University,
Bangladesh, ORCID: (0000-0001-9941-6388)

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ABSTRACT

Women entrepreneurs are becoming more and more common in Bangladesh and many other developing countries. Finding the primary barriers preventing Bangladeshi women-owned enterprises from running efficiently is the aim of this study. Data from both primary and secondary sources were used in the inquiry. In addition to the elements that contribute to their success, the poll inquired about the personal, managerial, manufacturing, financial, marketing, and government assistance challenges faced by women entrepreneurs. By addressing the intricate problems identified, this study aims to stimulate more participation in the digital economy and promote sustainable development while also assisting women's economic empowerment in Bangladesh. In addition to offering some useful suggestions for improving government policy support for the development of women entrepreneurs, this study offers some insightful academic viewpoints. The local community, civil society, government, non-governmental organizations, and academics may find this statistics helpful in formulating plans and regulations that will encourage the growth of women-owned enterprises in Bangladesh.

Keywords: Women Empowerment, Barriers, Entrepreneurs, Entrepreneurship, Bangladesh.

1.0 INTRODUCTION

The male-to-women ratio of Bangladesh, a developing country in South Asia, is around 49.4 to 50.6. Given that women make up half of the populace, their involvement in the economy might significantly affect the nation's GDP (Sarkar, 2024). Any discussion of economic progress in the pursuit of national development must include the empowerment of women. Women entrepreneurs have increasingly contributed to global economic development and entrepreneurship, especially in poor nations like Bangladesh (Sobhan and Hassan, 2023). As women's authorization rely on their involvement in many expansion projects, it is clear that women's immersion in a range of business enterprises has allowed them in societal, financial, and ethnic realms. In Bangladesh, almost 10% of all entrepreneurs are women. Young women now have more options to explore entrepreneurship, mostly in small businesses, thanks to recent advancements in education, technology, and women-centered social welfare initiatives (Mridha et al., 2025). Numerous womens have exceeded their man equivalents in small and cottage trades, particularly the handiworks segment, and several women businesspersons have found success in small and medium-sized initiatives. There is still a significant gender gap in

the number of women entrepreneurs in Bangladesh, despite the fact that many women are seeking new opportunities for economic involvement (Al-Amin et al., 2024). In Bangladesh, women are currently embodied in every aspect of life, from politics to business, and their monetary input is crucial to the advancement of the nation's socioeconomic status (Akter et al., 2024). In order to assist others succeed in an industry that is dominated by men, women have entered the pharmaceutical, RMG, and light engineering industries. Notwithstanding current advances in development and enablement, the bulk of women persist susceptible to deficiency and societal inequities. Overall, the numeral of women entrepreneurs is rising, and they directly add to employment creation and poverty reduction (Afrin et al., 2023). According to the World Bank's Gender Data Portal, women only lead one in three small, medium, and large companies worldwide (2020). The growth of firms, the production of goods and jobs, productivity, and the talent pool of the country are all facilitated by women entrepreneurs (Chowdhury and Munira, 2023). Women entrepreneurs have newly assembled and accomplished the resources required to introduce a business. Based on their skills, objectives, and qualities that promote a country's healthy economic growth, they are recognized as successful businesspeople and constitute a quickly growing subset of entrepreneurship (Akter et al., 2023). The advantages of more income, edification, and social acceptance make the activity of women entrepreneurs more apparent, and they are prevalent, particularly in urban areas (Mamun and Haque, 2023). By using creative business strategies and niche markets, women entrepreneurs have the opportunity to prosper and have a major influence on the industry's overall growth (Akter et al., 2024). Since its importance in stimulating wide-ranging advance, producing works, and inspiring invention has come to light, women's entrepreneurship has emerged as a foremost worldwide provider to fiscal expansion (Gafur and Islam, 2024). Many emerging and established economies tend to ignore the enormous contribution that women entrepreneurs make to the overall development and prosperity of their respective nations (Poli, 2024).

Since they create innovative works for themselves and others and provide humanity with altered answers to administrative, organizational, and business problems, women entrepreneurs are widely recognized to contribute significantly to economic progress. They quiet exemplify a small portion of all entrepreneurs, and they encounter gender-specific obstacles to starting and growing their companies, including restricted flexibility and entrance to linkages and evidence, absence of proper funding instruments, and inequitable rules and ethnic customs surrounding assets, wedding, and tradition. However, it is challenging for women entrepreneurs to succeed in Bangladesh due to a numeral of elements, such as a nonexistence of innovative exercise, original finance, family responsibilities, obstacles, limited entrance to info and publicizing prospects, information know-how, social barricades, gender discernment, and maintenance facilities. However, the financial well-being of families and communities, women's empowerment, and poverty reduction may all be greatly enhanced by women's entrepreneurship. For a number of reasons, women in Bangladesh, a developing country, experience prejudice and suffering. Nonetheless, it is a good thing that women may now empower themselves.

2.0 REVIEW OF EXISTING LITERATURE

The sociocultural obstacles and possibilities that young women entrepreneurs in rural Bangladesh encounter draw attention to important issues including financial limitations, communal attitudes, and familial demotivation, all of which impede women's entrepreneurial

endeavors. Despite these challenges, there are still certain areas that show promise for the rise of women entrepreneurs, such as crafts and home-based businesses, which are bolstered by greater access to technology and education. The entrepreneurial climate for women needs changes in regulations and societal support to improve (Mridha et al., 2025). The vital role that women play in entrepreneurship is a way to improve Bangladesh's socioeconomic growth. Significant obstacles experienced by women entrepreneurs were inadequate financial resources, a lack of expertise, and sociocultural norms that prevented them from engaging in economic activity. To solve these issues and encourage women entrepreneurship, emphasis should be placed on institutional assistance from governmental and non-governmental groups. If given the right opportunity and resources, women entrepreneurs have the capacity to support the growth of their country (Akter, 2024).

The significant obstacles women have in gaining access to digital possibilities are demonstrated by the influence of women entrepreneurship on digital entrepreneurship in Bangladesh. Numerous obstacles faced by women entrepreneurs include restricted financial resources, inadequate training, and cultural norms that impede their business endeavors. Although the numeral of women-led firms has increased, they still only make up 7.2% of all businesses in Bangladesh, primarily in industries like clothing and handicrafts. To boost women's involvement in digital entrepreneurship, two strategies should be implemented: better finance availability and specialized training programs (Al amin et al., 2024). Women's entrepreneurship has drastic implications in a male dominated society and culture like that of Bangladesh. It is evident that women engage in entrepreneurial activities now due to sponsorship, educational opportunities, and the ready availability of funds. The correlation between women's empowerment in this case is moderate, but there is a positive relationship between entrepreneurship and women's socio demographic status. However, there are many factors such as lack of financial resources and prevailing cultural norms that constrain women entrepreneurs and their business activities. It is vital to introduce measures and strategies that will enhance women's economic empowerment and participation more forcefully than before. (Akter et al., 2024). The aforementioned problems consider the socioeconomic issues influencing female entrepreneurs' success in Bangladesh, especially those related to gender discrimination and the need for financial independence. The roles of women in business are shifting; another factor that is a challenge for them is structural hurdles. Improving training and support networks for women entrepreneurs is particularly important in that area to enhance women's economic contribution and self-determination. (Jeni et al., 2021). In Bangladesh, the sharing of women entrepreneurs is a major force behind economic growth. The traits of women entrepreneurs are characterized by their innovative and risk-taking nature.

In Bangladesh, women have several challenges while launching and running companies, including societal concerns and restricted access to finance, despite the benefits of government assistance programs like microcredit. Technological developments and shifting social norms are driving the rising trend of women internet businesses (Das and Rana, 22). The sociocultural, economic, institutional, and personal elements that mold the entrepreneurial experiences of women entrepreneurs in Bangladesh are among the elements impacting their success. The material currently in publication contains serious inadequacies, underscoring the necessity of focused initiatives to support women entrepreneurs. Women's entrepreneurship success must be improved through education, mentoring, and supporting regulatory frameworks (Gafur and Islam, 24). The ongoing difficulties that Bangladeshi women entrepreneur confront,

highlighting the major obstacles that stand in their way, including restricted financial availability, social prejudices, and insufficient support networks. A new class of women entrepreneurs is emerging in spite of these challenges, demonstrating their tenacity in a commercial world dominated by males. It has been established that a nation's overall economic stability and the economic empowerment of women are correlated. The position of women entrepreneurs must be improved by policy interventions and support systems (Chowdhury and Munira, 23). Education's impact on the difficulties faced by women entrepreneurs in microbusinesses reveals that a enormous numeral of women are involved in low-productivity activities because they lack sufficient education, which restricts their knowledge of business prospects and technical developments. Education levels and social difficulties faced are significantly correlated, although general, financial, marketing, and management concerns did not significantly differ. Formal education and training should be prioritized in order to empower women entrepreneurs (Ani, 23). A thorough examination of Bangladesh's women entrepreneurs today shows that they play a vital yet underrepresented role in the country's economy. Important obstacles that prevent women from becoming entrepreneurs include a lack of education, restricted access to capital, and inadequate institutional support. To empower women and increase their involvement in small and medium-sized businesses (SMEs), both governmental and non-governmental groups should step up (Afsar and Rahman, 2022).

Entrepreneurial participation by rural women entrepreneurs, in the craft sector of Bangladesh, is influenced by motivation, self-confidence, and the need for social recognition. These attributes are mainly affected by personal and spiritual factors. Many institutional barriers limit the movement of rural women entrepreneurs in their progress, including limited access to training programs and a lack of financial services. Comprehensive strategies addressing these constraints and enhancing their support network could further the entrepreneurial success of rural women. (Oridi et al., 2022). In the SME sector of Bangladesh, the correlation between women leadership development and women entrepreneurship development (WED) identifies pertinent variables that affect WED itself, like company management and resource allocation, which greatly enhance women's leadership capacities. The conceptual framework examines how entrepreneurship nurtures emotional intelligence, creativity, and leadership skills among women entrepreneurs. Successful women in business offer leadership to themselves and communities, whilst also enhancing their business acumen. Very important recommendations can be made regarding investigating the leadership roles of women in entrepreneurship-specific to the sustainability of economic development in Bangladesh. (Afrin et al., 2024). The institutional theory framework has been used in driving forces, obstacles, and success determinants research on women entrepreneurs in Bangladesh within the MSME division. Besides supportive laws, cultural change also needs to take part in influencing the business environment for women. Policies intended to eliminate institutional obstacles could seek to increase the rate of participation of women into entrepreneurship (Uddin, 2021). Even though one-half of the population consists of women, yet their participation in entrepreneurship is still rather low, as evidenced by the rise in importance of women entrepreneurship in Bangladesh, especially in small and medium-sized trades.

The role that resource availability, networking, and psychological and motivational factors play in the success of women entrepreneurs stands to reason. Their various challenges are the socioeconomic prejudice and fiscal constraints that inhibit them from gaining entry into entrepreneurship activities. Supportive policies are meant to enhance more women's potential

in contributing, through entrepreneurship to economic growth (Lipy et al., 2021). While a study of women entrepreneurs' hurdles in accessing finance in the informal sector, via both qualitative and quantitative techniques in the form of surveys and interviews, identifies major issues such as complicated loan procedures, exorbitant interest rates, and inadequacy with regard to practical financial knowledge, financial inclusion makes a great facilitator for improving women's role in entrepreneurship by empowering them into developing their own entrepreneurial potential. There is a need to impress the requirement for legislative steps to reduce the barriers and increase rural women's access to financial resources (Mukit et al., 2020). SMEs are important to Bangladesh monetary growth, as they constitute 99% of all formal enterprises and contribute over 25% to the nation's GDP. Women graduates have the ability to improve this industry, but they encounter particular obstacles including cultural norms, a lack of support, and restricted access to funding. Some workable ways to encourage women entrepreneurship and empower women graduates in Bangladesh's SME environment are proposed in order to close the gap between these obstacles (Islam et al., 2019).

3.0 THE STUDY'S OBJECTIVES

- a) To visualize the current status of women entrepreneurs in Bangladesh.
- b) To detect the obstacles faced by women entrepreneurs in Bangladesh.

4.0 METHODOLOGY OF THE STUDY

This study included data from both primary and secondary sources. Five-point Likert scales have been utilized to collect primary data via Google Forms. Secondary data, on the other hand, is information that has been obtained from published sources, such as articles, reports, newspapers, journals, textbooks, and websites. The sample for this study is made up of women business owners from various districts in Bangladesh. A straightforward random sampling process was used to get the necessary data. The sample size, which consists of 300 respondents, provides insight into the limitations that woman entrepreneurs encounter in diverse settings. The data collected from various sources is analyzed and understood using tables and percentages.

5.0 CONCEPTION OF ENTREPRENEUR, ENTREPRENEURSHIP AND WOMEN EMPOWERMENT

5.1 Entrepreneur

The French word "entreprendre," which meaning to undertake, is where the word "entrepreneur" originates. It refers to the pursuit of opportunities to employ creativity to meet wants and aspirations. In 2018, the International Labor Organization referred to entrepreneurs as "personnel who possess and accomplish a industry and intention to generate financial action by determining and captivating improvement of new goods, procedures, or marketplaces in order to produce worth." Entrepreneurs produce something innovative and exclusive, which changes or transforms assessment. Entrepreneurs are supposed to subsidize to economic growth and structural conversion by performing "cost-cutting," "gap-filling," and "input-completing" duties as well as shifting less productive assets to more lucrative uses (Uddin, 2023). An entrepreneur is a person who knows the way, takes the lead, follows the road, and takes on the dangers involved (Ullah, 2020). The qualities of an entrepreneur should include

creativity, self-assurance, risk-taking, goal-setting, diligence, and responsibility. According to Hossain (2006), the term "entrepreneur" may be used to characterize individuals who create original thoughts, start companies based on those ideas, and use their own initiative to contribute to society. According to Khanka (1999), entrepreneurs are considered value creators because they create jobs, promote capital development, increase the country's foreign trade, reduce economic power concentration, produce onward and retrograde associations midst businesses, ensure impartial redeployment of capital, revenue, and even administrative authority, and more. "Entrepreneurs are action takers who achieve results" or "Businesspersons are thinkers who act" (Dana and Fillion, 2008).

5.2 Entrepreneurship

Those who seize opportunities and ideas and transform them into something that helps others are typically referred to as "entrepreneurs" (Al-amin et al., 2024). According to Ali (2018), "entrepreneurship" refers to the creation, manufacturing, and sharing of benefits and value for individuals, groups, organizations, and society at large. According to Hossain (2021), entrepreneurship is the ability to usage the production elements—land-living, labor, and investment—to produce new properties or facilities. It is possible to classify the complex phenomena of entrepreneurship as a procedure, a source, or a condition of existence (Ullah, 2020). Entrepreneurship is the organizational component of the manufacturing process. It discusses the economic decisions made by entrepreneurs, such as what to produce, how plentiful to create, and which manufacturing technique to employ (Banglapedia, 2021). Schumpeter asserts that entrepreneurship stimulates innovation and, more generally, economic expansion. Entrepreneurs are alleged to promote monetary expansion and structural alteration by rearranging resources from less lucrative to more effective applications. By taking big threats with their currency, period, and/or occupations to create assessment for a invention or facility that might or might not be unique or innovative, entrepreneurs can become increasingly wealthy (Ariful and Islam, 2022). An alternative definition of entrepreneurship is "the act of establishing an enterprise" or, to put it simply, "the technique of assembling, supervising, and bearing the reservations of an endeavor" (Haque, 2014).

5.3 Women Empowerment

Women's empowerment is the procedure of granting women the freedom to follow their own life path and the ability to express their rights in any situation. The capability to create choices in the party-political, communal, and pecuniary spheres of life is known as women's empowerment, and it is essential to attaining sustainable development (Tabassum et al., 2019). Women's empowerment is the procedure of authorizing women, and empowerment is the outcome of granting individuals' control over their lives, cultures, and geographical areas (Ghosh et al., 2021). It is recognized that discrimination against women still exists in some form even in developed countries, and governments and development organizations throughout the world have made women's empowerment a top priority (debnath et al., 2019). Policymakers in developing countries are concerned about women's empowerment, and many national development plans have started to highlight how women may participate in economic activities alongside men and be included in the development process (Paul et al., 2016). Empowering women may increase a nation's fiscal progress, and innovation can be a key factor in promoting this trend (Akter et al., 2024). Technology advancements are influencing the rise of women

empowerment in the digital age by providing companies with new resources and opportunities, which is altering the entrepreneurial landscape (Al-amin et al., 2024). Women's entrepreneurship can be a means of accelerating the advancement of gender equivalence and empowerment in trades, societies, and nations such as Bangladesh (Afrin et al., 2024). Women's empowerment in Bangladesh refers to a significant number of women exploring new economic opportunities (Lubna and Parvin, 2017). One aspect of women's empowerment is their capacity for independent decision-making, knowledge acquisition, and resource management (Morshed and Haque, 2015).

6.0 CURRENT SITUATION OF WOMEN ENTREPRENEURSHIP IN BANGLADESH

In Bangladesh, women have achieved tremendous progress, breaking through the old social exclusionary standards and becoming increasingly involved in the business community, professions, governing bodies, and workforce. Bangladesh ranked 47th out of 144 nations in the Global Gender Gap Index in 2017 with a score of 0.719. However, the specific indicator of economic involvement had a low rank of 129 and was 0.423 in 2017. Women have distinct challenges based on their gender whether it comes to managing a business or working as workers. In 2013, just 13% of enterprises were owned and 5% were managed by women, indicating a low but growing rate of women in company ownership and management. The 2013 Economic Census of Bangladesh found that 563,368 (7.1%) of the 7,818,565 entrepreneurs in the country are women. 6.9 million of the 7.3 million active owners are men, while 0.431 million are women (5.87 percent). In Bangladesh, women own 16% of enterprises and 35% of accounts with official financial institutions, compared to 44% of men, according to the Global Gender Gap Report 2013. However, just 1% of companies have women top managers. For instance, rendering to the World Bank Enterprise Survey 2013, in Bangladesh, women made up 12.7% of businesses, 4.8 percentages took a woman in highest supervision, 1.7 percentages took a mainstream of women in proprietorship, 15.8% of permanent personnel, 21.1 percentages of manufacturing workforces, and 10.7% of non-manufacturing full-time personnel. According to the SME Foundation, around 40% of SMEs run by women produced textiles, knitted clothing, and other goods.

7.0 ANALYSIS AND INTERPRETATION OF DATA

Table 1: Individual Barriers

	Particulars	Frequency	Percentage (%)
Variables	Barriers in Work-life balance	69	23
	Deficiency of confidence	90	30
	Inefficient in managing time	39	13
	Inadequate support schemes	33	11
	Societal burdens	45	15
	Fright of Failure	24	8
	Total	300	100

Source: Primary Data

The above table shows the individual barriers of women entrepreneurs, out of whole respondents 30% of respondents specified that they had low confidence in starting any

business, 23% reported barriers in work-life balance, 15% indicated having societal burdens, 13% faced problems in managing time properly, 11% not having enough support from relatives and family and 8% informed being fright of failure.

Table 2: Management Barriers

Particulars		Frequency	Percentage (%)
Variables	Unproductive Creation of Decisions	75	25
	Lacking leadership Aptitudes	66	22
	Problems in handling interpersonal disagreements	33	11
	Scarcity of proficient workforce	21	7
	HRM Difficulties	57	19
	Inappropriate Technical tools	48	16
	Total	300	100

Source: Primary Data

According to the table data, the most prevalent issue is unproductive decision-making, which is stated by 25% of respondents. This is followed by a lack of leadership skills (22%), and HRM challenges (19%). 16 percent are impacted by inappropriate technical instruments, and 11 percent said they are confronted with Interpersonal conflict management issues and a lack of skilled workers (7%) are less common.

Table 3: Production Barriers

Particulars		Frequency	Percentage (%)
Variables	Low availability of land, plots, and buildings	63	21
	Quality Mechanism Barriers	54	18
	Absence of Practical Information	18	6
	Extraordinary cost of Equipment and Tools	78	26
	Unsatisfactory Infrastructure	51	17
	Inadequate Access to Raw Ingredients	36	12
	Total	300	100

Source: Primary Data

The table data revealed that the biggest barrier is the unusually high cost of tools and equipment (26%), which is followed by the scarcity of buildings, plots, and land (21%), and the restrictions brought about by poor quality. Further impeding business operations are poor availability to raw components (12%) and inadequate infrastructure (17%). The least common problem that affects entrepreneurs is the lack of useful information (6%) while being the least reported.

Table 4: Marketing Barriers

Particulars		Frequency	Percentage (%)
	Poor Advertising and Branding	75	25
	Deficient Ability in virtual marketing	36	12

Variables	Lack of loyal customers	21	7
	Lack of up-to-date marketing policies	87	29
	Obstacles with Pricing	24	8
	Rivalry with big Enterprises	57	19
	Total	300	100

Source: Primary Data

The table highlights the main marketing obstacles that women entrepreneurs must overcome. The biggest problem is outdated marketing policies (29%), which are followed by inadequate branding and promotion (25%), and competition from large businesses (19%). Other challenges include poor virtual marketing skills (12%) and cost barriers 8%. Although it is the least mentioned problem, a lack of devoted consumers (7%) nonetheless hinders the expansion of businesses.

Table 5: Financial Barriers

	Particulars	Frequency	Percentage (%)
Variables	High interest rates	45	15
	Gender Unfairness in Capital Funding	15	5
	Shortage of Financial literateness	27	9
	Reliance on Personal Reserves	93	31
	Limited Attentiveness of Financial Support Packages	39	13
	Problems in getting loans	81	27
	Total	300	100

Source: Primary Data

The above table illustrates that Reliance on personal reserves is the biggest obstacle (31%), followed by loan application issues (27%), and high interest rates (15%), which make it hard to secure finance. Financial development is further hampered by a lack of financial literacy (9%) and a lack of knowledge about financial assistance programs (13%). The least discussed problem, gender inequality in capital investment (5%) still impacts women entrepreneurs.

Table 6: Government Support Barriers

	Particulars	Frequency	Percentage (%)
Variables	Gender Partiality in Strategy Execution	39	13
	Insufficient Training and Direction	93	31
	Inadequate Sustenance Systems	15	5
	Problems in Rural Regions	45	15
	Unaware about government packages, grants, or subventions	81	27
	Complex Application Procedures	27	9
	Total	300	100

Source: Primary Data

The table demonstrates that the biggest obstacle is inadequate training and guidance (31%), which is followed by ignorance about government packages, subsidies, or subventions (27%), and issues in rural areas (15%). Further impeding access to help include gender bias in strategy execution (13%) and complicated application processes (9%). The least common problem, stated at 5%, is inadequate sustenance systems, which still hinder the expansion of businesses.

8.0 CONCLUSION

Entrepreneurship is essential to a nation's industrial and economic development. The nation's economic progress depends on the emergence of women entrepreneurs, as women make up about half of the population. The numeral of women entrepreneurs in Bangladesh has grown dramatically in recent years. The emergence of women entrepreneurs is hampered by a number of obstacles, such as societal views toward women, marketing concerns, social security difficulties, a lack of training facilities, and financial limitations. Administrative issues frequently make it difficult for the government to effectively implement the policies it has developed to encourage women entrepreneurs. Thankfully, Bangladeshi women are getting more educated and showing a greater desire to start their own companies. Therefore, it is essential to create laws and regulations that empower women entrepreneurs so they may prosper and support their families as well as the nation's sustainable economic progress.

9.0 RECOMMENDATIONS

- Create laws that offer accessible childcare options and flexible work schedules, empowering women to better balance their personal and professional responsibilities.
- Initiate awareness campaigns to encourage family and community support for women entrepreneurs and to challenge gender stereotypes and cultural conventions that obstruct women's ambitions to start their personal trades.
- Establish mentorship initiatives that match aspiring women entrepreneurs with seasoned women mentors who can provide guidance on issues affecting their personal and professional life.
- Provide women with access to management training and progression in leadership programs that emphasize business tactic, policymaking, and conciliation strategies.
- Encourage women-focused stages and industry systems to let women entrepreneurs seek for advice, form alliances, and share involvements.
- Give women business owners access to entrepreneurial counseling services so they can get help making tough management decisions like hiring and strategic planning.
- Design programs that enable the woman entrepreneur to access state-of-the-art equipment, training, and tools, which would enable them to raise productivity and magnify the process of invention.
- Direct training and finance provision to help women overcome the mechanical obstacles in apparently male-dominated areas, such as in managing a production line and the manufacture of things.
- Inspire corporations amongst greater businesses and women entrepreneurs to share assets, advance manufacturing practices, and take advantage of economies of scale.
- The implementation of additional financial literacy efforts is necessary to help women entrepreneurs navigate credit markets, get money, and manage the finances of their firms.

- Encourage laws that provide incentives for banks to provide equitable access to loans and capital for women-owned businesses.
- To help women entrepreneurs raise the exposure of their businesses, provide them with training in digital marketing, e-commerce platform access, and help creating unique brand identities.
- Offer specific marketing education and resources to help women entrepreneurs understand consumer behavior, industry trends, and the most effective strategies to sell their products and services.
- To assist women entrepreneurs to swiftly take use of the resources available to them, streamline the application processes for government programs and financial aid.
- Make sure women entrepreneurs receive education by regularly educating the public about government assistance programs, such as loans, grants, and firm development services.
- Advocate for improvements to the law that ensure women business proprietors have identical access to resources and opportunities in business support programs.

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