

Abstract

The present study delves into the significance of women's entrepreneurship in India, focusing specifically on the manufacturing sector of MSMEs of West Bengal, and examines its role in promoting the economic growth of their business and sustainable development. It conducts a comprehensive evaluation of the entrepreneurial performance of Indian states and union territories, by developing a normalized entrepreneurial performance index (NEPI). The study identifies and confirms various factors and sub-factors contributing to the success of women entrepreneurs and developed. It also explores the factors related to sustainability, innovation and motivation and developed various other indices viz., business success index (BSI), entrepreneurial sustainability index (ESI), entrepreneurial innovation index (EII) and entrepreneurial motivation index (EMI) for evaluating and comparing the overall business success, sustainability, innovation and motivation of women entrepreneurs engaged in manufacturing business. The research assesses the impact of government initiatives in alleviating challenges faced by women entrepreneurs. The study highlights the necessity of examining women entrepreneurship in manufacturing concerns for evaluating their business success and its impacting factors, such as sustainability, innovation and motivation, necessary for overall business development. This pioneering study in this direction encompasses major business factors contributing to success, addressing challenges faced by women entrepreneurs and elucidating the government's role in overcoming these challenges. Overall, the study offers a holistic perspective on women entrepreneurship in the manufacturing sector, providing valuable insights into it.

Exploring the intersectionality of socio-cultural factors with women entrepreneurship promises to unveil nuanced insights, guiding tailored support measures and targeted policy interventions across diverse contexts. To understand the role of entrepreneurship in general, and women entrepreneurship in particular, in advancing sustainable development, the study also shows future research directions emerging from the existing body of knowledge. Future extension of this research should consider the dynamic interplay between emerging technology and business strategies as well.

Key Words: business success, innovation, motivation, sustainability, women entrepreneurship