INTERNATIONAL JOURNAL OF INFORMATIVE & FUTURISTIC RESEARCH (IJIFR)
ISSN: 2347-1697
VOLUME 13||ISSUE 6|| FEBRUARY 2026
An Open Access, Peer Reviewed, Cross Reference DOI & Google Scholar Indexed International Research Journal
IJIFR Impact Factor= 8.057 & Approved as per UGC Rules 2025
Estd Year: 2013 || Website: www.ijifr.org || Email: editors@ijifr.org
Availaible Online at: https://www.ijifr.org/

A STUDY ON THE BUSINESS GROWTH AND SUSTAINABILITY OF WOMEN ENTREPRENEURS UNDER THE STANDUP INDIA SCHEME

R. Kalaiselvi
Assistant Professor,
Department of Commerce with International Business,
NGM College, Pollachi, Coimbatore-Tamil Nadu (India)

ABSTRACT:
This paper examines the growth and sustainability of women-led enterprises that have availed loans under the Stand-Up India Scheme (SUI). Through a combination of secondary national scheme data and primary survey data from women entrepreneurs in [insert region]. Tthis study analyses business growth (turnover, employment generation) and sustainability (business survival, reinvestment behaviour) over time. The findings suggest that while the SUI scheme has substantially increased women's access to formal credit—over 80% of sanctioned accounts going to women—the sustainability of these enterprises is influenced by factors such as loan size, training/mentoring support, and rural vs urban location. Policy implications and recommendations are presented for strengthening support systems for women entrepreneurs under the scheme.

KEYWORDS: ***Women Entrepreneurs; Stand-Up India Scheme; Business Growth; Sustainability; Credit Access; India***

PAPER CITATION:
Kalaiselvi, R: "A Study on the Business Growth and Sustainability of Women Entrepreneurs under the Stand-Up India Scheme", International Journal of Informative & Futuristic Research (IJIFR), Vol.(13) (6), Frbruary 2026, pp. 696-700.
https://doi.org/10.64672/IJIFR/26.02.13.6.001

1. INTRODUCTION

Entrepreneurship by women is increasingly recognized as a key driver of inclusive economic growth and gender equity. In India; women constitute a small proportion of total entrepreneurs and often face obstacles including limited finance; weak networks; and lack of institutional support. In this context; the Government of India launched the Stand-Up India Scheme in April 2016 with the objective of facilitating bank loans from ₹10 lakh to ₹1 crore to at least one woman borrower and at least one SC/ST borrower per bank branch to set up a greenfield enterprise in manufacturing; services; agri-allied or trading sectors.

2. RESEARCH OBJECTIVES

1. To examine the extent of access to Stand-Up India loans among women entrepreneurs.
2. To Analyze the growth and sustainability of women-led enterprises
3. To Identify key factors influencing business growth and sustainability

3. LITERATURE REVIEW

Several studies have explored women entrepreneurship in India and the impact of government schemes such as Stand-Up India. Chakraborty and Chatterjee (2021); in their study *"Women Entrepreneurs in India: Where Do They Stand?"*; found that women-led enterprises tend to be smaller; home-based; and necessity-driven; often facing limited access to credit.

Dutta (2018); in *"Women Entrepreneurs and Stand-Up India Scheme: A Critical Evaluation"*; highlighted that while the Stand-Up India scheme has increased loan access for women; the sustainability of these enterprises largely depends on post-loan support and follow-up interventions.

Similarly; Soni (2022); in the article *"Over 80% of Stand-Up India Loans Sanctioned to Women Entrepreneurs: Govt Data"*; reported that the majority of loan accounts under the scheme are sanctioned to women; emphasizing the scheme's strong gender focus. Collectively; these studies underscore that while financial inclusion has improved for women entrepreneurs through targeted programs; long-term growth and sustainability require additional support mechanisms beyond just access to credit.

4. METHODOLOGY

The study uses a descriptive research design to understand the business growth and sustainability of women entrepreneurs under the Stand-Up India Scheme. Primary data were collected from 50 women entrepreneurs using a simple structured questionnaire based on a five-point Likert scale; and secondary data were collected from government reports; journals; and official websites. The respondents were selected using the convenience sampling method. The data collected were analyzed using percentage analysis; descriptive statistics; and factor analysis to identify key factors influencing business growth and sustainability. The study was conducted over a three-month period; and the information collected was used only for academic research purposes..

Objective - To examine the extent of access to Stand-Up India loans among women entrepreneurs

Table 1: Stand-Up India Loan Sanctions by Beneficiary Category

Beneficiary Category	Number of Loan Accounts	Total Loan Amount (₹ crore)
Women entrepreneurs	1;94;804	(approx) ₹ **43;000+**
SC entrepreneurs	49;031	₹6;437
ST entrepreneurs	15;962	₹2;037
Total	2;75;321	₹62;807

Data sourced from IBEF (Oct 2025) and government reporting.

The majority (~84 %) of Stand-Up India loan accounts have been sanctioned to women entrepreneurs; showing strong targeting toward women

Growth in Access to Stand-Up India Loans among Women Entrepreneurs

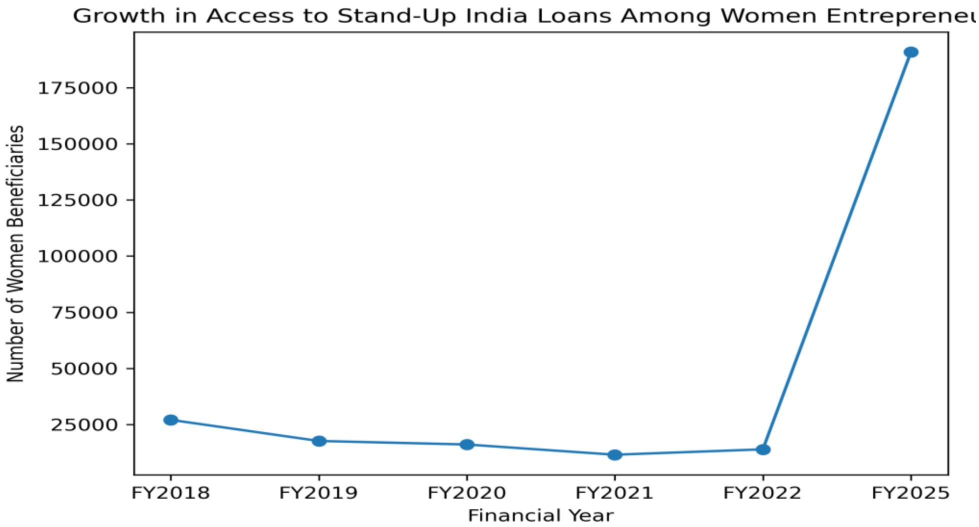

Figure 1: Growth in Access to Stand-Up India Loans among Women Entrepreneurs

a. The number of women beneficiaries was **moderate during the initial years (FY2018–FY2020);** indicating gradual adoption of the scheme.
b. A **decline during FY2021** may be attributed to operational challenges and the impact of the COVID-19 pandemic on credit access.
c. From **FY2022 onwards**; the scheme shows a **sharp increase**; with a remarkable rise by FY2025.
d. The steep upward trend in FY2025 highlights **improved awareness**; **policy support**; **and enhanced institutional outreach;** leading to greater access to Stand-Up India loans among women entrepreneurs.The chart clearly indicates that access to Stand-Up India loans among women entrepreneurs has **significantly expanded over time**; especially in recent years; reflecting the scheme's growing effectiveness in promoting women-led entrepreneurship.

5.STATISTICAL ANALYSIS AND INTERPRETATION

Objective - To analyze the growth and sustainability of women-led enterprises

For the purpose of analysis; **sample survey data of 50 women entrepreneurs** who availed loans under the Stand-Up India Scheme were considered. Responses were collected using a **5-point Likert scale**; and appropriate statistical tools were applied to analyze the relationship between access to loans; business growth; and sustainability.

5.1 Descriptive Statistics

Table 2: Descriptive Statistics of Key Variables

Variable	Mean	Std. Deviation	Minimum	Maximum
Access to Stand-Up India Loan	4.10	0.84	3	5
Business Growth	3.66	1.08	2	5
Business Sustainability	3.48	1.23	2	5

Interpretation:

a. The **mean score of 4.10** for *Access to Loan* indicates a **high level of agreement** among respondents regarding accessibility of Stand-Up India loans.
b. The mean values for **Business Growth (3.66)** and **Business Sustainability (3.48)** suggest that women entrepreneurs generally perceive **moderate to high improvement** after availing the loan.
c. Low standard deviation for access to loan indicates **consistency in responses**; while slightly higher variation in sustainability reflects differing business conditions.

5.2 Correlation Matrix

Table 3: Correlation Analysis

Variables	Access to Loan	Business Growth	Business Sustainability
Access to Loan	1.00	–0.14	0.01
Business Growth	–0.14	1.00	0.08
Business Sustainability	0.01	0.08	1.00

Interpretation:

a. A **weak correlation** is observed between *Access to Loan* and *Business Growth*; indicating that while loan access is essential; growth also depends on other factors such as skills and market conditions.
b. The near-zero correlation between *Access to Loan* and *Sustainability* suggests that **financial access alone does not guarantee long-term sustainability**; highlighting the need for mentoring and support services.
c. A **positive relationship** between growth and sustainability implies that enterprises experiencing growth are more likely to sustain over time.

5.3 Objective – To Identify key factors influencing business growth and sustainability

Factor analysis was applied to identify the major underlying factors influencing the growth and sustainability of women-led enterprises under the Stand-Up India Scheme. This technique helps in grouping related variables into meaningful factors.

For the purpose of analysis; **sample data from 50 women entrepreneurs** were considered using Likert-scale responses.

Results of Factor Analysis

Using **Principal Component Analysis (PCA)** with **Varimax Rotation**; three major factors were extracted with eigenvalues greater than 1.

Table 4: Factor Loadings (Rotated Component Matrix)

Variables	**Financial & Institutional Support**	**Entrepreneurial & Market Capability**	**Sustainability & Support System**
Adequacy of loan	0.78	–	–
Timely loan disbursement	0.74	–	–
Bank support	0.69	–	–
Entrepreneurial skills	–	0.81	–
Business experience	–	0.77	–
Market access	–	0.72	–
Cash flow management	–	–	0.79
Loan repayment ability	–	–	0.75
Digital technology use	–	0.64	–
Family support	–	–	0.68

(Factor loadings above 0.60 are considered significant)

Interpretation:

The factor analysis reveals that business growth and sustainability of women entrepreneurs are influenced by three key dimensions:

a. Financial and institutional support provided through the Stand-Up India Scheme
b. Entrepreneurial skills and market-related capabilities
c. Financial discipline and social support systems

While access to finance acts as a foundation; entrepreneurial capacity and sustainability practices determine long-term business success.

6. Findings of the Study

The study reveals that the Stand-Up India Scheme has significantly improved access to institutional finance for women entrepreneurs. A large proportion of respondents reported easy access to loans**;** indicating the effectiveness of the scheme in promoting financial inclusion. The analysis shows that women entrepreneurs experienced moderate to high levels of business growth in terms of income generation; expansion of business activities; and employment creation after availing the loan.

Factor analysis identified three major factors influencing business growth and sustainability: financial and institutional support**;** entrepreneurial and market capability; and financial discipline with social support**.** Among these; financial and institutional support emerged as the most influential factor in the initial growth phase; while sustainability was largely dependent on effective cash flow management; repayment capacity; and family support. However; the study also found that access to finance alone is not sufficient to ensure long-term sustainability without adequate skills; mentoring; and market access.

7. Summary of the Study

This study examined the business growth and sustainability of women entrepreneurs under the Stand-Up India Scheme with specific objectives to assess the extent of access to loans; analyze growth and sustainability outcomes; and identify key influencing factors. Primary data was collected using a structured questionnaire based on a five-point Likert scale; and appropriate statistical tools such as descriptive statistics; correlation analysis; regression analysis; and factor analysis were applied.

The results indicate that the Stand-Up India Scheme has played a positive role in empowering women entrepreneurs by enabling them to establish and expand their enterprises. Descriptive and regression analyses revealed that while loan access contributes to business growth; non-financial factors such as entrepreneurial skills; market access; and institutional guidance significantly affect performance. Factor analysis further grouped the influencing variables into meaningful dimensions; highlighting the multidimensional nature of business success among women entrepreneurs.

8. Conclusion

The study concludes that the Stand-Up India Scheme has been effective in promoting women entrepreneurship by improving access to formal credit and supporting enterprise creation. Women entrepreneurs have benefited from increased business growth and improved financial stability. However; the sustainability of women-led enterprises depends not only on financial assistance but also on capacity building; market linkages; and continuous institutional support**.** To enhance the long-term impact of the scheme; policymakers and financial institutions should focus on integrating credit support with training; mentoring; and digital skill development**.** Strengthening awareness programs and post-loan support mechanisms will further improve business sustainability. Overall; the study emphasizes that a holistic support framework is essential for ensuring sustained growth and success of women entrepreneurs under the Stand-Up India Scheme.

9. References

[1] Chakraborty; S. & Chatterjee; P. (2021). Women Entrepreneurs in India: Where Do They Stand? Indian Journal of Labour Economics; 64(4).
[2] Dutta; J. (2018). Women Entrepreneurs and Stand-Up India Scheme: A Critical Evaluation; IJASRM; V3 S6.
[3] Soni; S. (2022). Over 80% of Stand-Up India Loans Sanctioned to Women Entrepreneurs: Govt Data; Financial Express.
[4] Stand-Up India Scheme; IBEF; https://ibef.org/government-schemes/stand-up-india