

# Skill-Based Micro Startups: Empowering Women and Youth in Building Swaraj (Self-Reliance)

Shweta Shrivastava, Dr. Lalee Sharma

Student, Department of Commerce, GOVT. V.Y.T.P.G. Autonomous College, Durg (C.G) India  
Assistant Professor, Govt. V.Y.T. P.G Autonomous College Durg

---

## Abstract

The study of skill-based micro startups plays a very crucial and an emerging part as a source of income generation, ideas and innovation and a path for self-reliance. The women and youth making an initiative by using their skill and innovative ideas in entrepreneurial activities such as in food zones, beauty parlour services, digital services, tailoring, handicraft and other micro. These small startups initiative helps the vision of making the startup swaraj and a atmanirbhar bharat by encouraging economic independence and lowering unemployment. The new growing and developing skill-based micro startups become a strong tool for employment and income generation, promoting for economic growth and for self-reliant swaraj among each and every individual. This paper inspect the role of skill-based micro startups capacitating women and youth and highlights the opportunities, challenges, and government support accessible for entrepreneurial development. A total of 51 respondents participated in the study. The finding indicates strong participation of educated urban women and their skill played significant role in promoting entrepreneurship and self Reliance. The micro startups contribute positive impact on income generation and local employment. The highest rating (88.2%) were recorded for the statement related to promotion of self-Reliance.

**Keywords:** Skill and innovation, Micro Startups, Women Empowerment, Youth Entrepreneurship, Swaraj and Self-Reliance.

---

Date of Submission: 05-06-2026

Date of acceptance: 16-06-2026

---

## I. Introduction

India has the largest youth population in the world, where as women constitutes an important part of nation's human resource. How-ever the jobless youth and low economic opportunity continues to be major concern. The skill-based startups provide a powerful solution for reducing the unemployment and also encouraging a self-reliance startup Swaraj

Micro-startup refer to as the small-scale businesses with very low or limited capital investment, using the local skills and resources in making their business economically and socially viable. This help in becoming less dependent on others and contributes to a self-Reliance economy.

Swaraj concept introduced by Mahatma Gandhi, stressed on self-governance and self-reliance. Today the skill-based entrepreneurship encouraging the youth and women to make use of their skill ability and become self-reliant.

In India the women participation in micro enterprises are very high in different sectors such as handicraft products, food services, beauty parlour services, digital marketing and home-based businesses. Also the youth using different website developer platform. The innovative ideas contribute towards their employment generation not only for themselves but also for others. The research survey shows that women and youth significantly participating in entrepreneurial activities which contributes to economic development and social development

## II. Literature review

**Dr. Milla Ram Chauhan (2022).** This paper explores the significant role of India's youth in propelling economic progress through entrepreneurial initiatives By examining empirical data, policy frameworks, and real-world case studies, The findings underscore that empowering India's youth for economic growth and inclusive progress.

**Rakesh Rathore and Aditi Mathur (2019).**

The paper focuses on recent policy initiatives and schemes for the MSME in India and role of micro, small and medium enterprises in boosting nation economy. Lack of proper credit or finance, lack of technological

knowledge, lack of infrastructure are the major barriers of these industries. This paper helps in identifying constraints faced by industries in recent past and initiative taken by government of India

**Deodat E. Adenutsi (2023).**

The objective of this paper is to provide an insight into the role of entrepreneurship in job creation, income generation and empowerment, and poverty reduction in low-income economies.

**Dr. G. YOGANANDHAM (2024).**

Self-reliant India, envisions empowering India's youth and workforce. The (NEP) 2020 highlights this alignment by emphasizing vocational training, multidisciplinary education with real-world applications. In short, education and skill development are cornerstones of economic self-reliance (Swaraj).

**Dr. Onkholun Haokip (2025).**

The study concludes that entrepreneurship is a viable pathway for reducing youth unemployment and driving regional economic development in Northeast India.

### Research Gap

Although numerous studies have examined in women entrepreneurship, youth self-employment, and skill development in India, there is limited research focusing specifically on skill-based micro-startups among urban women and youth in industrial regions such as Durg-Bhilai in Chhattisgarh.

Most existing studies focus on rural entrepreneurship or national-level trends. Therefore, there is a need for localized research to understand how skill-based micro-startups can promote self-reliance and economic empowerment in urban settings.

### Objectives of the Study

1. To analyse how micro startups contribute to income generation and employment generation.
2. To examine the role of women and youth in promoting self-reliance (Swaraj).
3. To study government initiatives supporting entrepreneurship and skill development.

### Hypothesis of the study

**H1 :**

Skill-based micro startups significantly contribute to income generation and employment generation.

**H2 :**

Participation in skill-based micro startups significantly improve confidence, self-Reliance or social empowerment among women and youth.

**H3 :**

Government support and schemes positively influence the growth of micro-startups

### Research Methodology

The study is based on both primary data collected with the help of purposive sampling from 51 urban women and youth from twin city of Durg-Bhilai Chhattisgarh through structured questionnaire, interview and Secondary data includes research journals, government reports, books, articles, and online sources related to entrepreneurship, women empowerment, and micro-enterprises.

### Concept of Skill-Based Micro Startups and Swaraj

Skill-based micro startups are the businesses originated through self-abilities, innovative ideas, obtained trainings and technical knowledge. These businesses requires very low or limited investments and operates on a small-scale.

Example includes:

- Tailoring and boutique designs
- Food zones and catering
- Beauty parlour services
- Local handicraft and artworks
- Digital freelancing and online work

**Table 1- Income increased after starting the business :**

Response	Number of respondents	percentage
Yes	39	76%
No	12	24%
<b>total</b>	<b>51</b>	<b>100%</b>

Source- compiled from primary source (questionnaire respond)

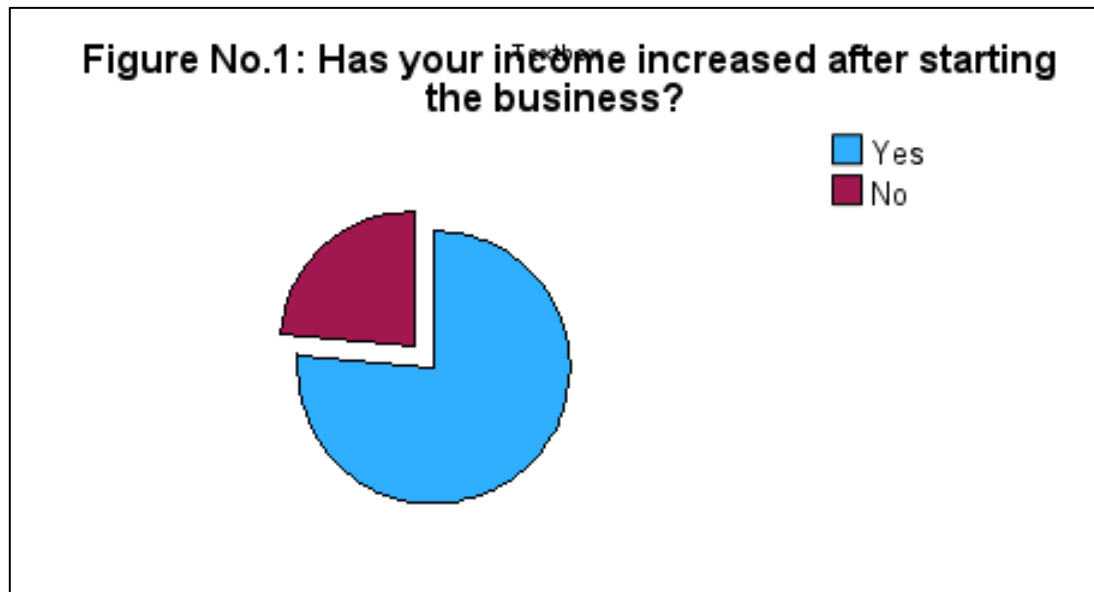


Figure source: IBM SPSS Statistics viewer

Here the table and chart show an increased income of women and youth entrepreneur after starting their business. The 76% of the total respondents give their positive respond on increasing their income on commencing their businesses and only 24% of total respondents were claim for not increased in their income.

Swaraj means self-rule and self-Reliance. In context of current economy, it refers to financial autonomy by using the local resources, individual skills and abilities and engaging in entrepreneurship. Skill- based startup supports the Swaraj by promoting local resources and generate employment, reducing the dependency on external resources.

**Role of Women and Youth in Self-Reliance**

In today's scenario the women and youth are becoming a primary influencer of India's startup ecosystem. Women entrepreneurs make their family income improved or better, build their social status, work on their community development on other hand the youth entrepreneurs bring their innovative ideas and creativity into the business activities

The research indicates that entrepreneurial behaviour among various women enhance their confidence, make them financially independent also the youth becoming the part of nation building through their participation in innovations and decision making.

The youth led startups also contributing to :

- Creation of employment
- Growth in digital business
- Rural and urban development
- Innovation and local production

**Table 2-business generate employment opportunities:**

Response	Number of respondents	percentage
Yes	34	67%
No	17	33%
<b>total</b>	<b>51</b>	<b>100%</b>

Source- complied from primary source (questionnaire respond)

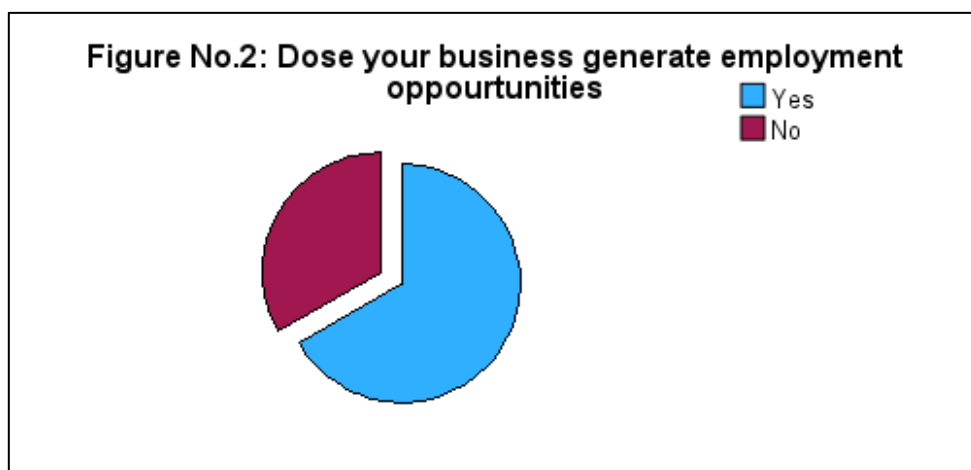


Figure source: IBM SPSS Statistics viewer

The above table shows, the respondent business's generate employment opportunities. Out of the total 51 respondents, 34 respondents (67%) stated that their businesses create employment opportunities, while 17 respondents (33%) reported that they run their business by own and no other person employed by them.

The findings indicate that a significant number of skill-based micro-startups contribute to employment generation, reflecting their positive role in economic development and self-reliance among urban women and youth. Various skill development training and programs help individual to transform their creative ideas, skill and innovations into income generating opportunities

### Challenges Faced by Micro Startups

Although, there were many opportunities for growth still many startups faced several problems:

- Lack of training or skills
- Problems in marketing products/services
- High competition in the market
- Lack of resources (raw materials, equipment, etc.)
- Transportation or logistics problems
- Social barriers (family, society, gender)
- Difficulty in accessing financial support

Mainly the women entrepreneur has to face issue related to funding and balancing family responsibilities.

### Government Support and Initiatives

In order to promote the small startup that are newly established , the government of india has launched various schemes to make them self-subsistence.

Such as:

- Startup India
- Skill India Mission
- Mudra Yojana
- Stand-Up India
- Digital India
- MSME Development Programs

**Table 3-Awareness of government scheme like Mudra Yoian:**

Response	Number of Respondents	Percentage
Yes	40	78%
No	11	22%
<b>Total respondents</b>	<b>51</b>	<b>100%</b>

Source- compiled from primary source (questionnaire respond)

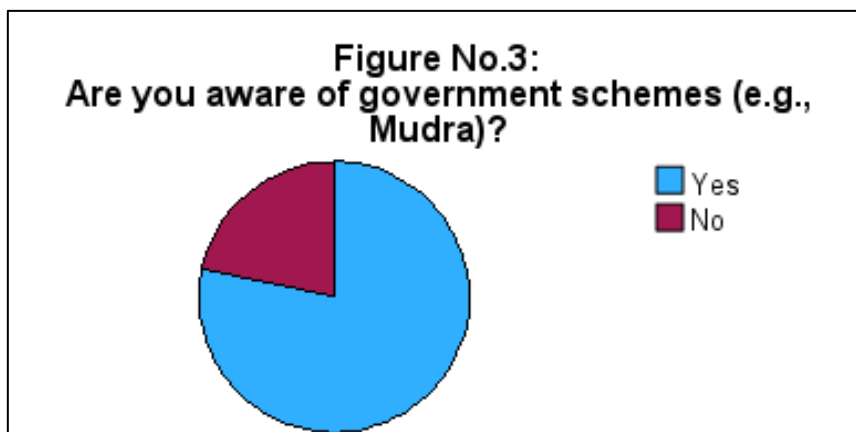


Figure source: IBM SPSS Statistics viewer

The above table and pie chart indicate participant’s respond on government schemes such as Mudra Yojana. Out of the total 51 participants, 40 respondents (78%) stated that they are aware of such government schemes, while 11 respondents (22%) reported that they are not aware of them.

These government initiative helps in providing skill training program, assist in financial decision making, support to begin with startups, Marketing opportunities and different digital initiatives. Such programs encourage women and youth to start small businesses and become self-dependent.

**Table 4-Benefited from any government scheme:**

Response Category	Number of People	Percentage
Benefited (Yes)	27	54%
Not Benefited (No)	24	46%
<b>Total Participants</b>	<b>51</b>	<b>100%</b>

Source- complied from primary source (questionnaire respond)

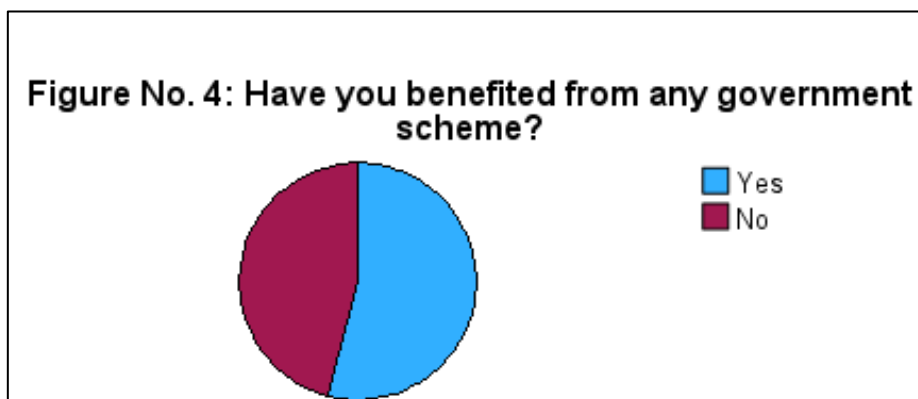


Figure source: IBM SPSS Statistics viewer

The above table and chart shows the response of participants ,whether they benefited from any government schemes or not out of 51 respondents, 24 participants (46%) stated that they didn’t benefited from any government scheme rather they had started their businesses by their own means of resources and with their personal savings , while 27 participant (54%) reported that they received the benefits.

### III. Findings and Discussion

From the finding of the research survey, many suggestions can be made to grow the micro startups based on skills, innovative ideas and creativity of an individual. It was identified that skill development plays quiet important role in making more practical and useful skill-based startups. Special emphasis given in this modern era for the youth who are more engaged in digital and modern business that runs online operations and marketing. A total of 51 respondents participated in the study on skill-based micro-startup and self-reliance among urban women and youth in Durg-Bhilai Chhattisgarh.

In demographic section majority of respondents belonged to 24 -30 years age group with 24 respondents (46.2%). 46 respondents are female with (88.5%) of total sample size, while most of them are postgraduate (55.8%). 31 respondents identified as women entrepreneur with (59.6%) and majority belong to Bhilai area (53.8%).

The skill development sections provided a positive response around (70 -78%) responded strongly agreed (5- point scale) that is skill training improved their confidence. 40 respondents gave the highest rating (78%) for the statement that skill development is necessary for micro startups.

The micro startup details section gave the analysis of business responded where engaged in different type of enterprise (23.1%). most respondents operating their businesses for 1-3 years (36.5%). the initial investment of 10000-50000 with (48.1%). 50% relied on personal savings as the primary source of finance.

In the income and employment section, (43%) respondents reported in improvement of their income after starting the business

The next self-reliance Swaraj section shows more than (76%) responded strongly agreed that their business made them economically independent followed by 45 respondents with (88.2%) gave highest rating related to promotion of self-reliant through their business.

The study shows that skill base micro-startups increased the opportunity of employment for youth and women, help in empowering the women, bring-up the youth innovation, support in household income, build a strong local economy and the vision of self-reliance India.

As digitally growing world, the government schemes are now more accessible to build a strong women and youth entrepreneurship. However lack of awareness funding issue and market competition continue to effect startup opportunity.

Lack of skill training and lack of resources availability such as raw material equipments etc are also the highlighted challenges faced by various entrepreneurs. Some respondents also select the option of no major challenges in starting their micro-startups.

The urban environment of Durg-Bhilai provides certain advantages such as better infrastructure and market access; however, their still the limit of diversified platform to explore the market competition opportunity and some where we lack behind in different sectors .

#### **IV. Suggestions**

As world is moving more towards the digital era the the foremost suggestion is improve the digital and financial literacy to understand the startup environment better, the government schemes should be promoted at the grassroot level, more training program should be organised for entrepreneurship, ease of loan facility should be provided to youth and women, strengthen the E-Commerce and marketing support for small entrepreneurs

A networking opportunity and collaboration centres should be open so that they compile the innovative ideas ,the informative knowledge of youth and young entrepreneurs into a single key-chain .

Wider market access with diversifying products to reduce the production cost should be increased to entrepreneurs. Providing trainings to use digital platforms such as e-commerce website promote their products make advertisement in social media's platform to get a wider customer catch-up.

#### **V. Conclusion**

Skill-based micro startups are playing an important role in empowering women and youth and promoting the idea of Swaraj through self-reliance. The micro startups help in generating jobs encourage innovation help in self-dependent and economically independence .

Women and youth together contribute significantly to social and economic development. With a proper training program, better financial support and proper policy implementation skill-based entrepreneurship can become a powerful tool which helps in Nations development and self-reliant India.

There have been many challenges that are recorded in research surveyed such as financial support problem, less awareness of schemes and programs run by government, limited market access but despite of these challenges the potential for growth in this sector is significant.

To reduce unemployment, less dependent on other incomes, build confidence and social status and for inclusive economy growth micro-startups plays a vital role to promote all these.

The overall study highlights the importance of skills ideas, innovation and entrepreneurship in current modern era. A supportive ecosystem environment should be provided to make a strong economy of Durg Bhilai region and two contribute a broader vision of self-reliant India.

#### **References**

- [1]. Adenutsi, D. (2023). Entrepreneurship, Job Creation, Income Empowerment and Poverty Reduction in Low-Income Economies. *Theoretical Economics Letters*, 13. <https://doi.org/10.4236/tel.2023.136089>
- [2]. Haokip, D. O. (2025). Empowering Rural Youth: The Role of Skill Development in Entrepreneurial Success. *International Journal of Interdisciplinary Approaches in Psychology*, 3(2), 46:61-46:61.

- [3]. Rathore, R., & Mathur, A. (n.d.). *A study on role and prospects of micro, small and medium enterprises in India*.
- [4]. Shelar Amol Baban. (2025). *CriticalAnalysisOfEmploymentGenerationInMicro-EnterprisesInIndia*.  
<https://doi.org/10.5281/ZENODO.14857201>
- [5]. Yoganandham, D. G. (2024). *EMPOWERING INDIA'S FUTURE: THE ROLE OF VOCATIONAL EDUCATION, SKILL DEVELOPMENT, AND ENTREPRENEURSHIP IN SHAPING A SELF- RELIANT NATION UNDER ATMANIRBHAR BHARAT*. 11(11).