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Redefining Entrepreneurship in India – Women As Their Own Bosses

Posted: 29 Oct 2018

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Date Written: October 14, 2018

Abstract

The theme of the global Entrepreneurship Summit –“Women First, Prosperity for All”, highlighted that if women do better, countries do better. According to the Women's Financial Network, women start businesses at two times the rate of men. Traditional cultural perception perceived the roles of women to be confined within the four walls of the house, but in recent times, with economic reforms there is a transitional trend that is observed in terms of women's participation in economic growth and women participation in business entities has been remarkable. The percentage of U.S. adults preferring a male boss is now 23%, 10 percentage points lower than the last reading in 2014 and 43 points lower than the initial 1953 reading.

India being an emerging market economy has a huge potential to grow, as it has developed its vibrant entrepreneurial landscape, aided by government measures and private initiatives. India being termed as the second largest startup ecosystem in the world is expected to grow at around 10-12%. It is observed that 48% of the country's population comprises of women, and it is impossible to think about economic growth without women as a fundamental driver. This paper therefore, emphasizes the role and challenges of women entrepreneurs in urban India.

Recognition, reputation, resource regeneration are some of the advantages of women entrepreneurship besides monetary gains and financial inclusion. However any drastic changes in a cultural diverse environ like India is never easy. Perception of weakness, exploitation by middlemen etc. put barriers on the mobility and risk-taking ability of entrepreneurs in general and women in particular. Our study looks at new dimensions of entrepreneurship theoretically and empirically, the impact of changes in business environment on female entrepreneurship prospects and challenges. The paper also explores alternative policies and strategies to raise women entrepreneurs from the so-called secondary status.

Keywords: female entrepreneurship, recognition, resource, strategies, urban India**JEL Classification:** M12, M13, M14, J16[Suggested Citation](#) >[Show Contact Information](#) >

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