



*Start-Up*

*A Drive Towards  
Self-Reliant India*

---

*Prof. Ehtesham Ahmad  
Dr. Neeraj Shukla  
Dr. Zaibun Nisa*

---

The responsibility for facts stated, opinion expressed or conclusions reached and plagiarism, if any, in this book is entirely that of the author(s). Neither the publisher nor the editors will be responsible for them whatever.

ISBN : 978-93-94424-09-8

Copyright : Editors

Edition : 2022



*Published by*

**ABS Books**

*Publisher and Exporter*

B-21, Ved and Shiv Colony, Budh Vihar

Phase-2, Delhi - 110086

☎ : +919999868875, +919999862475

✉ : absbooksindia@gmail.com

Website : www.absbooksindia.com

**PRINTED AT**

Trident Enterprises, Noida (UP)

**Overseas Branches**

**ABS Books**

*Publisher and Exporter*

Yucai Garden, Yuhua Yuxiu  
Community, Chenggong District,  
Kunming City, Yunnan Province  
-650500  
China

**ABS Books**

*Publisher and Exporter*

Microregion Alamedin-1  
59-10 Bishek, Kyrgyz  
Republic- 720083  
kyrgyzstan

All right reserved. No. Part of this publication may be reproduced, stored in a retrieval system, transmitted or utilized in any form or by any means electronic, mechanical, photocopying, recording or otherwise, without the prior permission of the copyright owner translator. Application for such permission should be addressed to the Publisher and translator. Please do not participate in or do not encourage piracy of copyrighted materials in violation of the author's rights. Purchase only authorized editions.

***Start-Up: A Drive Towards Self-Reliant India***

By : *Prof. Ehtesham Ahmad*

*Dr. Neeraj Shukla*

*Dr. Zaibun Nisa*

# Contents

---

<i>Acknowledgement</i>	v
<i>Preface</i>	vii
<b>1. Legal Compliances Concerning Start-ups in India</b>	<b>1</b>
<i>Prof. Dr. Anil Kumar Dixit</i>	
<b>2. Women Entrepreneurs and Start-Up Assistance</b>	<b>21</b>
<i>Bitty Sebastian</i>	
<b>3. Government Initiatives to Boost Start-ups in India</b>	<b>55</b>
<i>Dr. Wasif Ali</i>	
<i>Dr. Mohd Arif</i>	
<b>4. Entrepreneurial Leadership: A Case Study on Café Coffee Day</b>	<b>68</b>
<i>Prof. Mahrukh Mirza</i>	
<i>Aaiman Siddiqui</i>	
<b>5. Entrepreneurship in India: Not Everyone's Cup of Tea</b>	<b>81</b>
<i>Prof. Ehtesham Ahmad</i>	
<i>Mariya Binth Siraj</i>	

6. **A Study on Role of MSME Sector in Economic Development of U.P** 94  
*Dr. Zaibun Nisa*  
*Dr. Noorul Hasan*
7. **Challenges of Women Entrepreneurship in India** 121  
*Dr. Doa Naqvi*
8. **Women Entrepreneurship Vision 2030** 129  
*Dr. Kranti Singh*
9. **Women Entrepreneurs: A Review Study on the Challenges, Prospects and Motivation in Indian Context** 153  
*Minakshi Nag*  
*Juhi Agarwal*
10. **Opportunities and Challenges for Micro Small Medium Enterprises During COVID 19 Era: A Case Study of Kanpur** 187  
*Aman Naaz*  
*Dr. Vivek Singh Sachan*
11. **Entrepreneurship in India: Importance and Development** 199  
*Dr. Ram Singh*
12. **Women's Entrepreneurship in the Transition from Work to the Small and Medium-Sized Businesses** 220  
*Dr. Jaya Tripathi*
13. **An Overview: Indian Government's Intention of Entrepreneurial Development as Series of High-Level Initiatives** 238  
*Anubhav Tewari*  
*Dr. Vijay Laxmi Sharma*

**14. Atmanirbhar Bharat: Challenges and Opportunities for Msme After Covid-19** 259

*Ruchi Srivastava*

**15. Role of Ethics and Values in Sustainability of Organizations** 302

*Ms. Sanjoli Kedia*

*Dr. Sandhya Sinha*

*Dr. Arun Kumar Shukla*

**Index** 320

# 7.

## Challenges of Women Entrepreneurship in India

Dr. Doa Naqvi\*

### 1. Introduction

*"A woman entrepreneur can be defined as a confident, innovative and creative woman capable of achieving self-economic independence individually or in collaboration, generates employment opportunities for others through initiating, establishing and running the enterprise by keeping pace with her personal, family and social life."*

—Kamala Singh (2006)

**T**oday, India is sitting on a goldmine of raw talent waiting to be nurtured and developed, waiting to be added to the growing global human resource pool. World Bank reports state that India is one of the few countries where the working-

---

\*Assistant Professor, Department of Business Administration, Khwaja Moinuddin Chishti Language University, Lucknow.

age population will continue to grow at least until 2040, propelling the country from a 'developing nation' to a 'developed nation' with better economic prospects and livelihood for its people. But on its path towards development, a number of questions need to be answered - Can India win the skill development challenge? Can the country train its rapidly increasing youth workforce? Can the skill and training keep up with our accelerating economic growth?

The above questions achieve greater importance when the case of women-led entrepreneurial ventures is put forth. Government of India has defined women entrepreneurs based on women participation in equity and employment of a business enterprise (Sharma, 2013). Accordingly, a woman run enterprise is defined as *"an enterprise owned and controlled by a women having a minimum financial interest of 51% of the capital and giving at least 51% of the employment generated in the enterprise to women"*.

## 2. Challenges Faced by Women Entrepreneurs

### 2.1. Family Support

*"Successful entrepreneurs are opportunity-driven, and they focus on innovation, service, generation of wealth and employment. Support from family, especially from fathers or husbands, is as important as the entrepreneurial drive, skills and abilities of an entrepreneur. Success for them is being happy, thriving work, having a happy family, having a great work-life balance and the satisfaction to have served society apart from being independent (economically/ financially)"* (Rastogi et.al., 2022).

In a panel discussion hosted by the author of this

article, FrederikeAsael, who is the managing partner for Impact Hub Bern, Switzerland said that first her husband and then brothers were very supportive of her ideas. But her friends and the communities that she was a part of made her feel safe and secure in her system. Women in Switzerland have everything till the time they have children. The country still has a traditional mindset where women are the caretakers of kids and families; so once there are kids it is not easy for them to be working round the clock. She felt that the social and personal capacity of the woman is put to test as she is expected to excel in looking after the home, kids, husband and even after her looks which seems to be brutal for a lady.

SherinEwase (Deputy CEO, Credit GO, Egypt), another panel member, remarked that she had an extremely supportive family. Sherin's father was the motivating force behind her when she began her career and was responsible to raise Sherin as an equal with the male counterparts which instilled confidence in her. Though even in her country males enjoyed a better status but her parents kept supporting her. She was also of the opinion that apart from the family, good friends are also important for people as it was one of her friends who introduced her to the Start Up ecosystem.

The third panel member, Richa Singh, who is the Co-Founder of Blogchatter, one of India's largest blogging communities also gave credit to her upbringing, which plays an important role while choosing business as an option. For Richa, her husband stepped in to support her when she finally made up her mind to start the blogging community. Though Richa too feels that women have a defined role in the Indian society, and it



is not the same for everybody, the way it was for her. She also feels that we need better female role models to which the younger generation can look upto.

Indian women are conditioned to think that they are responsible to manage everything at home even when they are into running their businesses, as felt by the fourth panellist- Ishu Shukla. Ishu is the co-owner of Vide along with her husband, who is also Ishu's mentor. Ishu had some very important points for the ladies out there who intend to become entrepreneurs. She advises that one must detach themselves from people who let them down in doing business. Women should focus on being independent while doing business rather than relying on others every time.

### **2.2: Male - Dominated Society**

Despite several ongoing discussions about women empowerment and their emancipation all across the country, the Indian psychological mindset still focuses on how 'male-dominated' or 'male-centric' the society is. Given this mindset, women have to focus not only on convincing their immediate family to start a business, but also to expose her actions to the judgement of all the members of her society. The legalities involved in initiating a women-led business, the issues faced while procuring financial support, the challenges that need to be overcome - are all part of the societal hurdles that women have to surmount in order to step out of the safe haven of their homes to start a venture.

### **2.3: Lack of Education**

Another leading issue or challenge for the dwindling percentage of women led businesses is the fact that women/girls are still not educated enough to

feel empowered about themselves. In India, educating girls is still considered to be a worthless exercise – more so in the rural areas. Parents of the girl-child are still advised to invest their savings as prospective dowry rather than education. Numerous cases can be highlighted when bright and intelligent daughters are not allowed to attend schools, colleges and universities, while disinterested and non-diligent sons are forced towards the path of education, even though they may not have an intellect for it. This is done so that the son may support his family in the future, having no such expectation from the daughters.

This unfortunate discrimination often impedes the growth of intellectual girls who may prove to be successful entrepreneurs in the future.

#### ***2.4: Financial Barriers***

Another aspect that requires attention is the financial barrier that is often faced by women entrepreneurs. Procuring funds for starting a new venture, covering the operational expenses to run the business smoothly, all require a certain level of acumen, which is often seen to be lacking in women entrepreneurs. Very often, women led businesses are looked down upon for their “lack of credit-worthiness, high chances of business failures, fund scarcities in various stages of production”. Financial institutions, bankers and creditors are quite sceptical about the success of women led businesses making funding formalities all the more strict and difficult to manage.

#### ***2.5: Lack of Entrepreneurial Aptitude***

Women in India are considered to be demure, over-sensitive and weak when it comes to leadership

## 126 Start-Up : A Drive Towards Self-Reliant India

roles. Despite being able to manage all the household responsibilities with perfection, women are always judged and questioned in managerial positions at their workplace. As such, women are said to 'lack' entrepreneurial aptitude. Certain jobs such as teachers, doctors, nurses, air-hostesses, etc. are considered to be more 'women-friendly' as opposed to 'CEOs, CFOs, pilots, etc.' which are considered to more 'male-friendly'. In this reference, women led businesses are also often given a special prefix of being run by 'women' entrepreneur rather than just keeping them as entrepreneurs.

### ***2.6: Inadequate Support from Government***

It is said that the Government of any country can make or break the entrepreneurial ecosystem of that particular country. As such the schemes, support, allowances and rebates offered by the Government should be such that they can adequately motivate women - led businesses to prosper and flourish. In India, even though they are multitude schemes that are being put into place for the development of entrepreneurship culture in the country, yet there is still a long way to go before any tangible result is seen -specially at the grass root level.

A lot of women are not even aware of the schemes that have been formulated to help and aid their start-up ventures. An extensive research was conducted to look for women-centric schemes of the Central Government. The website (<https://www.startupindia.gov.in/>) dedicated to Start-Ups in India revealed two major schemes which focus specifically on 'Women entrepreneurs' -

- ❖ The Women Entrepreneurship Platform (WEP) – The NITI Aayog has launched a Women Entrepreneurship Platform (WEP) for providing an ecosystem for budding & existing women entrepreneurs across the country. In addition to providing services such as free credit ratings, mentorship, funding support to women entrepreneurs, apprenticeship and corporate partnerships; WEP will encourage entrepreneurs to share their entrepreneurial journeys, stories & experiences to nurture mutual learning.
- ❖ Support to training and employment programme for women by Ministry of Women & Child Development - STEP Scheme aims to provide skills that give employability to women and to provide competencies and skill that enable women to become self-employed/entrepreneurs. The Scheme is intended to benefit women who are in the age group of 16 years and above across the country.

Apart from the above-mentioned schemes, *Mudra Loan for Women, Annapurna Scheme, Stree Shakti Yojana, Dena Shakti Scheme, Bhartiya Mahila Bank Business Loan, Mahila Udyam Nidhi Yojana, Orient Mahila Vikas Yojana Scheme, Cent Kalyani Scheme and Udyogini Scheme* are being floated as small business loans extended to women entrepreneurs. However, how many women entrepreneurs are actually aware of these schemes or have benefited from them is a subject matter of discussion and future research.

### 3. Conclusion

With the increased attention towards entrepreneurial ventures through schemes like 'Start-Up India', 'Make in India' and 'Aatmnirbhar Bharat'

## 128 Start-Up : A Drive Towards Self-Reliant India

of the Government, it is quite discerning to note that women led ventures are still not been given their due credit. Like every other sphere of their lives, women need to struggle, persevere, work more than their male counterparts to be taken seriously. This disparity should end. No country can truly prosper without taking into account the contribution of women-led businesses in the growth of the nation.

Proper skill development workshops, outreach programmes, entrepreneurial education and changing of societal mindset needs to take place for women entrepreneurs to make a mark in their respective fields.

### 4. References

- Kamala Singh (2006), "Women entrepreneurs from India: Problems, motivations and success factors", *Journal of Small Business and Entrepreneurship*, 15(4), 67.
- Rastogi, M., Baral, R. and Banu, J. (2022), "What does it take to be a woman entrepreneur? Explorations from India", *Industrial and Commercial Training*, Vol. ahead-of-print No. ahead-of-print. <https://doi.org/10.1108/ICT-03-2021-0022>
- Sharma, Y. (2013), "Women Entrepreneur In India" *IOSR Journal of Business and Management (IOSR-JBM)* e-ISSN: 2278-487X, p-ISSN: 2319-7668. Volume 15, Issue 3 (Nov. - Dec. 2013), PP 09-14 [www.iosrjournals.org](http://www.iosrjournals.org)
- <https://www.startupindia.gov.in/content/sih/en/government-schemes/Wep.html>
- <https://www.bajajfinservmarkets.in/loans/business-loan/government-schemes-for-women-entrepreneur.html>

