

Women Entrepreneurs in India - Over the years!

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Abstract

A recent literature review suggests that, today the Indian women entrepreneurs increasingly are a force to be reckoned with. "According to the Women's Global Entrepreneurship study conducted in US, UK and India, commissioned by Dell (2012), it has been found that the ideal country for a woman starting a business in 2012 could well be India." So the primary objective of the research to study the significant rise of Women Entrepreneurs in India and how it has evolved since the pre-independence days (Before 1947), during the British colonial days. The study also analyses the reasons that have prompted the women entrepreneurs to unleash their entrepreneurial energies into start-ups. To meet the objectives of the study both primary and secondary data have been collected. Two different structured questionnaires have been constructed and administered to a sample of women entrepreneurs and both public as well as private support system officials. Based on both qualitative and quantitative analyses the growth of women entrepreneurship in India have been studied into four different periods- Pre-Independence Period (Before 1947), Post- Independence Period (After 1947), Post-Liberalization Period (After 1991) and Post -Global Recession period(2008 onwards). The study further strives to correlate the reasons which have prompted the women entrepreneurs to start-up during these different periods. The study finally concludes to what extent the various support systems in India can further foster a conducive ecosystem for the Women Entrepreneurs in India.

Key Words: Entrepreneurs, Women, Entrepreneurship, India, Liberalization, Recession.

Acknowledgement

I would like to sincerely acknowledge FORE School of Management to give this opportunity to carry out this research study on Women Entrepreneurship. I am also thankful to all those who have contributed in putting the study together. Last but not the least I am very grateful to the Publication office at FORE for rendering all kinds of support to complete the study.