

ISBN: 978-93-91768-49-2

**Advances in Literature,
Social Science,
Commerce and Management
Volume II**

Editors

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First Edition: 2022

First Edition: September, 2022

ISBN: 978-93-91768-49-2



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Published by:

Bhumi Publishing,

Nigave Khalasa, Kolhapur 416207, Maharashtra, India

Website: www.bhumipublishing.com

E-mail: bhumipublishing@gmail.com

Book Available online at:

<https://www.bhumipublishing.com/books/>



WOMEN ENTREPRENEURSHIP IN LUCKNOW REGION (U.P.): SUCCESS STORIES

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Entrepreneurship is a gendered phenomenon and entrepreneurial activities can be rooted in families. India is the nation where men entrepreneurs dominate commercial activities over women entrepreneurs in most of the sectors. According to the Sixth Economic Census by the National Sample Survey Organisation (NSSO), only 14% of business establishments in the country are being run by women entrepreneurs. This means, out of the 58.5 million functional businesses, only 8.05 million of them are being owned by females. It was also observed that most of these women run companies are small-scale and about 79 % of them are self-financed. These poor numbers could be a result of the unequal inheritance rights for women prevalent in the Indian society and the cultural restrictions that might act as hurdle and limit their access to commence new business. There are many factors which prevent woman to be an entrepreneur in India viz. lack of required education and training, lack of affordable finance, social and cultural norms, poor infrastructure, time constraints, lack of collateral, location etc. (FAO, IFAD, World Bank 2008 and Best & Maier 2007).

Hurdles for women entrepreneurs in India

Apart from this, it was found that there three common hurdles for women to be entrepreneurs. First: they have to work twice as compared to their male counterparts. Second: there is a huge shortage of successful Indian entrepreneur female role models and mentors and third: there are still number of gender specific jobs and roles with entrepreneurship being considered a man's domain (Kirti Sharma, Indian Web2, 2016). Despite of this, women are coming in front and increasing their share as entrepreneurs in male dominating society. There are so many entrepreneurial traits are found in women viz. imaginative, attribute to work hard, persistence, ability and desire to take task, profit earning capacity, ambitiousness, optimism, studious, conscious and keenness to learn and imbibe new ideas etc making them strengthen and successful business persons. Moreover the economic status of women is now accepted as an indicator of a society's stage of development (Aditi Maheshwari *et al.*, Slide Share 2012). The use of ICTs also increased the capability, strengthened the managerial skills and enhanced the scope of women entrepreneurs. ICTs help in value creation, research & decision support and also