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Unit-III
Family and Women Entrepreneurship

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Family and Women Entrepreneurship

Family businesses are the backbone of many economies, accounting for a majority of businesses worldwide. These enterprises not only provide livelihoods but also foster intergenerational wealth and values. As women take on increasingly prominent roles in business, the intersection of family enterprises and female entrepreneurship is an important area of study. In this presentation, we will explore the historical significance, unique characteristics, and future trends of family businesses, as well as the growing impact of women in entrepreneurship globally.

Women Empowerment Through Entrepreneurship

Unleashing Potential

Entrepreneurship has become a powerful vehicle for women's economic and social empowerment. By starting and growing their own businesses, women are able to overcome traditional barriers, build financial independence, and contribute to their communities in meaningful ways.

Diverse Perspectives

Women entrepreneurs bring unique skills, experiences and insights that enrich the business landscape. Their problem-solving approaches, risk-taking abilities, and empathetic leadership styles are driving innovation and creating value across industries.



Women and the Global Marketplace

1 Expanding Horizons

Globalization has opened up new avenues for women entrepreneurs to access international markets, forge global partnerships, and scale their businesses beyond local boundaries.

2 Leveraging Technology

Digital tools and platforms have empowered women to overcome geographical limitations, engage with customers worldwide, and participate in the global value chain.

3 Building Connections

Women-focused entrepreneurial networks, mentorship programs, and multilateral initiatives are fostering cross-border collaboration and knowledge sharing among female founders.

Challenges Facing Women Entrepreneurs

Access to Capital

Women entrepreneurs often face greater difficulties in securing funding from traditional sources, such as banks and venture capitalists, due to gender biases and lack of collateral.

Work-Life Balance

Managing the demands of running a business while also fulfilling caregiving responsibilities can be a significant challenge for many women entrepreneurs.

Networking Barriers

Women may encounter subtle discrimination and exclusion from male-dominated professional networks, making it harder to build the connections and mentorship needed to succeed.

Societal Perceptions

Entrenched cultural norms and gender stereotypes can undermine the confidence and authority of women entrepreneurs, creating additional hurdles to overcome.





Spotlight on Indian Women Entrepreneurs

1M

Women-led Startups

India has witnessed a surge in women-led startups, with over 1 million female entrepreneurs contributing to the country's thriving entrepreneurial ecosystem.

20%

Women in Leadership

Women now hold approximately 20% of leadership positions in Indian companies, a significant increase from previous decades.

100

Entrepreneurial Hubs

India boasts over 100 incubators, accelerators, and other institutions dedicated to supporting and nurturing women entrepreneurs.



Family and Women Entrepreneurship in India

This presentation explores the role of family businesses and women entrepreneurs in India, highlighting their contributions, challenges, and future prospects.

Importance of Family Businesses

Economic Backbone

Family businesses contribute significantly to India's economy, creating jobs and driving innovation.

Cultural Heritage

They often preserve traditional skills and values, passing knowledge down through generations.

Social Impact

They play a crucial role in local communities, providing essential goods and services.



Types of Family Businesses

Traditional

Family-owned businesses that have been operating for generations, often in sectors like agriculture, crafts, or retail.

Modern

Businesses that are adapting to the changing market, often in technology, services, or manufacturing.

Social Enterprises

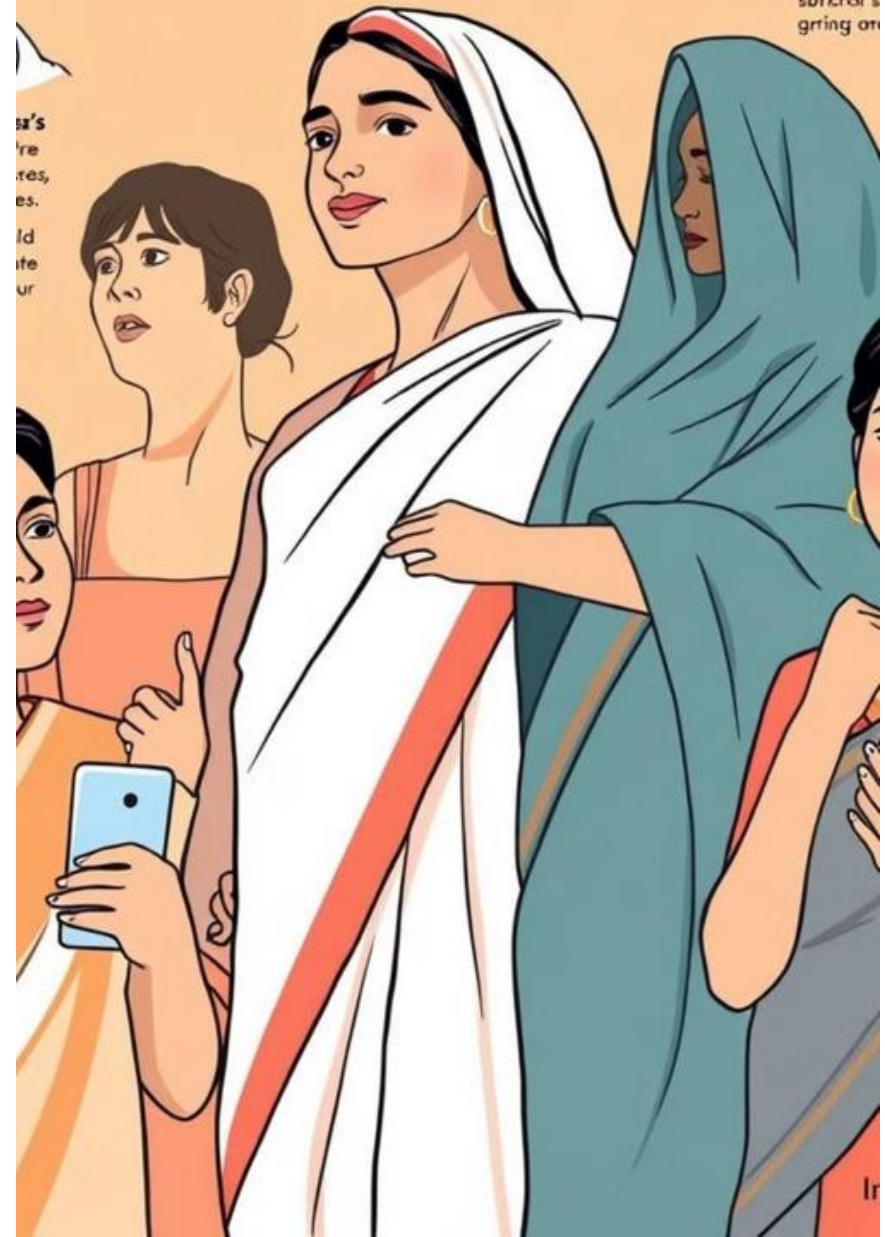
Businesses with a social mission, addressing challenges in areas like education, healthcare, or environmental sustainability.

INDIAN WOMEN WOMEN WITH RIGHTS

Find the word in Indian women's rights. Mother's Day is celebrated on the first Sunday of May. It is a day to honor mothers for their role in the family and society.

The story of the Indian women's rights movement is a long and complex one. It is a story of struggle and sacrifice, of women fighting for their rights and for the rights of other women.

★★★★
The high
franchise
suffrage
movement



History of Women Empowerment

1

Pre-Independence

Early movements for women's rights focused on education, property rights, and political participation.

2

Post-Independence

India adopted a Constitution that enshrined equality for all citizens, paving the way for women's empowerment.

3

Modern Era

Women are making strides in various fields, with increasing participation in education, business, and politics.



Women and Globalization

1

Market Access

Globalization has opened up new markets for women entrepreneurs, allowing them to expand their reach and compete on a global scale.

2

Knowledge Sharing

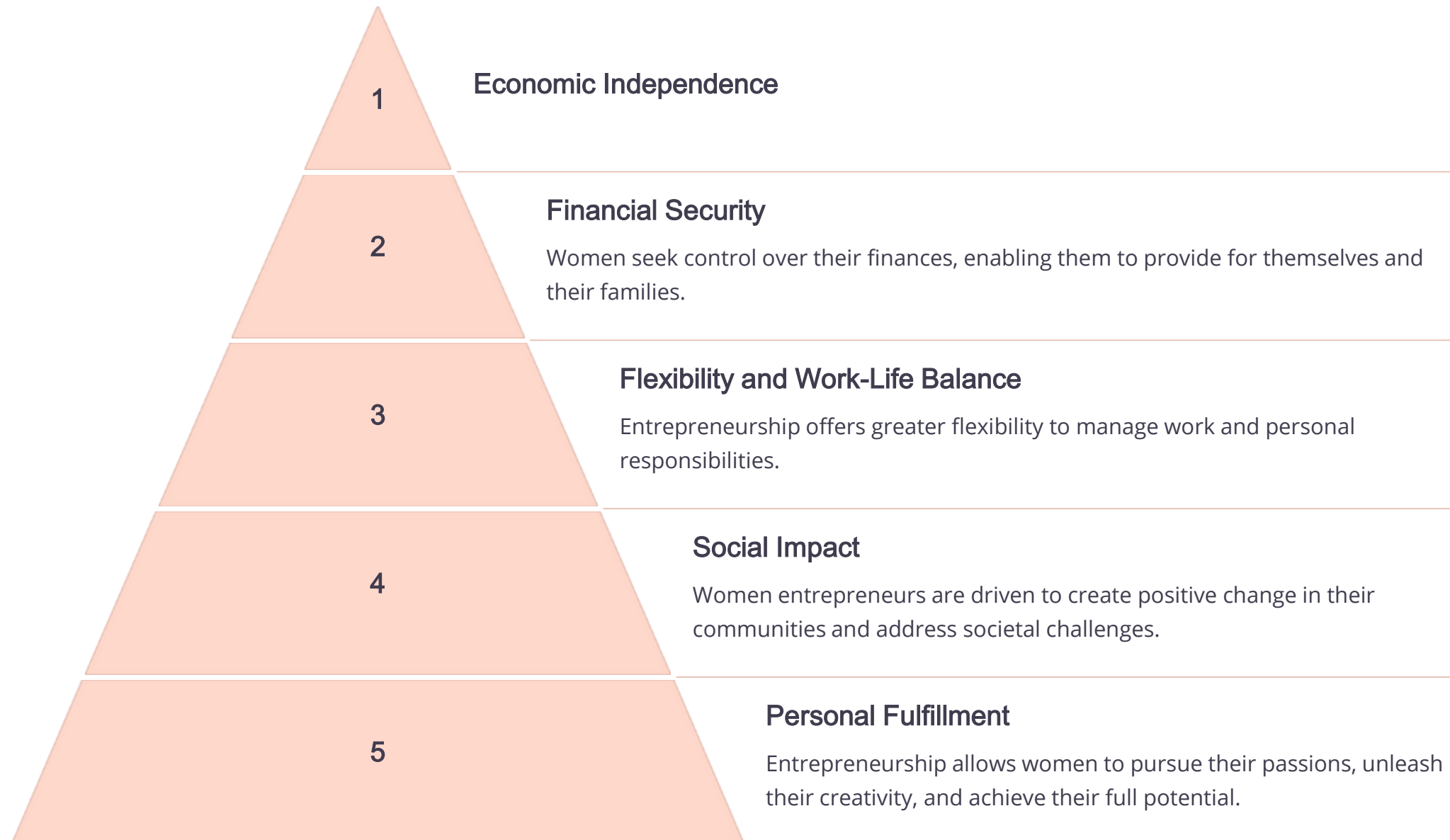
It has facilitated the exchange of ideas, best practices, and technological advancements, empowering women entrepreneurs with new tools and resources.

3

Challenges

Women entrepreneurs face challenges in accessing finance, overcoming cultural barriers, and navigating complex global regulations.

Economic, Social, and Personal Motivations for Female Entrepreneurs



Challenges Facing Women Entrepreneurs

1

Access to Finance

Securing loans and funding remains a significant hurdle for women entrepreneurs.

2

Gender Bias

Women entrepreneurs may face discrimination and prejudice in business dealings.

3

Work-Life Balance

Balancing the demands of business with family responsibilities can be challenging for women.

4

Limited Networks

Women entrepreneurs may have fewer opportunities to connect with mentors and other successful business leaders.

Famous Indian Women Entrepreneurs



Indra Nooyi

Former CEO of PepsiCo, known for her leadership in the global food and beverage industry.



Chanda Kochhar

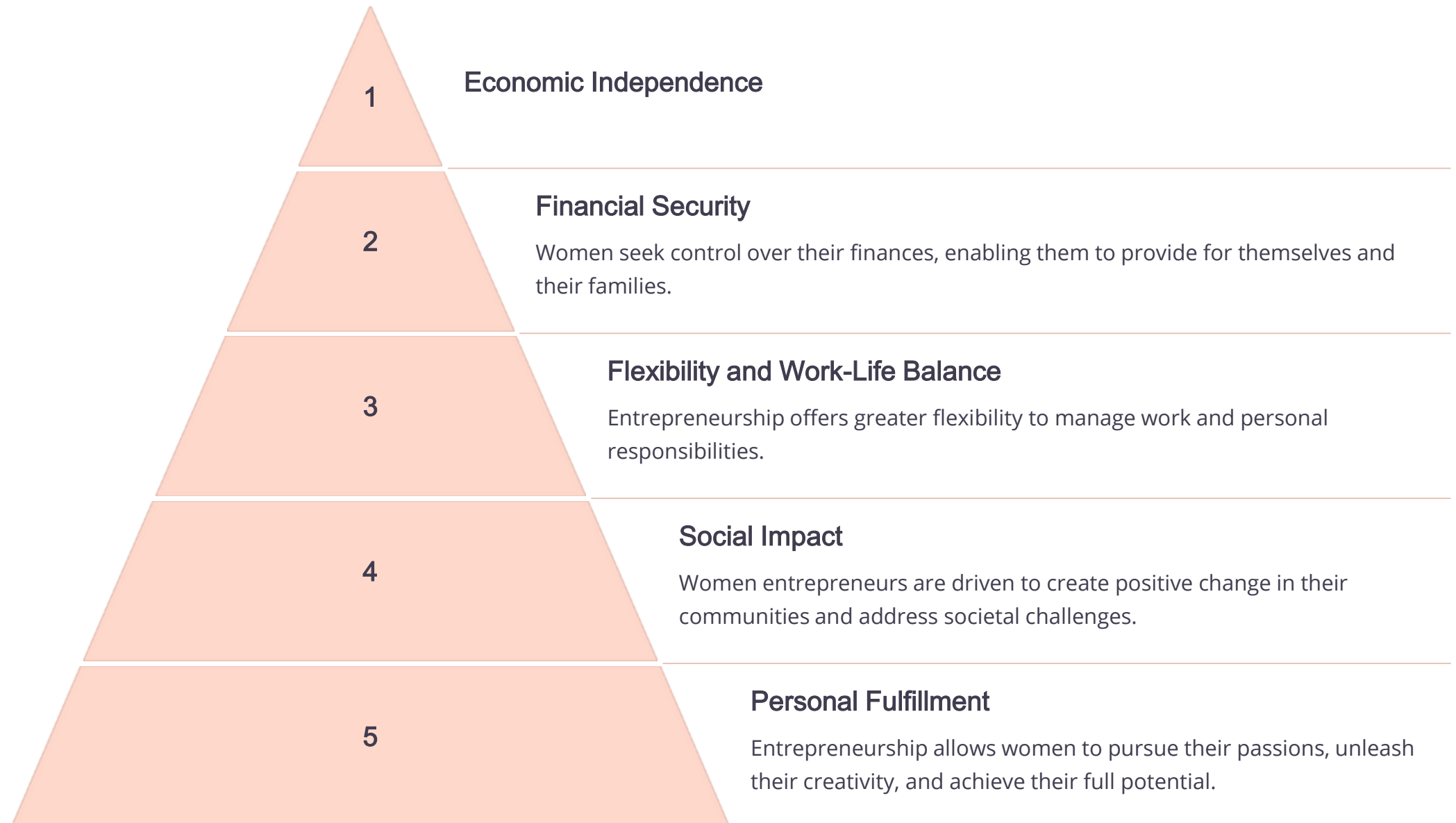
Former CEO of ICICI Bank, instrumental in shaping India's financial sector.



Falguni Nayar

Founder of Nykaa, a leading online beauty and fashion retailer in India.

Economic, Social, and Personal Motivations for Female Entrepreneurs



Institutions for Women Entrepreneurial Development

