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UNDERSTANDING ASPECTS AND FACTORS THAT AFFECT WOMEN ENTREPRENEURSHIP IN INDIA

# Women in greater hurry to start up than male peers

MICA professor's study on student entrepreneurship in India tries to find differences and preferences related with gender when it comes to entrepreneurship

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**Ahmedabad:** Policy makers need to formulate policies that will encourage more women to take up entrepreneurship right after college, recommends a study conducted by a MICA professor. The study, which focuses on 'understanding gender-related aspects and factors that affect women entrepreneurship in India' also saw if such findings can guide the formulation of said policies and actions for reducing gender disparities in the entrepreneurship sector.

Professor UT Rao, whose study recommends that institution-level efforts to encourage entrepreneurship are likely to help pare the gender gap in entrepreneurship development, also chairs MICA Incubator.

Talking about the same, professor Rao said, "The study analyses the issues pertaining to women entrepreneurship in India. While there are two factors that lead to entrepreneurship - necessity and opportunity - this study focuses on factors that affect a women's decision to take up opportunity-type entrepreneurship. We found that women wanted to take up entrepreneurship immediately after their college as they felt that they could dedicate more time to their career in this phase. Around 83% men were interested in starting up after a few years of work experience, while only 56% women were interested to start up at that stage."

A total of 900 students were sur-



-Pic for representation

Women do not foresee themselves starting up once they move up in their career. This might be due to social or familial situations where they themselves in the future. They are more likely to start up right after college education when they are free of any such bindings. Hence, policymakers could do well to formulate policies that will encourage more women to take up entrepreneurship right after their college."

-UT Rao, professor, MICA & study's author

## KEY FINDINGS

■ **Men more** attracted to entrepreneurship as a career than women

■ **Female students** find entrepreneurship to be more risky and challenging as compared to males

■ **Women entrepreneurs** are more likely to start-up right after college. The proportion of women to men who are likely to take up entrepreneurship after a few years of work experience drops drastically

■ **Women were** found to be networking 25% more compared to male peers even as the analyses suggests that women showed less interest in entrepreneurship than men

■ **Nearly equal** proportion of men and women (38% and 35%, respectively), who are attracted towards an entrepreneurship as a career, were keen on starting up right after their college

■ **Of those** attracted to entrepreneurship, 83% men were interested in starting up after a few years of work experience, while only 56% women were interested to start up at that stage.

veyed from technology institutes across the country, of which over 403 responses were analysed after rejecting for incorrect responses.

Kavita Saxena, a professor with the Entrepreneurship Development Institute of India (EDII), said, "From my interactions with female students at EDII, who have family businesses, most of them intend to join their fam-

ily business immediately after college to gain experience to convince their to-be in-laws for more business opportunities in the future. Also, female students take up entrepreneurship to make most use of their time till their marriage by enjoying the freedom and experimentation and to test their capabilities."

Kabya Shree Borgohain, a student

of National Institute of Design and founder of Project Otenga, a house cafe that nourishes multidisciplinary collaboration, said, "My personal reason to get into entrepreneurship is different. At times, an area of interest takes you so deep that you do not want to associate with other things. And when you understand your potential and believe in it, it just pulls you."