

# Stunted Magnification of Women Entrepreneurships in India: A Study of Intrinsic and Extrinsic societal Impediments

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**Abstract:** Hitherto, the researches on the entrepreneurship reveal that the entrepreneurs stand different considerably in their objectives to incept their entrepreneurship entity; that men are more successful in floating in the growth stage of their entrepreneurship life cycle than women. The researches in the developed countries opine that the women entrepreneurs, sometimes, deliberately choose to keep their entities from expansion. From the keen observation it is also evident that the enterprises owned by the women are smaller in operation, capital and size than the businesses owned by the male entrepreneurs. The study of the existing literature reveals that the women entrepreneurs possess low growth aspiration. This phenomenon varies in gender, sector of operation and the region in which women entrepreneurs entities operate. These phenomena can be better understood in the context of feminist perspective theories.

The goal of this desk research (to data collection) is to study the reasons which make women entrepreneurs to keep their businesses from growing/expanding, whether intentional/unintentional, after making a detailed study of the present scenario of women entrepreneurship in India, problems faced by the women entrepreneurs in the Indian society and suggest few policy measures to assist the women entrepreneurs to overcome the constraints that make Indian entrepreneurs keep their enterprises from expansion. This paper aspires to encourage the further research in these phenomena.

**Key words:** Women entrepreneurs, Constraints, Business expansion, etc.

## I. INTRODUCTION

A woman or a group of women who start and operate a business venture can be called as women entrepreneurs. Women entrepreneurship performs various diversified functions. Identification of new perspective to initiate a business, inculcate new methods of operations, bear risks, coordinate, administer, lead all the business aspects effectively and managing the business include their diversified functions. Majority of the economies today are witnessing women entrepreneurs. The societal attitude and economic status of the women has caused the increased hidden potentiality of women entrepreneurs. Increased knowledge of women through the increased percentage of education, ability and committed compliance in business are the reasons for the increased engagement of women in entrepreneurship today. Women have self sustaining

occupation and have become self reliant as a result of both internal and external factors pushing them choose the entrepreneurship. Women Entrepreneurs are the people who embrace the challenges to fulfill their personal needs and change themselves as 'economically independent, is the logic and motivation behind their decision making on their lives and career. Women entrepreneurs have integral quality of powerful desire to do enormous positivity because her competency in tributary values both in the family and in society as a whole. The media-India has contributed to the consciousness of women of their own potentialities, rights and the present working situations. The hard shells covered around the women community have been shackled and women today have been found indulging in the business from 'papad' making to telecommunications and televisions. It's the only botheration that women need to employ their

right efforts and involve greater in the entrepreneurial environment.

### WOMEN ENTREPRENEURS IN THE WORLD

An analysis of OECD (Organization for Economic Cooperation and Development) countries shows that job growth in the entrepreneurship is higher than for established (corporate) organizations (Audrestsch and Thurik, 2001). Implied, women play a pivotal part of this activity (Candida et al, 2007); recent business statistics identify women as the drivers of economic growth in many of the world's economies (Minniti et al., 2005). Women's involvement in work results in economic growth; economic growth and prosperity has a greater impact from women's economic, managerial and entrepreneurial activity (GEM, 2004). Higher the number of women entrepreneurs, higher the total entrepreneurial activity of any country (Verheul & Thurik, 2004). The growth of number of enterprises created by women in Canada and United States has incepted the study of women entrepreneurs more in 1970s and 1980s. (Neider, 1987). According to The Centre for women Business Research (2006), women enterprises contribute 1.9 million dollars in annual sales and employ 12.8 million people. According to National Women's Business Council, 2004, women owner enterprises employ 9.2 million workers and generate 1.2 trillion dollar in sales revenues. 546 million dollar is the estimate of the total cost of salaries and wages in women's enterprises in 2006. In United States women's enterprises grew to 42.2% in 2006 from 23.3% in 1997. Canada witnesses self employed females amounted to 953,000 in 2011 from 513,000 in 1987, which is an astonishing increase of 85% (Govt. of Canada, 2012). Similarly, U.S female owned firms were estimated to be 7.8 million in 2007, which is 28% of total number of companies across the nation (U.S Census Bureau, 2010)

According few investigations, the operation of women entrepreneurs is relatively higher in developing countries than in developed countries (Minniti & Naude, 2010). A study on women entrepreneurs done in Latin America and Caribbean countries showed that the poorest countries have higher number of women entrepreneurs, to be specific it is up to 35% in Peru. Global Entrepreneurship Monitor GEM, (2010) affirms that country Ghana is the only economy with more female than male in entrepreneurship, where women conduct 55% of business activities.

All the above observations apparently prove that women entrepreneurs are very important for the growth of the economy. In other parts of the world female entrepreneurs have designated their urge to grow as entrepreneur and even possess the abilities and knowledge (Minni & Naude, 2010). Taking into consideration the potentiality of the women entrepreneurs in accelerating the economic, nurturing and inciting the correlation between the female entrepreneurs and growth purpose is thoroughly advocated.

### STATUS OF WOMEN ENTREPRENEURS IN INDIA

Though 133 million Indians broke the shackles of poverty between 1994 and 2012, the country has no reason for the celebration as the number of women is not contributing substantially to the country's workforce. Only 27% of adult Indian women had job or were actively aspired to, in 2012, compared 79% of men. The number of women in India was dropped out of the workforce between 2005 and 2012 to the extent of 20 million which is equivalent to Sri Lanka's population. It is saddening that Indian growing urbanization has not been able to encourage women to join labor force. It is much worrying factor that the jobs in rural places are decreasing and women are not been able to find their places in the urban employment environment. The scenario mentioned made greater public safety and safe transport, the need of the hour. This gap is large and widening, from any measure.

Gender focused global entrepreneurship survey by PC maker Dell and Washington based consulting firm Global Entrepreneurship and Development Institute (GEDI) in July, 2013 included India among the worst performing countries in the area of women entrepreneurship. The survey included 17 countries and India stood 16<sup>th</sup> just above Uganda. India is outperformed by Turkey, Morocco and Egypt. Higher education status of women in India came out to be lower than most countries in the world. Presently the women entrepreneurial role is very limited in the large scale industries and technology based entities. Their participation in small scale industries also seems to be very low. According to the third all-India census of SSIs 10.11% of micro and small enterprises are owned by women and 9.46% of them are managed by women, both numbers are very small. Though global scenario of women entrepreneur is showing positive signs of late, Indian women continue to face the huge impediments that have hindered the growth of women entrepreneurship, to list few, lack of capital, societal constraints, limited time and skill etc.

With an intention to explore the women entrepreneurship's complexities that make women entrepreneurship stunt, this desk research approach was undertaken with exploratory nature towards the secondary data. At the initial the paper focuses on the issues concerning to gender, entrepreneurship and female intentions towards the entrepreneurship was revisited mostly from the developed countries. To have a more macro view of the subject in question the available research data from developing countries was also reviewed. To understand why women behave differently in their drives to commence an entrepreneurship, feminist and social theories were analyzed in the light of the subject. The paper provides the directions for the future research in this regards, identify the research gaps and provides an appeal for the policy making by the concerned.

## OVERVIEW OF RESEARCH LITERATURE

Researchers, academicians and policy makers have always showed their interest biased towards the entrepreneurship, as entrepreneurship contributes to the economics development of any country by throttling the growth and wellbeing, Schramm (2006) and Baumolet al (2007). It is apparent that women have been a great contributors to the elimination of poverty, improved per capita income and generation of employment in the last few decades in both developed and developing countries, Aguirre, D., et al (2012), Kumar, S. M. et al 2013, Ogidi, A. E. (2014).

The difference in the extent of involvement of women and men in entrepreneurship is very prevalent. The gap between extent of their (Men and women) involvement in entrepreneurship and wide gap between entrepreneurial activities across both the genders is found in all the countries. (GEM 2015-16 Global Report). There is also a wide gap between entrepreneurial activity between male and females in Indian context.

Flashing some light on the common impediments women entrepreneurs face in India, will make us realize the following common-social impediments. Women entrepreneurship is an active phenomenon in the younger age group than compared to older age group (Dhameja et al 2000). The women engaged in entrepreneurship have their educational background diversified (Patole, M., & Ruthven, O., 2002). Indian women entrepreneurs are confronted with abundant of challenges. Women entrepreneurs have always been tolerating a very weak financial status, which has been a malignant constraint for them. Lack of social and family cooperation, illiteracy and unawareness about various government schemes and programs hinder development of women entrepreneurship (Rao, C. H. 1991). Indian social conditioning causes women to be timid, withdrawn and more concerned with family obligations. Shyness in business interactions, low achievement motivation, risk hostile attitude, lower level of education, burden of family obligations, gender bias at the level of family and society (male praising), lack of managerial skills and acquaintance, lack of business information, non availability of finance are some of the challenges, (Singh S. & Saxena, S. C. 2000). A range of social, personal, marketing, mobility, government support, financial, production and labor related problems, stress of work life balance and poor technical expertise are described as main challenges faced by women entrepreneurs (Dhameja, S. K. 2002). Striking work life balance, poor self confidence, lack of business related knowledge, shyness and disinclination in business dealings, lack of formal finance due to inadequate documentation, marketing problems, and scarcity of business premise are customary challenges (Sinha, P. 2003). Some of the constraints encountered by women are exclusive to them (gender specific) while some of the constraints are faced by entrepreneurs irrespective of gender (gender neutral) (Munshi S et al 2011).

This review of the few selected researches pose a thought in the mind of the researcher that the women entrepreneurs in India face more of the impediments from the social context. The social hindrances seem the culprits for the lesser women involvement in the entrepreneurship in India. The today's Indian social scenario is the result of the age old attitude towards women we have been carrying till today. If the women today has to take up the entrepreneurship as good as men do, the society today has to develop an attitude which is cohesive for the incubation and implementation of the women entrepreneurship. The paper is an attempt to understand the social impediments of women entrepreneurship in Indian economy as a result of age old restricted attitude towards women. The research is focused on understanding the social impediments that have retarded the women entrepreneurship. **Hence, the problem under study is 'Stunted Magnification of Women Entrepreneurships in India: A Study of Intrinsic and Extrinsic societal Impediments'**. This research on the above problem strongly believe that the impediments women entrepreneurs face today are the results of the age old attitude and the status of women in the country. To understand the impact or the influence of the age old treatment of women in the society on today's women entrepreneurship impediments, study of the trends in the status of women in the Indian society becomes inevitable. The following section is an attempt to understand the women status between the British's rule and modern India.

## INDIAN BEHAVIOURISM TOWARDS WOMEN-AN ADVANCE FROM AGED TO MODERN INDIAN SOCIETY

The position of women in India changed a lot with the British rule. The emergence of the British rule in India changed women status a lot. When Britishers started to face lot of issues when tried to expand their businesses, especially the law and order in the Indian colony they acquired. They acquired the right to make the laws related to the crimes, civil and personal laws. Moulvis and Pandits, were the in charge of customs in India then, who were consulted for the suggestions and guidelines for the making of law. Moulvis and Padits were men then. Women had no right and treated low which affected women's rights. Women were denied the basic rights such as matrimonial rights to property, right to widows to remarriage, divorce rights and adoption. This victimization made women chose Sati system in frustration. It is more shocking to get revealed that the women of upper caste were more affected by the customs towards widow, as they prohibition of remarriage for widows was strictly observed. The Hidhus opposed the remarriage of widows vehemently and considered the remarriage as a disgrace and guilt on earth. They believed that the remarriage of widows will result in the exclusion from the heaven. There existed no law which considered Women equally having rights in the matters of property and remarriage of the widows. The system of

sending the girl child to her husband's place made the people think that it is waste spending resources on their upbringing, education, clothing and good food even. The girl right from her birth was considered a burden to the family. The girl child caused a lot of hardship and expenses to their parents at the time marriage. The parents preferred the boy child to avoid such difficulties. The male child would bring lot of goods, jewellery, household items and cash (dowry) at the time of marriage.

In India, though women have voting rights after independence, they constitute only 10% of legislators in the parliament and Lok Sabha. As the male members in the Panchayaths do not consider women as equals, they face lot of opposition from male members. Women in Panchayath end up resigning as the family members do not support them. It is bit relaxing matter that in Karnataka and West Bengal women have exceeded the reserved seats with 33% and 42% respectively. At every stage of the Indian social development we can observe that there has been a hesitation and the hindrance for the women from family to politics.

We can from the detailed study of the history of Indian society make out that the present impediments to the women entrepreneurship are the contribution of the skin-under attitude of the Indian society towards women. Though there has been modern articles, researches and discussions on the social challenges of the women entrepreneurship, majority of them fail to make a post mortem of the challenges and find out that the issues such as finance, lack of mobility, women's family and personal obligations, the educational level and family background of husbands, absence of proper support, cooperation and back-up for women by their own family members, lack of entrepreneurial bent of mind, women controlled business are often small and it is not always easy for women to access the information they need regarding technology, training, innovative schemes, concessions, alternative markets, lack of awareness about the financial assistance in the form of incentives, loans, schemes by the institutions in the financial sector, achievement motivation of the women folk found less compared to male members, etc are the outcomes of the bygone treatment pattern towards women. If the challenges of women entrepreneurs as produced or concluded by the researches and articles hitherto are analyzed, we can evidently find that the present impediments are the move along of the customs prevailed in India in ancient times. They are not the 'new' environment consequences but the 'new forms' of the bygone practices blurring us/researchers portraying themselves as purely existing circumstantial.

## II. ANALYSIS AND INTERPRETATION

The further slices of this research serve you with the basis/authentications for the claim that the present impediments are the end results of the ill-practices we

inculcated towards women in the throughout. To authenticate so the obstacles that are normally discussed in modern researches regarding the 'problems of women entrepreneurship' are picked. The researches today often speak about and conclude that the following are the problems of women entrepreneurship.

1. **Low self esteem** (Poor self image): The thought of equality is not prevailing in India though the constitution of India entrusts the equal rights to the people. Women still considered not equal to men. Thought of rural India still revolves around the thought that women are fit only for the kitchen and household works. Women still need the family approval for any initiations and the entrepreneurship is still treated as men club. The approval of the family head is mandatory for the entry to the entrepreneurship by women.
2. **Lack of confidence and faith** (Susceptibility about own decision making abilities): The country still lacks a number of women entrepreneurs because women still think that the act of selling is the spectrum of men
3. **Legal constraints in family law** (Lack of family support): A woman is considered to be capable by measuring her capacity to handle the day to day household works. It has become the common attitude of the women to think that neglecting her household duties is crime. The society makes women feel guilty of neglecting it. Family and cultural traditions have held women back from initiating an enterprise.
4. **Conflicts between Work and Domestic Commitments** (Maintaining work life balance): The societal attitude of India that women hold the sole responsibility of managing the family obligations, has barred women entering into business ventures. "Having primary responsibility for children, home and older dependent family members, few women can devote all their time and energies to their business" (Starcher, 1996)
5. **Lack of confidence and faith** (Lack of motivation and confidence): The self confidence of the women in the Indian society has undermined due to the lack of inspiring role models. They consider selling as abhorrent to the females in the society.
6. **Lack of risk bearing ability** (Fearfulness): The confidence to face uncertainties and risks of; life alone never gets developed in them. Since the main ingredient of entrepreneurship, which is risk-bearing ability, is absent in women, they find it difficult to undertake entrepreneurial activities.
7. **Gender gaps in education** (Lack of Education): though there has been a growth in the education of women in the Indian society, they still lack a combination of education, vocational, technical skills, work experience which is very much important for the

support and development of highly productive entrepreneurship.

8. **Lack of capital (Lack of Finance):** The less interest and reluctance in the lending habit of the banks to women who do not have any male or family backing is another reason for the slow growth of women entrepreneurs in the country. This is especially true of lower income females. Women do not have adequate finance or legal knowledge to start an enterprise.
9. **Traditional mindset (Conventional thoughts):** Home and children are the responsibility of women, My husband's work is more important than mine, I am not into business to make money, I can never grow my kitchen enterprise into a proper company, I am very good at what I make or do but I am not good

at sales, I can't take time off to go for a training programme, etc are the conventional thoughts that have hindered women to be an effective entrepreneur.

In the following part of the paper helps us to understand how the traditional attitude of the Indian society has hampered the motivation of Indian women entrepreneurs to achieve what they are capable of. To understand the problem the Indian society created to the women entrepreneurship through its traditional mindset, we need to understand how the present women entrepreneurship problems are caused by age old traditional mindset and social ill treatment towards women. For the convenience, the details are discussed in a table mentioning present problem of women entrepreneurs in the first part and the traditional reason causing the problem in the second part.

Sl. No	Present problem of Indian women entrepreneur	Traditional ill treatment that caused the problem
1	Low self esteem (Poor self image)	Approximately 500 B.C, the status of women began to decline with the Smritis (esp. Manusmriti) and other religious texts curtailing women's freedom and rights. Though there were few reform movements such as, Jainism allowed women to be the religious, by and large, the women in India faced lot of oppositions and restrictions. The child marriage practiced started somewhere I sixth century. Recently to be precise three and a half decades ago, there was a lack of consciousness, sensitivity, and understanding of how our well-oiled structures of patriarchy functioned within families, homes, villages, cities, and society at large.
2	Lack of confidence and faith (Susceptibility about own decision making abilities)	In ancient India women experienced number of factors that imposed detrimental effects upon their wellbeing. These include illiteracy, Pardah system, forced child marriage, polygamy and Sati. The complete dependency on the male members of the family made them not to make any decisions as it was completely entrusted to men.
3	Legal constraints in family law (Lack of family support)	Women are always misled by this imposed ideal of womanhood and that is why her place is always behind the mist of illusion and for this only she is detached from the world and leading her life in a secluded place. Women, it seems, outside her home and obviously the household works, has no place and it has been a fact that men were born to rule and women are to be ruled. Even within the family a son gets more attention than a daughter.
4	Conflicts between Work and Domestic Commitments (Maintaining work life balance)	In the Indian context, women remain primarily responsible for their family and career is rarely given top priority. Burden of excessive work, the need to fulfill others' expectations and not having time for themselves are the prime factors affecting work life balance of working women. As a consequence women suffer from job burn-out, experience high levels of stress and anxiety, are unable to realize their full potential and also do not enjoy harmonious family life. Informal discussions with working women reveal that those who had family support and flexible work schedule enjoyed better work life balance.
5	Lack of confidence and faith (Lack of motivation and confidence)	Gender stereotypes are deeply ingrained and deep-rooted. Most Indian parents even today expect boys to be successful in the material world ('taking the family name forward') and girls to 'dutifully' meet role expectations of being a good daughter, the perfect wife, giving mother and sincere team member. As an outcome, Indian women tend to seek approval from significant people in their lives and suffer from self-induced guilt on claiming their space. Only a few women network, experiment with new behaviors, proactively seek opportunities and negotiate salaries all of which are associated with being confident.
6	Lack of risk bearing ability	Women lead a protected life throughout their lives. In their childhood they are protected by parents, elders, brothers etc. I Once they get married, protection comes from the husband and in-laws . In i the old age again, it is the husband and sons. They therefore, never get an opportunity to face life alone. The confidence to face uncertainties and risks of; life alone never gets developed in them. Since the main ingredient of entrepreneurship, which is risk-bearing ability, is absent in women, they find it difficult to undertake entrepreneurial activities.
7	Gender gaps in education (Lack of Education)	Sixty percent of the women are still illiterate in India, because they are not allowed to earn more than the male family members. This illiteracy has become the root cause of a number of social and economic problems. Due to lack of qualitative education women are not aware of business, technology and market knowledge. Lack of education also results in lack of confidence, which in turn creates problems in setting and running business enterprises for women
8	Lack of capital (Lack of Finance):	They have less access to external sources of finance. They do not enjoy bank credit in a big way on account of a number of problems. They are either ignorant about the banking procedures or do not have adequate security to offer. The size of their loan is also normally small. The time taken to process the loans is also very long. The repayment schedule is tight. Since women also many times lack in the ability to manage their projects and accounts efficiently, they are unable to repay i the loans.
9	Traditional mindset (Conventional thoughts)	Women think home and children are the responsibility of women, her husband's work is more important than hers, she is not into business to make money, she can never grow her kitchen enterprise into a proper company, she is very good at what she makes or does but she is not good at sales.

Globally, men are more likely to start new businesses than women. Evidences suggest women have lower respect and a higher level of humility, which negatively affects their

risk taking capacity and limits their involvement in entrepreneurship. India has between 13.5 and 15.7 million enterprises owned by women. Government intervention,

improved financial access and access to education led to an increase in women-owned enterprises from 14% to 20% in the last decade. As the nature of enterprises that are owned and managed by women are different there is need for a different credit cycle. There are several reasons for which women access to financial resources. More women save than borrow to initiate, operate or grow a firm or business in India and globally. The informal, social network as a source of funding is often less available to women and often limited to women from high-income families. Borrowing from family members or friends to start a business is not an option for many women in India. Moreover, women have lower bargaining power on use of household income and savings. This makes their access to independent, formal financial sources very important.

### III. THE SOLUTION

Underrepresentation of women in business is a missed opportunity, from both social and economic standpoints. Women have representation in the largest market opportunity and control \$20 trillion in annual spending. When we invest in women, their communities, states and countries grow which is helpful in generating a multiplier effect and sets an attractive example for the next girl generation. In fact, it's been proved that when women earn an income, they invest 90% back into their communities.

However, making it in business is not easy, especially for women, who face a huge amount of challenges such as cultural and political barriers, a lack of mentoring and a serious lack of funding, which their male counterparts do not face. To be specific in 2017, only 2% of venture funding went to female founders. Nevertheless, women's entrepreneurship rates increased globally by 13% in 2017 and continue to increase, reflecting broader spectrum of bulked female involvement across the public and private sectors in many counties of the world.

In an effort to ensure parity and prosperity for women entrepreneurs' throughout, the public and private sectors must join their hands to eliminate the barriers hindering women back. Changing legislation is one of the remedy. The power and influence of the business and policy leaders attending the World Economic Forum Annual Meeting 2019 creates an opportunity to make real and immediate changes that will boost the odds for women entrepreneurs. The main stream responsible for the encouragement of women entrepreneurship, must consider the following four issues.

**Firstly**, to improve the reach to and development of financial and human capital, both the private and public sectors can initiate extension of incentives for individuals and organizations to invest in women-owned companies in the form venture funds, corporate venture, private equity and social capital, upgrading existing government authentication by certification, grant and loan programmes

that help women-owned enterprises compete to reflect changing investment models and creating new springs of capital, such as crowd funding and impact investments

**Secondly**, to help facilitate connections by increasing access to local and global networks and markets, the local governments and business pioneers must help trade agreements that further free the trade and open new markets for businesses of all spectrum and size, promote global and open standards, as well as reliable mechanisms for cross-border data transfers, business support services and networks, while providing sufficient protections for privacy and information security and support mentorship efforts, through financial support; encourage multiplier platforms such as accelerators; continuing education and training programmes; and facilitated networking events

**Thirdly**, help entrepreneurs embrace diversity in their hiring, culture and thought. Organizations that accept open hearted gender diversity are 15% more likely to succeed. The percentage of success is 35% when the organizations add ethnic diversity. The public and private sectors can endorse inclusivity by incentivizing leaders to accept and inject diversity to their businesses as a core business strategy, and to integrate diversity with other priority business drivers and talent management strategies, encouraging leaders to identify and reward, and address the role of bias - both conscious and unconscious - through training plans, promote positive success stories of female women business founders and diverse business owners through the main stream media and leadership movements and encourage diversity on top level managements, in venture partnerships and on executive teams.

**Lastly**, to support and accelerate women's entrepreneurial growth-pace in the phase of dynamic technology, accessibility to technology levels the playing field for entrepreneurs globally. Government and business leaders can uphold women entrepreneurs thrive by giving more importance to science, technology, engineering and mathematics subjects (STEM) and digital literacy in education and early training programs, enabling access to broadband globally and increasing awareness among women of the hardware, software and digital resources they can access to scale their companies.

### IV. CONCLUSION

This is a very positive phase of change for women, when they are increasingly making their careers apriority of their life balance. Women today are creating exceptional and ground-breaking achievements in every spectrum of life and are hopeful about what the future holds for them. With the new and dynamic supportive initiatives by the government, management boards, families and support-systems, gender-based hindrances are now being rapidly broken in the entrepreneurial journey of a woman. Women can begin by allotting the right amount of time to all activities of the day, with a dedicated timeline for each.

This checklist not only monitors the daily activities in an efficient manner but also serves as a motivating benchmark for reaching targets and can greatly make an impact your mental state of mind. For women, prioritizing is a primary factor. It is important that women assess each activity and rank their activities in terms of priority - at work as well as at home. Once you have your activities planned, delegation and execution can become much effective and quicker. In the end, it is all about blending of your priorities to reach a synergetic level. One of the most important arms in the war of a woman entrepreneur is that of a support-system. Without support system, it is almost impossible to succeed in traveling the rough patches of business. Women need a positive energy to push them forward. Build a positive support system at home, work and beyond. Beyond can be achieved by being part of a peer-to-peer learning/experience-sharing platform. This allows you to have an unbiased, non-judgmental, well-wishing group of like-minded entrepreneurs.

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