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PROJECT TITLE: Women Start-Ups in Odisha: A Study on the Vulnerability & Resilience of Women Entrepreneurs

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PROJECT SUMMARY:

Female entrepreneurship is on escalation. It is a pan-global syndrome. The gender stereotypical conceptions relating to women's incapacities and limitations to handle entrepreneurial activities, to enter into business due to their gender positioning are undergoing a process of change. Today it is envisioned that women can significantly contribute towards entrepreneurial activity and economic development in terms of their self-employment and creating employability opportunities for others and can increase the gross domestic product (GDP) having positive yields for reducing poverty, economic marginalization and social exclusion. India is no exception to this. To encourage entrepreneurial skills among women, the Government of India has launched various policies and programmes from time to time. The Startup India initiative unveiled numerous programmes in January 2016 with the aim of assisting entrepreneurs and creating a strong start-up ecosystem. Irrespective of such encouraging policies, women-led startups do not make their visibility as men-led ones. The lower quantitative presence of female business owners is supported by undisputed statistical evidence. In this context, the proposed project will aim at discovering the strengths and weaknesses of female entrepreneurship today under the pretext of "the gender underperformance hypothesis" that dominates the mainstream discourses on gender discrepancy. It will also try to capture women start-up owners' views on how to build resilience among them and can give a way forward to that effect.