

## Women leadership and promotion of entrepreneurship- A conceptual study

*“Just because you are young or early in your career doesn’t mean that you can’t add value. Speak up! Be confident, curious, and persistent.”*  
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### Abstract

Women entrepreneurs are increasingly recognized as vital contributors to economic development and social change. Their leadership styles, motivations, and the challenges they face differ significantly from those of their male counterparts. Despite all the social hurdles, Indian women have been standing tall from the rest of the crowd and are applauded for their achievements in their respective fields. The transformation of the social fabric of the Indian society, in terms of the increased educational status of women and varied aspirations for better living, has necessitated a change in the lifestyle of every Indian woman. She has contended with man and productively positioned with him in every walk of life and business is no exclusion for this. Conceptual study discusses the cultural norms on women's entrepreneurial activities. on women's leadership in entrepreneurship, highlighting the barriers they encounter, the unique attributes they bring to the entrepreneurial landscape, and the implications for promoting female entrepreneurship.

**Keywords:** Women Entrepreneurs, economic development, social change, leadership, challenges

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### I. Introduction

Women-led enterprises have the potential to create substantial employment opportunities, supporting women entrepreneurs can lead to significant job creation within local communities, Women entrepreneurs often reinvest their earnings into their communities, leading to improved social outcomes such as education and healthcare access (ILO, 2020). This community-oriented approach fosters sustainable development, Women leaders are increasingly recognized for their innovative approaches to business challenges. Their ability to think creatively can lead to the development of new products and services that meet market demands



Source: google.com

- Women entrepreneurship has emerged as a vital component of economic development, particularly in developing regions like Telangana. Despite the potential for women-led businesses to drive innovation and job creation, significant barriers persist that hinder their progress. This research aims to analyze the impact of women leadership on entrepreneurship in Telangana, focusing on the challenges faced by women entrepreneurs and the strategies that can be implemented to promote inclusivity and success.
- Economic Empowerment: Women entrepreneurs contribute significantly to economic growth by creating jobs and fostering innovation. According to a report by T-Hub, empowering women can potentially

lead to the establishment of 40 million enterprises in India, generating approximately 150-170 million jobs (T-Hub, 2022).

- **Social Change:** Women leadership in entrepreneurship can challenge traditional gender roles and promote gender equality. By breaking stereotypes, women entrepreneurs inspire future generations to pursue their ambitions without societal constraints (WE Hub, 2022).
- **Diverse Perspectives:** Women bring unique perspectives and approaches to business, which can lead to innovative solutions and improved decision-making processes. Research indicates that diverse leadership teams are more effective in problem-solving and driving organizational success (Eagly & Carli, 2007).

### **Research objectives**

1. To conceptually study the impact of cultural norms on women's entrepreneurial activities.
2. To discuss the role of government policies in supporting women-led businesses.
3. To discuss Case studies of successful women entrepreneurs in Telangana.

## **II. Review of literature**

### **Reviews based on Gender Bias**

1. **Muntean and Ozkazanc-Pan (2016)** mentioned that gender bias remains a significant barrier for women entrepreneurs. Women often face stereotypes that undermine their capabilities as leaders and entrepreneurs.

### **Reviews based on Leadership Styles**

2. **Eagly and Carli (2007)** observed in their study that Women leaders often adopt collaborative and transformational leadership styles, which can foster inclusive work environments.
3. **Noguera et al., (2013).** these styles are associated with higher levels of employee satisfaction and engagement. Women entrepreneurs tend to emphasize relationship-building and community involvement, which can enhance their business sustainability

### **Reviews based on Motivation for Entrepreneurship**

4. **Zou, 2015; Thébaud, (2015)** stated that motivations driving women to pursue entrepreneurship can differ from those of men. Studies indicate that women are often motivated by a desire for flexibility, work-life balance, and the opportunity to make a social impact
5. **Thébaud, (2015)** examined and stated that men's motivations that typically focus on financial gain and job security rather than work life balance or flexibility

### **Reviews based on Challenges Faced by Women Entrepreneurs**

6. **Langowitz & Minniti, 2007; Noguera et al., (2013).** Mentioned that Women entrepreneurs encounter numerous challenges that hinder their progress. These include limited access to financing, lack of mentorship opportunities, and societal expectations regarding gender roles
7. **Hechavarría et al. (2019)** emphasizes that women often experience a greater lack of support compared to men when accessing business resources.

### **Reviews based on Impact of Social Capital**

8. **Brush et al., 2009; Aidis et al., (2008).** Social capital plays a crucial role in women's entrepreneurship. Women entrepreneurs who have access to strong networks are more likely to succeed in their ventures. Research indicates that women often rely on informal networks dominated by other women, which can limit their access to broader business opportunities

### **Reviews based on personality traits**

9. **Liang, J., et al. (2015)** mentioned that Women who score high on extraversion tend to be more socially confident and assertive, which can facilitate networking and relationship-building essential for entrepreneurship

### **Reviews based on Education and Training**

10. **Mazzarol et al., 1999; Rotefoss & Kolvereid, (2005)** observed that Education is a critical factor influencing women's entrepreneurial success. Studies show that entrepreneurial education can enhance women's self-efficacy and reduce the gender gap in entrepreneurial intentions Programs aimed at improving business skills among women can empower them to navigate challenges more effectively.

### **Reviews based on Social Entrepreneurship**

11. **Cardella et al., (2021)** analyzed that there is a growing body of literature focusing on women in social entrepreneurship, highlighting their unique contributions to addressing social issues through entrepreneurial initiatives Women-led social enterprises often prioritize community well-being over profit maximization, reflecting their motivations for pursuing entrepreneurship.

### **III. Research Methodology**

This conceptual research study employs a qualitative research methodology based on secondary data analysis. Data was collected from various sources, such as journals, reports from WE Hub and T-Hub., government reports for the related research area, and case studies.

#### **Objective: 1 To conceptually study the impact of cultural norms on women's entrepreneurial activities.**

Cultural attitudes significantly affect women's access to critical resources such as finance, mentorship, and networks. Research shows that women entrepreneurs frequently encounter barriers when seeking funding due to prevailing gender biases in financial institutions (Khan, 2021; ILO, 2020). In many cultures, social norms determine what types of businesses are deemed appropriate for women, leading to occupational segregation that limits their growth potential (Meda, 2024). Positive cultural factors, such as supportive family structures and community networks, can enhance women's entrepreneurial experiences. Women who benefit from strong familial support often find it easier to pursue business ventures (Akter, 2023). Conversely, in cultures where patriarchal values dominate, women may struggle to find mentors or role models who can guide them in their entrepreneurial journeys (Cardella, 2020). Societal norms influence how women perceive risk and opportunity in entrepreneurship. Cultural contexts that encourage risk-taking among men may simultaneously discourage women from pursuing similar ventures due to fear of social backlash or failure (Grewal, 2024). This disparity in risk perception can lead to significant differences in business strategies and outcomes between genders. Cultural dimensions such as collectivism or individualism also impact women's entrepreneurial behavior. In collectivist societies, women may prioritize family and community needs over individual ambitions, which can affect their willingness to engage in entrepreneurial activities (Fielden et al., 2010). Individualistic cultures may provide more freedom for women to pursue personal business goals. The values upheld by a society can shape women's motivations for entrepreneurship. For instance, cultures that emphasize social responsibility may inspire women to start businesses with social or environmental objectives rather than purely profit-driven motives (Eddleston & Powell, 2012). This shift in focus can lead women to create enterprises that address community needs while still achieving economic success.

#### **Objective-2 To discuss the role of government policies in supporting women-led businesses.**

##### **Government Schemes and Support**

The Telangana government has launched several schemes aimed at empowering women entrepreneurs, which indirectly facilitate access to international markets:

- **Stree Shakti Package:** This scheme provides financial assistance and training for women-owned businesses, enabling them to scale up operations and meet international standards.
- **Annapurna Scheme:** Specifically for food catering units, this scheme helps women entrepreneurs obtain necessary equipment to enhance their service offerings, making them competitive in both local and international markets.

##### **Export Promotion Councils**

- Women entrepreneurs can also leverage various export promotion councils that provide resources and support for entering international markets. They also provide Insights into potential markets for their products. Assistance with documentation and compliance required for exporting goods. Conducts Workshops focused on export procedures and regulations.

#### **Objective-3 To discuss Case studies of successful women entrepreneurs in Telangana.**

##### **Case Study 1: WE Hub**

WE Hub is an initiative by the Government of Telangana aimed at fostering women's entrepreneurship through incubation and mentorship programs. It provides resources for women at various stages of their entrepreneurial journey, offering training sessions on business management, access to funding, and networking opportunities.

- Increased participation of women in entrepreneurship across urban and rural areas.
- Development of a supportive community for female entrepreneurs through networking events.

##### **Case Study 2: Siddipet Non-Veg Pickles Group**

In Irkode Village, a group of unemployed rural women established a successful enterprise producing non-vegetarian pickles. This initiative not only provided them with financial independence but also empowered them within their community.

- Enhanced income levels for participating women.
- Creation of a model for collective entrepreneurship that can be replicated in other rural areas.

##### **Case Study 3: Anindita Banik (SmartWinnr)**

Anindita Banik is the CEO of SmartWinnr, a technology-driven platform that focuses on enhancing sales performance through data analytics. Her leadership has transformed her company into a significant player in the tech industry.

- Demonstrated how women can excel in traditionally male-dominated sectors like technology.
- Inspired other aspiring female tech entrepreneurs through her success story.

#### **Success stories of Women entrepreneur leaders**



*Source: google.com*

- **Radhika Choudary (Freyr Energy):** Radhika has significantly impacted the solar energy sector in India. As a leader at Freyr Energy, she has been recognized with several awards, including the Femina World Women Leadership Award. Her work focuses on expanding solar solutions across industries, demonstrating her commitment to sustainability and innovation.
- **Monika Misra (iKeva):** Monika founded iKeva, a co-working space provider that aims to create an ecosystem for startups and freelancers. With multiple centers across India, her venture addresses the need for affordable workspaces while offering a range of services to support businesses. Monika's vision includes expanding iKeva to 50-80 centers in the coming years.
- **Sindhura Borra (Cleanse High):** Sindhura founded Cleanse High to promote health and wellness through detox juices. Inspired by her own health journey, she developed a business that caters to health-conscious consumers and has gained popularity for its innovative approach to wellness.
- **Rohini Deepthi (Kitki):** Co-founder of Kitki, Rohini is focused on developing educational games and methodologies for children. With a background in economics, she aims to enhance learning experiences through innovative approaches tailored for the new generation.
- **Sowmya Mandarapu (Millennova)** founded Millet-based snacks and energy bars. A food scientist by training, Sowmya transitioned into entrepreneurship to promote balanced nutrition through healthy snacks. She trains rural women in food processing techniques. Sowmya has trained hundreds of women in income-generating activities related to food processing. Her company, Millennova, is expanding its production capabilities with plans for a new facility.

These women not only lead successful businesses but also inspire others by breaking barriers and contributing to the entrepreneurial landscape in Telangana.

#### **IV. Conclusion**

- Cultural and societal norms significantly influence women's entrepreneurial leadership by shaping their motivations, access to resources, and overall experiences in the business world. While some cultural contexts provide supportive environments for women entrepreneurs, others impose significant barriers that hinder their progress. Understanding these dynamics is essential for developing targeted policies and support systems that empower women entrepreneurs across diverse cultural settings.
- The promotion of women leadership in entrepreneurship is essential for fostering economic growth and social change in Telangana. Despite facing numerous challenges such as cultural barriers and limited access to resources, successful women entrepreneurs are making significant contributions to their communities and industries.
- To further empower these leaders, it is crucial to implement targeted support systems that address their unique needs. Initiatives like WE Hub play a vital role in providing mentorship and resources necessary for

success. As more women enter the entrepreneurial landscape, they will not only drive economic growth but also challenge societal norms and inspire future generations

- To promote women's entrepreneurship effectively, it is essential to address the barriers they face through targeted policies and support systems. This includes enhancing access to financing, providing mentorship opportunities, fostering strong networks, and implementing educational programs tailored for women entrepreneurs.

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