

# FEMALE ENTREPRENEURSHIP: INDIA VS. UNITED STATES

## Friction of Female Enterprises within their Nations

### 01. INTRODUCTION

Female entrepreneurs (FE) are the key towards global economic growth and competition, with more than 126 female entrepreneurs in the global economy (Foss, 2019, pg. 409). FE are unlimited resource that various countries have disregarded, through a lack of governmental attention. However, through the initiation of governmental policies nation's are able to drive and support entrepreneurial ideologies within female. Unfortunately, a vast majority of nations (including, but not limited to the United States and India) have created an environment where there are various forms of gender discrimination against FE.

### 02. OBJECTIVE

This poster is to further explain the governmental policies aimed at eliminating gender discrimination within entrepreneurial activities. Focusing on India and the United States, due to their outward expression of female empowerment in the 21st century. Along with their unique economic standing, this study will unearth whether the policies between Indian and the U.S. differ.

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### 04. COMPARATIVE ANALYSIS

<p><b>United States</b></p> <ul style="list-style-type: none"> <li>Employing 9.2 million people and generating sales of \$1.15 trillion (Small Business Administration, 2002, pg. 4)</li> <li>31% of female owned enterprises use insider funds as their main financial resource</li> <li>13% find capital through family/friends, 5.5% use venture capitals,</li> <li>19% use commercial banks</li> <li>16% use trade credit unions</li> <li>Women's Business Ownership Act of 1988 Women Impacting Public Policy (WIPP) in 2001</li> <li>Women-Owned Small Business (WOSB) Procurement Program in 2008</li> </ul>	<p><b>India</b></p> <ul style="list-style-type: none"> <li>"Second largest startup ecosystem in the world [and] expected to grow at 10 to 12 percent, with a population that is 48% women" (Colaco and Basil, 2018, pg. 1). India women account for a mere 17% of the nation's GDP</li> <li>80% women-owned businesses are self-financed</li> <li>4.45% receive formal credit</li> <li>1% borrow from self-help groups</li> <li>National Policy for the Empowerment of Women (NPEW) in 2001</li> <li>Micro Units Development and Refinance Agency Bank (MUDRA Bank)</li> </ul>
<p><b>Similarities:</b></p> <ul style="list-style-type: none"> <li>Ineffective governmental policies aimed at the sustainment of female entrepreneurship, not growth</li> <li>Copious amount of governmental policies, self-help groups, micro-finance institutions, and NGOs</li> <li>Lack of financial inclusion and education (varying of different degrees)</li> <li>Self-exclusion due to systemic gender discrimination</li> </ul>	

- Push/Pull Motives:
- Self Identity and Social Status
  - Education and Qualification
  - Support of Family Members
  - Success Stories
  - Financial Betterment
  - Freedom
  - Creative Work Environment
- 2 Main Forms of Gender Discrimination Female Entrepreneurs Face:
- Lack of Financial Access
    - Loaning Discrimination
  - Education
    - Financial Literacy
- Effects:
- Bootstrapping Activities
    - Self-exclusion from loan applications
  - Increased Debt
  - Lack of Financial Records
- Types of Support:
- Non-Governmental Organizations
  - Self-Help Groups (SHGS)
  - Governmental Policies

### Resources:

- Colaco, V. and Basil Hans, Dr V. (2018) 'WOMEN ENTREPRENEURSHIP IN INDIA – CHANGES AND CHALLENGES', Journal of Management, 2(2), pp. 1-12. Available at: [https://papers.ssrn.com/sol3/papers.cfm?abstract\\_id=3319405](https://papers.ssrn.com/sol3/papers.cfm?abstract_id=3319405)
- Foss, L. et al. (2019) 'Women's entrepreneurship policy research: a 30-year review of the evidence', Small Business Economics, 53(2), pp. 409–429. Available at: <https://doi.org/10.1007/s11187-018-9993-8>.
- Treichel, M.Z. and Scott, J.A. (2006) 'Women-Owned businesses and access to bank credit: Evidence from three surveys since 1987', Venture Capital, 8(1), pp. 51–67. Available at: <https://doi.org/10.1080/13691060500453726>.

### 03. METHODOLOGY

The methodology adopted within this research paper/poster mimics previous empirical studies. Using online resources and databases (e.g. JSTOR, ELSEVIER, etc.) to identify literature through suggested keywords and phrases:

- Female Entrepreneurs
- Women-Owned Businesses
- India
- United States
- Governmental Policies

### 06. FURTHER RESEARCH

- Conducted on the relationship between female entrepreneurs and governmental policies.
- The effectiveness of governmental policies, and the infliction these initiatives have within society.
- The sociological effects that female entrepreneurs face (familial patterns, religious beliefs, environmental effects, social norms, etc.

**IMPORTANT!**  
Only 10% of research has been conducted on FE

### 05. CONCLUSION

Within the realm of entrepreneurship, governmental policies are the foundation of education and financial access. Unfortunately, within the United States and India the lack of governmental support has encouraged the continued display of gender discrimination. Gender discrimination, in the forms of financial access and financial literacy. Though the Indian nation and United States government have implemented 'thoughtful' policies to help alleviate these institutionalized burdens. Within both governments, recent initiatives have only been for the sustainment of female entrepreneurs. Not the growth. Differing in the degree to which gender discrimination is displayed within the United States and Indian government. One must question, why do governmental policies within nations of varying economic status relate?