**UNLEASH - Questions & Answers**

Which competitors do you have?

How many women want to do this?

What if a woman does not want to start a business?

Who do you want to partner with?

What is the selection process?

What are the requirements to join?

How will you select mentors?

Do you have any success stories?

Which SDGs and which indicators

**DATA**

* According to a report by NASSCOM, the percentage of women-led startups in India has increased from 8 per cent in 2014 to 13 per cent in 2019.
* While women-owned businesses generate 8-10% more revenue than male-owned businesses of the same age in the same industries, only 5% of women-owned businesses receive venture capitalist funding, compared to 77 percent of male-owned businesses, and it is this gap that the government is attempting to close with these schemes.
* Started by 7 women from a rooftop, Lijjat Papad grew exponentially to become the source of empowerment for 45,000 women in its 60 year history.
* Women-Led Startups Could Grow India's Economy By 60%, But Obstacles Remain For Female Founders (Forbes)
* YourStory Research stated that only 2% of all equity funding raised this year in India went to women-led startups.
* In the Global Women Entrepreneurs Leader Report, India is ranked 29 out of 31 countries surveyed on ease of doing business for women.
* India is ripe for the growth of entrepreneurs and the number of women becoming entrepreneurs is increasing. A study by McKinsey Global Institute stated that I**ndia’s GDP could increase anywhere between 16% to 60% by 2025 if more women participated in the workforce**

Facts/Quotes

* Research shows that Successful women entrepreneurs felt that they all started from scratch or with very little support, whether it be finance or experience/education.
* In 2022, India ranked [135th in the world](https://www.india.com/news/india/india-among-worst-performers-with-135th-rank-in-gender-equality-wef-report-5511124/) for gender gap in the overall workforce
* Vaishali Neotia, co-founder of award-winning AR and VR startup Merxius and finalist at GES’ GIST Catalyst pitch, says one solution would be to get **"women on both sides of the table. While it's important to see women in entrepreneurship, we also need more female investors and mentors in the system."**
* Neotia also suggests holding workshops to not only help women start businesses, but also teach them how to invest in other female-led companies. "This would greatly help balance gender disparity.”

**Demand - demographics**

* “The recent survey by PRICE (People Research on India's Consumer Economy) shows the percentage of middle class has increased from 14% in 2004-05 to 31% in 2021-22”
* India is set to overtake the US economy by 2030, second only to China. It already has the second-largest internet population – and only 41% of citizens are online.
* Disposable income is increasing. By 2030, 80% of households will be middle-income, compared to 50% today. This growing middle class is expected to drive consumer spending – buying more and buying better.
* For eCommerce, clear customer support and payment channels are key in building trust. Digital payments are on the rise, but cash on delivery still makes up over 50% of transactions.
* In fact, only 37.1% of Indians now live with extended family. Nuclear families are the new norm, while single-person households remain rare (4.1%) - especially in cities.
* One noteworthy observation is that in the 55+ age group, spending intent that was negative for some discretionary items, such as furnishing (-25 percent), restaurant/takeout (-34 percent), electronics (-20 percent), and travel (-30 percent), in wave 1, has now turned positive in wave 12 (34 percent, 20 percent, 31 percent, and 23 percent, respectively).
* E-commerce to transform the consumer market landscape. A 20 % increase in ecommerce usage by 55+. 55+ prefers giving more weightage to locally sourced items even if they cost more (Deloitte).
* The annual growth in the number of social media users in India is 4.2 per cent, with more than 19 million new users added in 2021. This provides a massive captive online business audience, especially for women entrepreneurs with mobility issues

**Gender Bias in entrepreneurship**

“Men are questioned about ambition, growth and prosperity, while women are questioned about stability, safety and security. The bias is more prominent if the woman is married and/or has children. It is assumed that women with familial responsibilities aren’t serious about business and this makes investors wary,” says Neotia

According to a Global Entrepreneurship Monitor report on female entrepreneurship, only 29% of women in the world consider themselves capable of successfully starting a business, compared to 42% of men

**Laurence Lascary - successful women entrepreneur**

Women entrepreneurs face confidence challenges. Support and mentoring programs are on the rise to help them take the plunge and succeed long-term. Sharing experiences and difficulties, benefiting from the advice of peers, overcoming the loneliness of the entrepreneur: support for women entrepreneurs goes well beyond the financial dimension.

Firstly, we can increasingly see a level-playing field for female entrepreneurs, although there is much more to be done. Secondly, there is lots of scope to inspire and enable the ‘latent’ but ambitious women solopreneurs and small business owners and expand the funnel. We need expansion of mentorship and networking channels, tailored knowledge and capability building.

**Mental Health/Education/Happiness**

Housewives accounted for the second–highest percentage of all suicide victims in India in 2018, after daily-wage laborers, according to the latest National Crime Records Bureau (NCRB) report. That is, 17.1% of all suicide victims were housewives.

Self-perception, which points out how an individual considered herself in general, is one of the factors impacting mental health (Cüceloğlu, 2018). Self-perception can be influenced by the experiences of the individual in interpersonal interactions and the assessments or expectations of other individuals (Tıraşoğlu & İpek, 2019). When housewives are considered in this regard, it is remarkable that they are compelled to behave in line with the well-being and expectations of others in their social structure in general (Malhotra & Shah, 2015). This, in turn, naturally affects women’s feelings and thoughts about themselves, causing them to remain within the boundaries of a blurred ego and develop a negative self-perception

It has been suggested that the most fundamental factor causing this negative assessment may be the role of the caregiver (Daştan et al., 2015). This caregiver duty is often fulfilled through ensuring that family members have a healthy developmental period, recovery after illness/accident, and taking care of disabled/ill individuals in the family (Ançel, 2017; Malhotra & Shah, 2015). These continuous and unshared duties are the primary reasons that cause women to become codependent individuals over time (Ançel, 2017). Codependency is described as a characteristic that develops in dysfunctional families, which is associated with neglecting oneself and focusing excessively on others, not being able to express their feelings explicitly, and gaining special satisfaction from their relationships with others.

SDGS IMPACTED

SDG 4 - Quality Education (non formal education)

**Target 4.3**: By 2030, ensure equal access for all women and men to affordable and quality technical, vocational and tertiary education, including university

**Target 4.4:** By 2030, substantially increase the number of youth and adults who have relevant skills, including technical and vocational skills, for employment, decent jobs and entrepreneurship

**Target 4.5:** By 2030, eliminate gender disparities in education and ensure equal access to all levels of education and vocational training for the vulnerable, including persons with disabilities, indigenous peoples and children in vulnerable situations

SDG 1 - No Poverty

**Goal 1. End poverty in all its forms everywhere**

**Target 1.4** By 2030, ensure that all men and women, in particular the poor and the vulnerable, have equal rights to economic resources, as well as access to basic services, ownership and control over land and other forms of property, inheritance, natural resources, appropriate new technology and financial services, including microfinance

**SDG 3 - Ensure healthy lives and promote well-being for all at all ages**

**Target 3.4** By 2030, reduce by one third premature mortality from non-communicable diseases through prevention and treatment and promote mental health and well-being

**SDG 5** -  **Gender Equality**

**Target 5.5** Ensure women’s full and effective participation and equal opportunities for leadership at all levels of decision-making in political, economic and public life

**SDG 8 - Decent Work and Economic Growth**

**Target 8.2** Achieve higher levels of economic productivity through diversification, technological upgrading and innovation, including through a focus on high-value added

and labour-intensive sectors