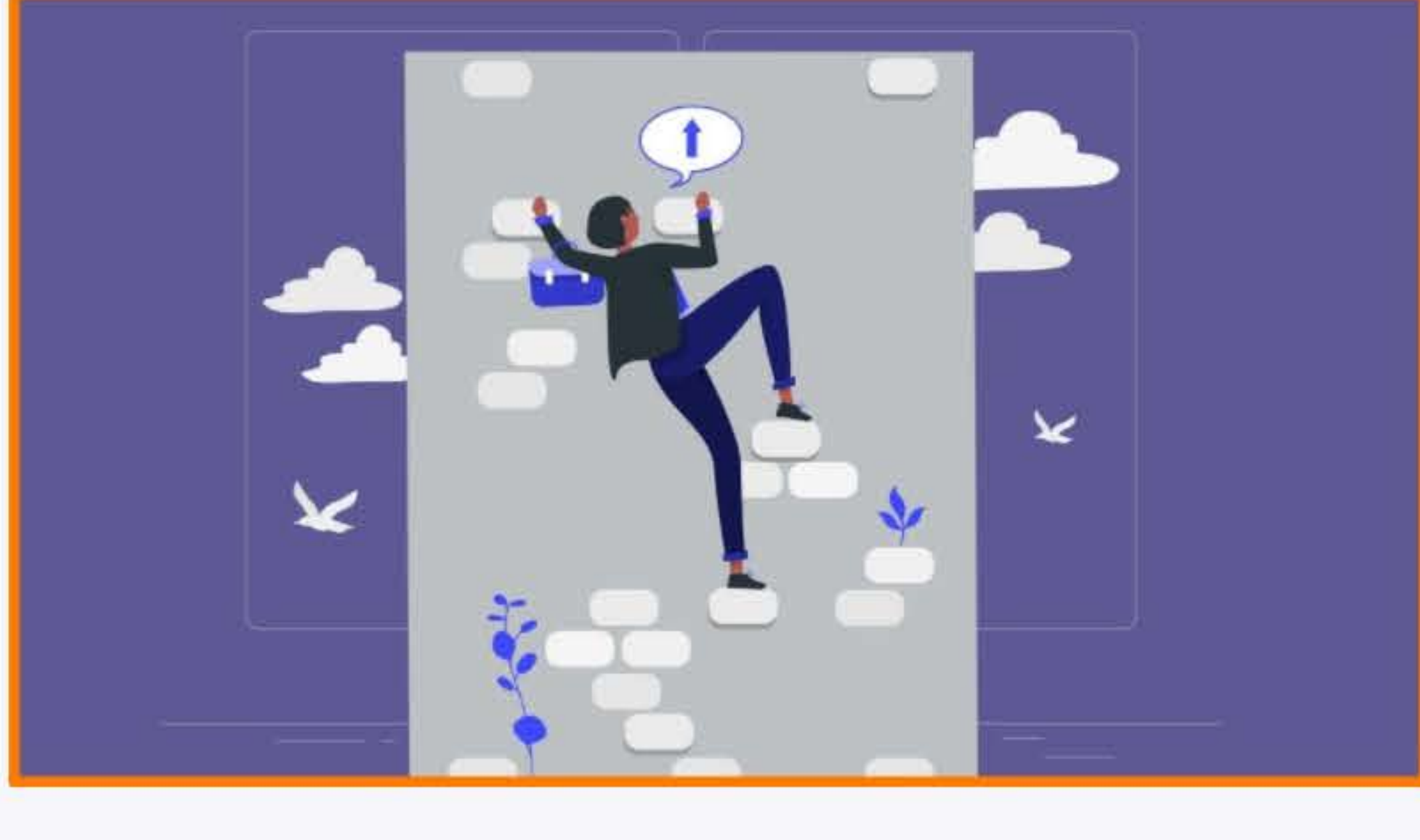


# The Challenges Women Face as Entrepreneurs

Mar 7, 2022 — 26 min read



For a long time now, Bollywood and the storybooks have been raking mullahs through selling the idea of a fairy-tale. Something that's so deeply rooted and then marketed in and around women that many has started believing that a fairytale is an ultimate destination for a woman in our country and every woman wishes for it. But then you know this thing about stories - that they're always subjective. The perfect version of a fairytale differs from person to person. And, the truth is - there's no fairytale, whatsoever. For women in India, unfortunately - the process involves continuous tests and proving their mettle, something that makes women possess a qualitative advantage over men owing to the perfection of skill-sets as they pass the tests of time but has the journey been smooth enough? No.

Is the struggle worth it? Definitely yes!

We interviewed several women and stepped into their shoes on the event of International Women's Day and here's what they have to say about the challenges they've faced and overcome over the period:



- [Karishma V Mangal Director and Trustee Thakur International School - Cambridge](#)
- [Tina Garg, CEO at Pink Lemonade](#)
- [Artist Swati Pasari](#)
- [Anshula Kapoor, Founder Fankind](#)
- [Annu Talreja, CEO, Founder at Oxfordcaps](#)
- [Neha Bagaria, Founder & CEO at JobsForHer](#)
- [Shradha Vyas, founder at Carpediem Events](#)
- [Nishtha Gupta, Co-founder at Rein Games](#)
- [Devangi Dalal, Audiologist and Speech Therapist, Co-Founder at JOSH Foundation](#)
- [Neelam Gupta, Founder President & CEO at AROH Foundation](#)
- [Vedaxari Joshi, Founder at All 'bout Communication](#)
- [Rishu Gandhi, Founder & Head Brand Strategist at Mother Sparsh](#)
- [Charmi Sheth, Senior interior Designer at Livspace](#)
- [Akriti Khatri, Founder at Venus Detective Agency](#)
- [Srishti Baweja, Director at E2E Networks](#)
- [Vishakha Chawla, founder at Vishakha Chawla Interiors](#)
- [Malika Sadani, Founder & CEO at The Moms Co](#)
- [Nirupama Subramanian, CoFounder at GLOW](#)
- [Meghna Kishore, Co-founder Greendigo](#)
- [San Banerjee, CEO & Founder at ADDA](#)
- [Bhawana Bhatnagar, Founder at Casa Exotique](#)
- [Aditi Olemann, Co-founder at Myelin Foundry](#)
- [Dr. Purna Taneja, Director at Clinic Eximus](#)
- [Madhura Moulik, Co-Founder at Skillfinity](#)
- [Yogita Tulsiani, CEO at iXceed Solutions](#)
- [Prashanti Maliseti, CEO and Founder at Pixel Pictures](#)
- [Dr Malini Saba, Founder & Chairman, Saba Group & Anannke Foundations](#)
- [Amarpreet Rai, Co-Founder & Director of Operations and Development, Sanrai International](#)

## Karishma V Mangal Director and Trustee Thakur International School - Cambridge



Karishma V Mangal Director and Trustee Thakur International School - Cambridge

The worst of it all is the bias- that you are a woman- are you sure? It takes time for doors to open and one has to be at it consistently to build trust and be finally allowed to explore and make mistakes. Luckily for me, I came into an organisation that has a considerable female employee ratio. However, as an entrepreneur, I feel I have the pressure to prove myself against all odds and that sometimes takes a toll on the entire project or purpose. In most scenarios, I try to take inputs, put my best and then work consistently.

## Tina Garg, CEO at Pink Lemonade



Tina Garg, CEO at Pink Lemonade

My challenges weren't unusual from any other entrepreneur. They weren't really related to being a woman, fortunately. I believe if you're confident, aware and ahead of your game, you're pretty much on an even footing today. So my challenges were really around hiring when we were smaller, finding the right leadership, and coaching the team for the next level of growth. The right strategic intervention from my mentor and spouse, Tapan, quickly helped us solve many of these, and today he is the chief mentor to the organization as a whole. Most women entrepreneurs must avail of some form of mentoring support from both men and women if possible.

## Dr Malini Saba, Founder & Chairman, Saba Group & Anannke Foundations



Malini Saba - Founder & Chairman, Saba Group & Anannke Foundations

In the last 30 years, working in a male-dominated industry, there have been instances of not being taken seriously, being deemed "high-risk" by potential funders, being denied access to networks, education, social expectations, and mentors, and the list goes on.

The biggest hurdle was getting others to believe me and help raise funds or debt. They felt I didn't understand the commodities market, so they would give me lip service, consider my proposal, but politely decline and say come back when you have sales. I decided to take a loan and used my credit cards to build it out. Eventually, I used all of my life savings to purchase the first few concessions for gold and iron ore and move head.

The third knock from the universe was the worst; the funds we were expecting never showed up and that put us in such a bad place. It was followed by the markets tanking and price volatility. It was a nightmare, but I believed in myself, my dream, and the vision. My savings came into play once more. But now when I look back, it was all worth it.

## Conclusion

Women as entrepreneurs are seen as a myth and that's because of the many obstacles they have to face in their careers, but these women have faced the odds and come out stronger on the other side! Hope this inspires you to really look into entrepreneurship as a viable career option!



## FAQs

### What are the major challenges faced by the women entrepreneurs?

The key challenges faced by entrepreneurs are financial arrangement, raw material shortages, stiff competition, restricted mobility, family relations, education shortages, male-dominated society, and low-risk capacity, among others.

### Why are there fewer female entrepreneurs?

The primary reasons for low female entrepreneurship rates are unconscious discrimination and insufficient trust in business skills, difficult access to finances and networks, a lack of family support and child care opportunities, and inadequate workplace and public space protection.

### Why is female entrepreneurship important?

Female entrepreneurship is essential for any country's economic growth as more and more women join the workforce. It narrows the prevalent gender gap and makes the office environment more passive, trickling down the effect of social change.

### StartupTalky Newsletter

Get the latest insights directly to your inbox!

**SUBSCRIBE**

### Happy to help you!

Fill this form if you are looking for any kind of help to run your startup.





Please tell us in detail what help are you looking for?

**Done!**

### Latest posts

- Lead Generation With Webinar - A...
- Top 7 Best Fast-Food Marketing Strategies to Grow Your Business
- Everything to Know About Referral Marketing That Can Boost Your Sales

### Featured posts

- Income of The Top Richest People in The World [2022 Updated List]
- Top 13 Profitable Education Business Ideas in India 2022
- Steve Jobs Success Story - How Did He Become Successful

### Explore topics

- Insights
- Company Profiles
- Learning
- Collections
- News
- StartupTalkers
- SaaS
- Business Model
- Covid-19
- marketing
- Revenue model
- business
- tools
- ecommerce
- digital marketing
- Opinions
- Advertisements
- bangalore startups
- facebook
- fintech