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Empowering Women Entrepreneurs in India: The Role of Online Crowdfunding Platforms

TREO Talk Paper

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Abstract

Women entrepreneurs in India are increasingly playing a crucial role in the country's economic growth and development. However, they face unique challenges and opportunities that have been further exacerbated by COVID-19. Women entrepreneurs in India have difficulty accessing finance for their business ventures. The lack of access to formal finance is one of the main barriers that prevent women entrepreneurs from starting and scaling their business undertakings.

Online crowdfunding platforms have emerged as an alternative source of finance for the underserved strata of society (Luo et al, 2022). Crowdfunding allows individuals to raise small amounts of funds from many people, often through online platforms. There are numerous crowdfunding platforms that support different causes. In addition, crowdfunding models vary based on their focus (Beaulieu et al, 2015). This research study aims to examine the role of online crowdfunding platforms in supporting women entrepreneurs in India. The study will use a mixed-methods approach to explore the extent to which women entrepreneurs in India are using online crowdfunding platforms, the factors that influence their use of crowdfunding, and the types of crowdfunding campaigns that are most successful for women entrepreneurs. The study will also present case studies of successful women-led crowdfunding campaigns in India.

Online crowdfunding has the potential to be an important source of finance for women entrepreneurs in India. The study and its results will provide insightful recommendations for policymakers and practitioners on how to promote women entrepreneurship in India. Research in entrepreneurial diversity using digital innovation has gained momentum in recent years (Sundermeier et al, 2020) and this study aims to add to this body of knowledge.

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