To pursue an interest/hobby
To be more creative
To be more independent
To have a source of income
To have a work-life balance
To make more money
I saw a market niche
Discontented with previous job
No other employment
Family tradition

FEMALE vs MALE ENTREPRENEURS IN INDIA

The graphs show the share of respondents to the Future of Business Survey that selected each category when answering multiple-choice questions on entrepreneurial motivations, financing and learning. Responses were collected in December 2017 and January 2018 from business owners whose companies’ digital presence includes a Facebook page.

WHY DID YOU START YOUR BUSINESS?

- To pursue an interest/hobby
- To be more creative
- To be more independent
- To have a source of income
- To have a work-life balance
- To make more money
- I saw a market niche
- Discontented with previous job
- No other employment
- Family tradition

WHAT SOURCES OF FINANCING DID YOU USE TO START YOUR BUSINESS?

- Self-funding
- Bank loan
- Other family
- Spousal funding

- 47% Passion/hobby
- 35% To be more independent

HOW DO YOU KEEP LEARNING ABOUT BUSINESS MANAGEMENT?

- Online sources
- Offline training
- Family or friends
- From other businesses