

Entrepreneurship Summit: Women Entrepreneurs in India: A case of Media sector”A study on women entrepreneurs in Media sector, within India and the challenges they face to lead their sector/industry”: Case Study- Jasmeen Kaur, Mudra Institute of Communications, India

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Case Study

As per FICCI-Frames report for 2018 the Indian media and entertainment industries reached Rs 1.5 trillion in 2017, witnessing a growth of almost 13% over 2016 and growing faster than the gross domestic product. This growth has seen lots of opportunities for start-ups and emergence of women entrepreneurs. India has witnessed women entrepreneurs making their mark in sectors starting from e-commerce sites to writing blogs that touch upon various aspects such as food, travel, lifestyle and wellness, to media industry. With platforms like Little Black Book, MissMalini.com to mention a few has made inroads in to the main stream.

Nowadays, the term a woman entrepreneurship is a terminology commonly used and has become popular. While discussing about women entrepreneurs, we often forget to discuss the challenges women face to run an enterprise, especially when we

Talk about media enterprises, the challenges they usually face are High competitiveness, time consuming industry, lack of awareness about the industry amongst the family of women entrepreneurs etc.

In the present paper the authors tries to understand the challenges and the opportunities that awaits these upcoming entrepreneurs in a tough competition ecosystem. The authors will use various case studies to understand the growth of women entrepreneurs and briefly map their journey towards success.

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