



PRIYANKA SRINIVAS



PROFILE

Priyanka Srinivas is the Founder of The Live Green Co, a food tech company with the vision of accelerating the world's transition to plant-only, healthy and sustainable food at scale using their proprietary technology.

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“ VOICES OF FEMALE ENTREPRENEURS

● What motivated you to become an entrepreneur?

My husband had always encouraged me to think about entrepreneurship. "If you have a dream, there will be people who will fund you." Growing up in a household serving fresh, homemade foods, I always felt a deep connection to the knowledge of my native Indian ancestors and their wisdom around food.

● What is one challenge you had to overcome in the creation of your enterprise?

As a woman, especially a woman of color, entering a foreign, predominantly male field, I would be lying if I said everything went smoothly. In creating The Live Green Co, I faced many challenges in raising VC funds, especially due to gender bias. Combating these systemic issues is essential to propelling gender equity in the start-up landscape.

● **Women, Business and the Law data reveals that 13 reforms related to women's economic empowerment occurred in Chile since 1971. How do you think these legal reforms have impacted your and other women's ability to participate in the economy?**

Chile's reforms over the past decades are fundamental to propelling women's rights and the fight for independence, both financially and socially. First of all, the reform allowing women to work in mining and other jobs previously considered "too dangerous" for them opens up so many more opportunities for women to start a career of their own. And the one allowing women to open bank accounts and register businesses is crucial for the female empowerment. I learned from my interactions with Chilean women.

● **In what areas in your country would you like to see legal reforms that help encourage women's participation in the economy?**

My company and I have benefited from the various female empowerment programs like the S-factory and Crea-y-Valida Mujeres (Create and Validate Women). While I am very grateful for the opportunities I was granted in Chile, looking at the business landscape in general, I had always felt a desperate need for greater support. Legal reforms are currently happening, but this is still far from leveling gender equality. As a female immigrant entrepreneur in Chile, I feel a dire need for further reforms that support women throughout the stages of their entrepreneurship life cycle, not only at the start.

● **What advice do you have for other women entrepreneurs?**

You are going to meet many people on this journey who tell you that your idea not going to work, or that they are not interested in your vision, especially as a woman in this field. Don't let it break you. Believe in yourself, and it will happen. I always tell myself that those who turn me down must not be a part of my success story and then move on.

The WE Empower UN SDG Challenge and the World Bank's *Women, Business and the Law* project have partnered to produce a series of stories about female entrepreneurs who were selected as WE Empower Challenge Awardees between 2018 and 2022. These stories showcase how laws and regulations affect women's economic opportunity in six regions. The stories are intended for use by women's rights Civil Society Organizations (CSOs) in their policy advocacy as well as policymakers.

REGION

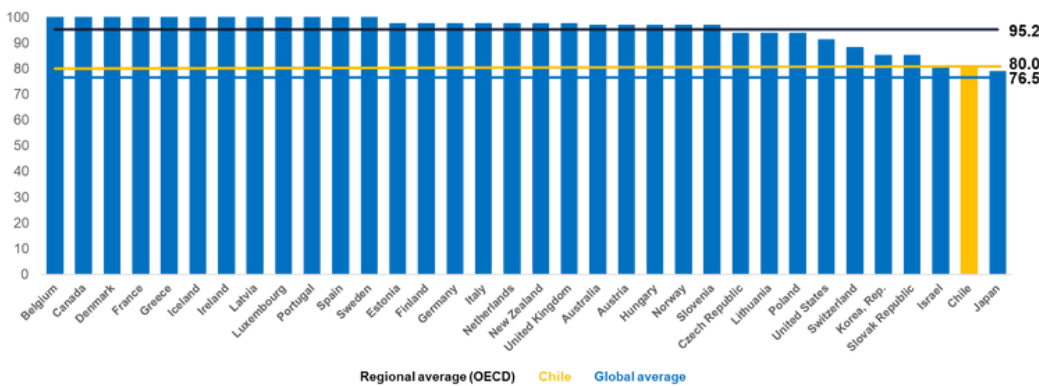
Latin America & the
CaribbeanMAIN BUSINESS CITY
Santiago

INCOME GROUP

OECD High income

FEMALE LABOR FORCE
PARTICIPATION
44%

CHILE WBL INDEX SCORE



BREAKDOWN OF THE SCORE BY INDICATOR

Chile - Scores for Women, Business and the Law 2022



OPPORTUNITIES FOR REFORM

Chile could consider filling the gaps in the **Entrepreneurship** and **Assets** indicators. For example, Chile could adopt legislation prohibiting discrimination in access to credit based on sex or gender. Chile could also reform the Código Civil to provide men and women with equal ownership rights to immovable property. Furthermore, Chile could reform the Código Civil to grant spouses equal administrative authority over assets during marriage.



Entrepreneurship

The law does *not* prohibit discrimination in access to credit based on gender.



Assets

Men and women do *not* have equal ownership rights to immovable property.

The law does *not* grant spouses equal administrative authority over assets during marriage.

LEGAL REFORMS (1970-2021)*

- 2021** Chile gave women the same rights to remarry as men.
- 2013** Chile introduced paid parental leave.
- 2009** Chile enacted law that accounted for periods of absence due to child care in pension benefits.
- 2006** Chile enacted legislation protecting women from sexual harassment in employment.
- 1995** Chile allowed women to work in jobs deemed dangerous in the same way as men.
- 1991** Chile allowed a woman to sign a legally binding contract, register a business and open a bank account without her husband's consent.

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ABOUT THE REFORMS:

The reform allowing women to work in **mining and other jobs** previously considered “too dangerous” for them opens up many more opportunities for women to start a **career of their own**. Also, the law allowing women to **open bank accounts** and **register businesses** is crucial for starting cycles of female empowerment. Successful business women can generate more **opportunities for others**.

LEARN MORE

[Women, Business and the Law](#)

[2022 Report](#)

[Chile Economy Snapshot](#)

* Only displaying a selection of reforms by WBL Report Year