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## "Women Entrepreneurship in India"

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### Abstract:

*The women entrepreneurs of India have earned the coin of their ability in the country as well as in the whole world. The companies started by him are visible all over the world today. The women of India have achieved this position by coining the right definition of the word self-reliant. This is really some motivation for everyone. The current study addresses to find out the current scenario of women entrepreneurship in India. The papers explore the sectors for improvement of the existing and creation of new tools, techniques and women entrepreneurs in the light of the development of women entrepreneurs. The principles are a set of underlying assumptions about how to view the organization and its relation to customers, competitors and suppliers. Women entrepreneurs are based on some principles: customer focus, continuous improvement and support. All organizations can have more or less systematic, integrated and proactive approaches to deal with the principles. Accordingly, a quality profile cannot simply be implemented on the basis of the existing management structures and systems. It may require the redesign of work, the redefinition of managerial roles, the redesign of organizational structures, the learning of new skills by employees and the reorientation of organizational goals for women entrepreneurship*

**Key Words:** women entrepreneurship, Quality, Management, Indian awareness, sectors, etc.

### Introduction:

Women proved in this global era as they are not less than any many while working in the society including corporate sectors. The women who are working as entrepreneur are also no exception for it. Women Entrepreneurs are those women who organize and manage an enterprise, especially a business. The whole world had seen women entrepreneurship in America during the 20th and 21st century. After that many Indian women entrepreneurs brought laurels to India with their vision and products all over the world. Women entrepreneurship having two main types those are interrelated.

1. Women become entrepreneurs by choice.
2. Women become entrepreneurs by necessity

These types of development are mutually dependent, as an innovation in one type may lead to innovations in others. This co-dependency is created because women entrepreneurship processes are simultaneously before the study it is essential to know what are the aims and objectives of women entrepreneurship in India.

### Literature Review:

There is several studies women entrepreneurship in India. Few of them are highlighted as:

1. **Shikha Mahajan in Women Entrepreneurship in India Global Journal of Management and Business Studies** This conceptual paper indicates and emphasizes the women entrepreneurs as the potentially emerging human resource in the 21st century. The primary objective of this paper is to find out the status of women entrepreneurs in India and also studies the success story of Hina Shah the most successful women entrepreneurs of India in plastic packaging and Founder of ICECD. Women of 21st century is no more a traditional resource confined to homes only rather an educated, knowledgeable and innovative part of the overall population possessing the capacity to transform economies into thriving enterprises.
2. **Neha Tiwari in Women Entrepreneurship in India: A Literature Review** Emergence of women entrepreneurs has led to an engendered perspective in realm of entrepreneurship. Women



entrepreneurship is closely intertwined with instrumental societal and economic benefits. Despite the fact that women constitute nearly half of the population in India, their participation in entrepreneurial activities remains severely limited.

3. **Jyoti Rani & Sanjay Kumar Sinha in Barriers Facing Women Entrepreneurs in Rural India: A Study in Haryana** The paper is an attempt to throw light on barriers faced by women entrepreneurs in Haryana (India). The findings revealed that lack of family support, non-cooperation of male counterparts, weak bargaining position, psychological barriers, lack of experience, lack of knowledge, lack of society support, harassment, difficulties in getting loans to set up a business, lack of awareness about credit facilities for women, lack of infrastructure facilities, strict regulations and policies, attracting customers, lack of marketing skills and unfavorable market behaviors were the major problems faced by the women entrepreneurs.

### **Aims and Objectives of the Study:**

- a. To study about women entrepreneurship India
- b. To study about the awareness of about women entrepreneurship in the customers in India.
- c. To study about the awareness of about women entrepreneurship among the customers of India.

### **d. Hypothesis:**

- a. There are many renowned women entrepreneurship to the all sectors of India.
- b. Rural customers are not having proper knowledge of about women entrepreneurship and their quality management.

### **Sources of Data Collection:**

The current work is totally depend of the Secondary Source which is used from the books, journal, articles, thesis –both published and unpublished, available material on current study in printed form, even available on internet. The data for the study has been collected from secondary sources like newspapers, research papers and websites.

### **The Main Objectives of Women Entrepreneurship:**

- To improve the digitization involving with women entrepreneurship procedures across the country in the country.
- To minimize the efforts and improving the technology for organization.
- To replace a lot of other management process to reduce efforts of organization
- To comprehend with most of the women entrepreneurship.
- To improve the effect of women entrepreneurship of each and every area.
- To improve the competitiveness of the organization.
- To ensure the availability of knowledge for the improvement
- To reduce the complications in the system and organization
- To decrease the unhealthy competition among the states due to unawareness of women entrepreneurship.
- To reducing the women entrepreneurship problems to avoid further issues.
- To simplify the process of women entrepreneurship with effect of digital technology.

### **Characteristics of Women Entrepreneurship**

The common characteristics for women entrepreneurs of India are as follows:

- More women with low income are likely to become entrepreneurs.
- Women with small facilities are likely to become entrepreneurs.
- Most of the spinsters face difficulties in getting financial assistance to start their venture.
- A large number of women enter the business sector with little or no education and training.
- Many women become entrepreneurs due to economic necessity.
- The honesty and hard work of women is the reason for stability and development.
- Women entrepreneurs are security oriented rather than growth oriented.
- Most women prefer to stabilize income and reduce risk.



- Women's business enterprises lack working capital, leading to lower profit margins.

## **Top Women Entrepreneurs of India:**

There are so many entrepreneurs in India who have won a lot of praise in the world. The women entrepreneurs of India have also increased the prestige of India in the world. These women entrepreneurs have brought their business to great heights in a short span of time. Let us read in detail about those women entrepreneurs of India.

### **Falguni Nair (Nykaa)**

Falguni Nair, an IIM-A alumnus and ex-MD of Kotak Mahindra Capital Company, has made it big in the world with her business Nykaa. According to the November 2021 report of the Bloomberg Billionaires Index, Nykaa's market cap has crossed INR 1 lakh crore. Nykaa's listing at Rs 2,018 at a premium of nearly 80 per cent, is a record in itself. After listing, the shares found a level of INR 2,248 and finally closed at INR 2,208. Nykaa will spend the money received from the IPO on opening more stores in the country. Nykaa was founded in 2012 by Falguni Nair. Today more than 1,600 people work at Nykaa. Nykaa has emerged as the largest beauty retailer in India with a portfolio of over 1,500 brands including its private label.

### **Vandana Luthra (VLCC):**

Vandana Luthra started VLCC in 1989 as a beauty and wellness centre in New Delhi. Initially VLCC focused on dietary modification and exercise regimen-based weight management programs. VLCC has expanded its empire to 11 countries in Asia, Africa and GCC (Gulf Cooperation Council). VLCC is popular worldwide for its weight loss programs and beauty treatments. As per the latest reports, VLCC has more than 3,000 employees. Vandana Luthra was awarded the Padma Shri in 2013 and was listed as the 33rd most powerful woman in business in India by Fortune India in 2015.

**Susti Mukherjee (Limeroid):** Susti Mukherjee started Limeroad in 2012 along with Manish Saxena, Ankush Mehra, and Prashant Malik. Limeroad is the first social shopping website for women, which offers a wide range of clothing and accessories for women, men and kids.

Limeroad has raised \$20 million (INR 150 crore) in funding from Lightspeed ventures partners, Matrix Partners and Tiger Global. Limeroad has a strong team of 200 IIT-techies to NIFT-design geeks. There have been 1.5 million (INR 15 lakh) scrapbooks posted by users so far, and 1 lakh scrapbooks created per day.

Their Gross Merchandise Value (GMV) has also increased by a massive 600% since its launch.

### **Richa Kar (Zivame):**

Richa Kar is the founder of online women's clothing store Zivame. In 2011, Richa started Zivame with all her savings and INR 35 lakhs borrowed from parents and friends. Zivame employs more than 200 people and Zivame has more than 50 clothing brands available. Zivame provides its services all over India. Zivame has a net worth of \$13.59 million (INR 100 Crore).

### **Vani Kola (Kalaari Capital):**

Kalaari Capital was founded by Vani Kola in January 2011. Kalaari is a venture firm investing in technology related companies in India. Kalaari Capital focuses on investing in companies in the IT, mobile, healthcare, software products and services, e-commerce, media and clean technology sectors.

### **Pranshu Patni (Hello English):**

Pranshu Patni launched an app called Hello English in October 2014 to teach people the English language. This Android app crossed 3 million (3 million) installations in India in just 8 months. Pranshu Patni also raised \$6 million (INR 45 crore) from Tiger Global and Kae Capital shortly thereafter.

### **Upasana Taku (Mobikwik):**

MobiKwik was started in 2009 by Upasana Taku and her husband Bipin Preet Singh. Upasana has worked in big firms like HSBC and PayPal before starting her own company. MobiKwik currently has



a unicorn valuation and is targeting a valuation of \$1.5 – \$1.7 billion (INR 11,250-12,750 crore) by 2022.

### **Shayari Chahal:**

Shayari Chahal is a successful women entrepreneur of India. She has a company named SHEROES which is the world's largest online ecosystem for women, established in 2014. Fashion, daily life related things can be bought from SHEROES. Shayari Chahal is currently on the Board of Directors of Paytm Payments Bank and Milaan Foundation. Shayari has done M Phil from JNU and has also done PGDM from IMT Ghaziabad. According to Owler.com, SHEROS has annual revenue of USD 2 million (INR 15 crore)

### **Major findings of the Study:**

- a. There are many cases in which client themselves are confused about women entrepreneurship and its applications and norms of it. Therefore, customers knew only that these are digitized and these are under technology.
- b. What is exactly women entrepreneurship and its applications very few of know.
- c. As women entrepreneurship is new concept, it will take time to understand to the customers also in the point of view of its benefits.
- d. It is not simple and easy to understand the concept of women entrepreneurship and its applications.
- e. Overall study shows that early stage of women entrepreneurship will be a part of creating complication in the mind of consumers.
- f. There are negative approach and views of customers about women entrepreneurship and its applications.
- a. Lack of IT facilities is also one of the major reasons to make consumers unaware about women entrepreneurship.

### **Suggestions of the Study:**

- g. It is essential to give training for practical knowledge of women entrepreneurship and its applications.
- h. Need of counselling and communicating to all level of sectors about women entrepreneurship and its benefits.
- i. It is necessary to inform the customers that women entrepreneurship is more advanced and innovative than previous technologies
- j. It is essential to convey all the sectors to make aware that there is no exemption from women entrepreneurship to anyone, so they should prepare themselves with positive attitude towards the use of it.
- k. It needs to go time to understand the particle benefits of women entrepreneurship to consumers

### **Conclusion:**

Thus, these is always problem when new approach or new method is introduced in any sector. Even it is experienced that there is no one who can understand any technology with fully desired expectation. Even not of those who are working in the professions such as Lawyers, Chartered Accountants, Company Secretaries, etc. if such scenario is there for any technology, how one can expect that women entrepreneurship at initial stage should be understood by common people who are the users of system which they require for their routine life. Women entrepreneurship to improvement will take time to understand. It is not as hard as to understand but to apply organization quickly. there were different ratio of previous system which were divided as per location of users. Such complications are not in the application of women entrepreneurship. As it is new, it will take some time to understand by the consumers about its system, pattern benefits and application. They will be aware about it when will start to use it by practically through. It needs only proper counselling.

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