

# Women Entrepreneurship in Indian Scenario

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## ABSTRACT

Indian Entrepreneurship has witnessed the increasing presence of women which is a great sign of significant Industrial and economic growth of a developing nation like India. Female oriented businesses are showing an important role in the nation by creating various employment opportunities and of course women independence regarding financial and societal aspects. This paper titled “Women Entrepreneurship in Indian Scenario” depicts the current status of women entrepreneurship in India with a favourable change in society. The article reveals about various case studies of women entrepreneurs.

**Keywords:** Entrepreneurship, Economic Growth, Start ups, Stakeholders, Digital Wallet

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## INTRODUCTION

The sustainable development of a nation not only depends on male Entrepreneurs but also active participation of women in business as well as in all other important fields of development. It was our bad luck when we all used to think less about role of women. But now the time has totally changed. Now no area is left where women is not witnessing her presence. If we talk about business world. Women Entrepreneurs are doing well. In fact it is a great sign of financial independence of women in the society. Not only this, she is inspiring the next generation to enter into the so called man dominated areas. Start up India Mission is a great initiative of central Government with a vision to lead women in the area of entrepreneurship and strengthening women for balanced growth in the nation. Indian Government has also shown immense commitment to promote women entrepreneurship through introducing various initiatives, schemes specially for women, developing the networks and offering all possible support to encourage this project. When we look a little back, we have different mind blowing examples of successful women Entrepreneurs.

### Success Stories of Women entrepreneurship in India:

#### Kalpna Saroj: The first female entrepreneur in India

When we are asked to tell about a name of very first businesswomen in India who inspired a lot of women then a name comes in our mind and that is Kalpna Saroj. The first female entrepreneur in India who is a TEDx speaker too. She serves as the chairman of India's Kamani Tubes. She has been described as the very original "Slumdog Millionaire". Why?

Because she was the one who bought the distressed assets of Kamani Tubes Company and made the already failed company into a profitable opportunity.

#### Narkhede: Youngest woman entrepreneur of India

Simultaneously, when we look at the youngest woman entrepreneur of India, our search stops at Narkhede on Google. of course the title goes to that lady whose name has been listed in Forbs as The World's Top 50 Women in Tech (2018) and America's Self-Made Women (2022). After completing her formal education, she joined Oracle as a principal software engineer; and then LinkedIn as the lead of streams infrastructure. While working at LinkedIn in 2011, she created a Platform named Apache Kafka, along with Jun Rao and Jay Kreps. Narkhede, today use to advise growing start ups.

#### Upasana Taku: Co-founder of Mobikwik' & Zaakpay

MobiKwik is a payment service provider that gives us an opportunity to pay through mobile app and digital wallet. The concept of online payment has been very much successful specially in the crucial time of pandemic .The E-wallet concept was a big hit . It was no more complicated for people to shift to online transaction mode.. The company which made it successful is 'Mobikwik'. It was founded in 2009. In 2013, the app was authorized **by** the RBI. and in May 2016 , a drastic change came when the company began providing small loans to consumers as part of its service .

Having 1.5 million merchants using its service and a user base of 55 million customers in November 2016, The company did the remarkable job. The success of the company was because of Upasana Taku: Co-founder of Mobikwik & Zaakpay. She received the Best Woman Entrepreneur Award in 2017.

#### **Aditi Gupta: Founder of Menstrupedia**

A company that is aiming at creating awareness about Menstruation. Aditi Gupta understood the difficulties faced by women during menstruation and decided to do something creative and informative that can be helpful for the complicated days of every women's life. As a result, she committed to eliminate the menstrual myths and taboos by introducing Menstrupedia, through comic books and relatable media to de-stigmatize menstruation. That's why she started Menstrupedia to make them more aware about menstruation cycle and tell them more ways to deal with this situation. This achievement made it possible to list her name on the Forbes India U-30. She has been known as World's Most Innovative Menstrual Educator for the past 8 years now with 50000 educated girls, 10000 educators and more than 25 countries benefited.

#### **Divya Gokulnath : Co-founder of Byju's**

Byju's is one of India's largest educational startups that has changed so many lives of students. Divya Gokulnath is the name who is the reason of its success. After pursuing a degree of B.Tech in Biotechnology from Bengaluru, She started her career as a teacher before co-founding Byju's in 2011. During the pandemic, the whole world became stagnant. Specially in India, where there was no such technology to teach students online, Divya created a history. As a result of her efforts, Byju's educational content was made available for free to students during the pandemic. For her achievement, she received multiple awards like MAKERS India Conference, Entrepreneur of the Year, & Women Who Make India.

In 2011, Divya and her husband co-founded an online education platform Byju's. Byju's is an education tutoring app offering educational content to students from classes 1 to 12 and also gives coaching to students for various competitive examinations like IIT, JEE etc.

#### **FALGUNI : FOUNDER & CEO OF NYKAA**

Nykaa is an Indian E-Commerce company, founded in 2012 by Falguni Nayer, one of the famous female entrepreneurs in India who worked as a venture investor and merchant with Kotak Mahindra Group for around 20 years. and headquartered in Mumbai. But she left the job to start her entrepreneurial journey. The women-centred online marketplace Nykaa records over 1.5 million orders a month and over 15 million registered users. It is a fashion, beauty and wellness site on which relevant products are sold online. In 2020, it became the first Indian unicorn start up headed by a woman, of course a strong entrepreneur who has been facilitated by the "Most powerful business" at Business today and "Women ahead" at Economic times awards.

#### **Vandana Luthra :Founder of the VLCC**

VLCC is a very popular beauty, health, and fitness brand that is not a new name for beauty industry. Vandana Luthra is the founder of the VLCC. Simultaneously, she was appointed the first chairperson of the Beauty and Wellness Sector Skill Council in 2014, an initiative that gives training under the Pradhan Mantri Kaushal Vikas Yojana schemes, backed by the government of India and offers skills training for the beauty industry. She also runs NGO, Khushii doing projects like telemedicine centres, a remedial school with mid day meal facility catering to 3,000 children, and a vocational training facility. She got the Padma Shree Award given by Ex- President, Shri Pranab Mukherjee in New Delhi on April 05, 2013

#### **Supriya Paul :Co-founder & CEO of Josh Talks**

Josh Talks, a media platform that helps audiences from Tier II and III cities getting access to such role models, who are already successful in their respective fields trouble finding jobs, and need career guidance. and teach people from smaller towns or cities in India various lessons of life, fluency in English and make them capable to work on their journey. Supriya, Co-founder & CEO of Josh Talks featured in Asia 30 under 30 in 2018 and also received she the People Digital Women Award'17 for Best Content Creation. It is headquartered Gurugram in Haryana. The content is provided in 10 languages. It was awarded with the National Media Award by Honourable President of India, Shri Ram Nath Kovind and also got the place in Forbs magazine 'Asia 30 Under 30' list for 2018.

The goal of the company is to help who are not, have Some of the major partners of Josh Talks are UN Women, UNDP and among many others. One of Josh Talks' major partners is Facebook with whom they conduct conferences,

workshops & bootcamps to encourage entrepreneurship in India. Some of Josh Talks' speakers have been Anupam Kher, Boman Irani, Vineeta Singh etc.

#### **Vineeta Singh: Co-founder & CEO of Sugar Cosmetics**

**Vineeta Singh** is the co-founder & CEO of **Sugar Cosmetics**, one of India's most popular cosmetics brands along with her husband Kaushik Mukherjee. Today, the brand has more than 2500 branded outlets in over 130 cities and revenue of more than 100 crores. She received various awards related to her entrepreneurship W-Power Award, Start-up of the year award by Entrepreneur Awards, Delhi and 2 Gold and 2 Silver medals for IIT Madras during the 4 Inter IIT Sports Meets attended from 2001–2005. The Economic Times has recognized her as a young business leader with its 40 Under Forty Award 2020.

#### **CONCLUSION**

The success stories of various women entrepreneurs shows a remarkable journey of different personalities who not only got success in their respective businesses but also gave the message to the entire nation that women entrepreneurs have the capability to put a full stop on their financial dependency on men. In today's scenario, they are also job creators for a big size of population. However, most of them faced some failures in the initial stages but their continuous efforts ultimately put them in a strong position indeed.

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