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# **STUDY OF URBAN WOMEN ENTREPRENEURS OF INDIA FOR WOMEN EMPOWERMENT**

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**Abstract:** In the globalised world still women are having low status or low standard of living, gender disparity and many more problems. In order to strengthen the women gender disparity should be removed from society and for that woman should be economically independent and financially strong and this aim can be achieved with the help of women entrepreneurship which will bring not only financial stability but also social change and equity. The present paper elaborates that education; experience and entrepreneurship empower the women. Secondary source of information used for achieving research objectives. At the end findings, conclusion and suggestions will help in improving the status of women and finding the opportunities in the corporate world.

**Keywords:** Women Entrepreneur, Gender Disparity, Women Empowerment.

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I. **Introduction:** Traditionally, women were concerned with only home and domestic work but now in modern world they have widen their scope to many sectors like industry, politics, administration, social work and many more. Many women entered in the entrepreneurship and running business successfully in the urban and rural area too. Women are a half part of the total world population and for India too. In society we called them as “better half of the society”. So, this better half can help for developing entrepreneurship in India. The present study therefore, aims at discussing about cases of successful women entrepreneurs of India but before that we need to understand the concept of women entrepreneurs.

**Women Entrepreneurs:** Women Entrepreneurs may be defined as a women or group who initiate, organize and run a business firm. According to Government of India, “an enterprise owned and controlled by a women having minimum financial interest of 51% of the capital and giving at least 51% of the employment generated in the enterprise to women”. But it has been criticized that employing more than 50% women workers in the enterprise owned and run by the women.

In short, we can say that women entrepreneurs, who take initiative, organize and combine factors of production, undertaking risk by handling economic uncertainty for running a business firm.

In India we have many examples of successful women entrepreneurs like Smt. Sumati Morarji of Shipping Corporation, Smt. Yamutai Kirloskar of Mahila Udyog Limited, Smt. Neena Malhotra for Exports and Smt. Shahnaz Hussain of Beauty Clinic. The present study focused on the recent and new successful women entrepreneurs. Technological development, cultural change, experience and advanced education has the impact on entrepreneurship. So, it is better to know the recent and new women entrepreneurs of the era for motivating other women. Let’s know in detail.

## **II. Review Of Literature:**

1. The Better India, ALC India- Transforming India Initiative (2017) stated about scope for women entrepreneurs, challenges and role of Indian women entrepreneurs.
2. Entrepreneurs India, Nina Lekhi (2017) focused on the problems faced by women entrepreneurs in India like shortage of finance, patriarchal society and handling many activities (Domestic and Business) which hampers the growth of women entrepreneurs.
3. Live Mint, Jayachandran (2017) reported that Indian women have many opportunities in entrepreneurship.

4. The Economic Times, Archana Das (2017) stated about challenges faced by Indian women entrepreneurs with suggestions for overcoming on the problems.
5. Entrepreneurship and Small Business Management, B, S, Batra & G. S. Batra Edt. (2000) focused on the cases of women entrepreneurs of Madurai with their challenges and success.

There are many researchers done research on women entrepreneurs but the present paper covered recent and new five women entrepreneurs of India. Only five women entrepreneurs have been covered for the study along with need of women entrepreneurs in India which is unique compared to other research papers. It is very important to know about recent development in entrepreneurship along with the status of women in India which helps women in finding opportunities.

### III. Objectives of the Study:

1. To know the need of women entrepreneurs in India.
2. To study recent and successful women entrepreneurs of India.
3. To suggest measures for empowering women through entrepreneurship.

IV. **Significance of the Study:** The present study is helpful to the women for knowing the better and new opportunities in entrepreneurship. The study will also help to the State and Central Government for knowing the development in the women entrepreneurship so that new policies or schemes will be introduced to empower women for entrepreneurship. The study will be benefited to future researchers, educationalist, students, policy makers, women entrepreneurs and women too for achieving their respective performance.

V. **Limitations of the Study:** The present study is restricted to highly qualified, educated and experienced women entrepreneurs of India. The present study is focused on only five urban successful women entrepreneurs of India along with the need of women entrepreneurs in India.

VI. **Research Methodology:** In order to achieve objectives of the study, the researcher will focus on Secondary data as a source of information.

**Secondary Data:** This will be collected from research agencies, newspapers, periodicals, government publications and websites.

VII. **Analysis and Interpretation:** Let's know the cases of few successful women entrepreneurs of India which has been selected from many women entrepreneurs' magazines of India.

1. **Aditi Gupta Founder, Menstrupedia:** Aditi created a Hindi comic book with her husband educating and illustrating girls about the menstruation. After few years they started a website called Menstrupedia.com. Comic books to simplify for the reader, it is guiding on hygiene, health and ways to be active during periods with answers to frequently asked queries. Menstrupedia raised finance through crowd-funding ` 5.15 Lakh in 2013 to produce comics.

Aditi Gupta had been listed on the Forbes India U-30 list. Her plan for next five year is to proceed further through Foreign and vernacular languages. The idea is to educate everyone in other South-Asian nations because the subject menstruation shares the same mindset as in India.

Aditi plan to build a kind of educational infrastructure around menstruation, addressing issue with more fun and entertaining way by using technology, music, comics and media.

2. **Neeru Sharma Co-founder, Infibeam.com:** Neeru Sharma, Co-founder, Head of Corporate and business development of India's leading e-commerce portals, Infibeam.com carrying over 100 lakh stock keeping units (SKUs). Infibeam is an e-commerce website that started in 2007 when India's digital story began. Infibeam focuses on developing an integrated and synergistic e-commerce ecosystem offering Cloud based, modular and customizable digital solution. Infibeam is a very successful e-commerce platform in India for automobiles, books and electronics. It has headquartered at Ahmadabad

with 1,300 employees and has offices in other three cities. It has acquired Picsquare in 2008 and ODigma.

Neeru previously worked with Amazon , USA in corporate development and media retail.

After becoming India's first listed e-commerce company, now it is working into Dubai to become the country's first e-commerce player for international expansion.

3. **Sabina Chopra Founder, Yatra.com:** In August 2006 Yatra.com was founded by Sabina Chopra along with DhruvShringi and Manish Amin. It is among the largest online travel related websites in India.

Sabina honored in the Second Annual Women Leaders in India Awards, 2010 and was declared the winner in the Travel and Tourism group.

Before joining Yatra.com, Sabina worked for eBooks, Europe's leading online travel company as well as served airline companies such as Japan Airlines.

4. **Suchi Mukharjee Founder and CEO, LimeRoad.com:** Suchi Mukherjee is the Founder and CEO of online shopping portal. LimeRoad is an online social commerce platform for urban women which established in 2012.LimeRoad.com website brings the fun of picking clothes with simplicity and convenience of an online retail portal. Gurugram based LimeRoad is India's first boutique fashion market place for women. The startup rose funding of \$50 million from investors.

At World Women's Forum in Paris, 2010 she was among 15 women voted for "Rising Talent- Global Leaders under 40" for scaling businesses encompassing consumer technology.

Suchi was part of eBay, Virgin Media, Skype and Gumtree.

5. **Radhika Ghai Aggarwal Co-founder and CBO, ShopClues.com:** In 2011 Radhika Ghai Aggarwal founded ShopClues.com. It is an e-commerce online shopping website started with 10 employees. Presently about more than 700 employees and it has value of \$1.1 billion. It is currently India's first and largest fully managed market place with more than 07 million visitors every month, serving many cities, towns and villages in India. She started her entrepreneurial journey with first venture Fashion Clues a social portal for NRI women.

Radhika recently awarded the 'CEO of the Year' in the Start-up category at the prestigious CEO India Awards, 2016.

**Let's know in detail about the need of women entrepreneurs in India:** The Better India report stated that women are still struggling against discrimination and inequality even though India has a strong economic growth. It has been also focused that 27% women receive secondary education, 12.2% Parliament seats held by women, 80% women need permission to visit a health center and 142th rank out of 144 countries on the health and survival in the World Economic Forum Report.

Women entrepreneurs can help to improve not only GDP of nation but will bring social change. But the report says that only 14% of entrepreneurs in India are women.

The Better India report says that in India large percentage of women undertake micro enterprise as a forced economic activity. Women fail in achieving the large scale business. Because of family background, responsibilities, traditional social norms and patriarchal structure of society, women are not able to develop business on large scale, it limits their mobility and more dependent on intermediaries. These obstacles should be removed for developing women entrepreneurship. Jayachandran in her Livemint article stated that need to improve women entrepreneurship in India for gender balance.

Ejaz Ghani noted that in 2014 working paper that 97% of working men are employed in male-owned enterprises. If this will be carried forward in long run then definitely gender discrimination would be undesirable and inefficient. In India, beauty clinic or small tailoring unit would be owned by a woman. The World Bank's report of Ejaz Ghani, Arti Grover Goswami, Sari Kerr and William Kerr on "Will Market Competition Trump Gender Discrimination in India?" found that 90% of employees in female-owned business in unorganized and manufacturing are female. In India businesses are heavily gendered labour force.

India ranks 70 out of 77 nations on the Female Entrepreneurship Index. As per MasterCard Index of women entrepreneurs 2017, Bangladesh ranks 6<sup>th</sup> among 54 countries on "Women Business Ownership" while India is at the bottom along with Iran, United Arab Emirates, Egypt and Saudi Arabia. 'Women's advancement outcomes', 'Knowledge assets', 'financial access' and 'Supporting Entrepreneurial conditions' are lacking in Bangladesh but still large section of women are into the workforce.

Women entrepreneurship will help not only to increase GDP but along with that help for ensuring gender justice, equality, better standard of living to women, social change, better employment opportunities to female and many more. So, need to focus on women entrepreneurship for women empowerment.

In this section we can say that women should get support from family for doing business and she can do wonders for the family and society too.

VIII. **Findings:** From the above five cases of successful women entrepreneurs we can found that education, experience and entrepreneurship will help in generating innovative and creative ideas for business enterprise. This will lead to development and growth in business sector. The above cases also focusing on one factor that woman also can do wonders in Business World. Education is most important whether it is from national university or foreign. Women need to understand the application of knowledge and information to entrepreneurship. Education will help them in knowing the recent changes in the technology, consumer behavior and business environment which can be applied for generating innovative business ideas. Women empowerment is important and will be possible with experience, entrepreneurship and education. Women will be creating jobs and opportunities for themselves and bringing other women on board.

From the need of women entrepreneurship in India we found that women should get support of family members, society and most important their will to do business because in case of Bangladesh women are far ahead for entrepreneurship even though they are lacking in financial access, knowledge and many more other factors.

IX. **Conclusion:** We can conclude from the cases of women entrepreneurs that education, experience and entrepreneurship will help in women empowerment. Women empowerment will bring social change, better standard of living, equality and gender justice which are required in the present era.

X. **Suggestions:**

1. Education can empower women so State and Central Government should provide financial assistance through schemes like scholarships, educational bank loan at concessional rate and many more for the development of entrepreneurship skills in women by creating awareness about it.
2. NGOs also can help for developing entrepreneurship skills among women by motivating them with women business icon.
3. From schooling itself girls should get education of business world irrespective of the educational school boards.
4. In rural areas local governing authorities should organize workshops and seminars which will guide rural women for starting new venture.

5. Awareness among the women entrepreneurs should be created regarding new policies of Government with respect to export-import, financial assistance, technological development, new marketing techniques and many more.
6. Vocational training and skill development programs can be organized by women themselves for developing ventures with innovative ideas.
7. Women themselves should have a confirmed mindset for doing business. Family members also should support female candidates for entrepreneurship.
8. Outside the world women should get security. Proper law and order situation can be able to provide security as well as a responsible citizen also should protect women in the society. Women should have skill to protect themselves instead of depending on others for security.
9. Women themselves should collect information regarding new business ideas, current consumer's demand, liking, new Government policies, new technology and new marketing strategies for developing business.
10. Before starting any business women should gather some experience and that experience can be exploited for own venture as well as in the beginning they can start venture on small scale then afterwards can be expanded as per the requirements.

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