

UNSUNG WARRIORS OF WOMEN ENTREPRENEURSHIP IN INDIA

M. Prudhvy Raju,

Dept of Humanities, SRKR Engg College, Bhimavaram

B. Rojakiran,

Dept of MBA, Shri Vishnu Engineering College for Women, Bhimavaram.

M. Siva Krishnam Raju,

Dept of Humanities, SRKR Engg College, Bhimavaram.

D. Venkatapathi Raju,

Dept of Engineering Mathematics & Humanities, SRKR Engg College, Bhimavaram.

Article history:	Abstract:
Published: 10 th March 2022	India is a country of rich culture, heritage and traditions. Women are treated with utmost respect and dignity in India right from the traditional times and they have played a very significant role in the growth of the nation and development of the society. Even in these days of high technology impact and competitive environment, women are proving their mettle in various fields and sectors and are becoming the epitomes of entrepreneurship in India. There are many women entrepreneurs who had done a tremendous job and stood in the lime light for their accomplishments and business acumen. This paper which is conceptual in nature is mainly focused to enlighten the readers on the women entrepreneurs who are doing a great job in their respective fields and are acting as a beacon of light and hope for the upcoming women entrepreneurs thus striving to create a source of inspiration and a sense of aspiration in the upcoming generations so that they too can start their journey of their life time in the area of entrepreneurship and make their dreams come true and bring laurels and accolades to their country and families.
Keywords: Women, Entrepreneurship, Entrepreneur, Business, Strategy, Competition, Pandemic, Market, Sustainability.	

INTRODUCTION:

Women had become an integral part of the India's growth story. As per the latest data India is having 13-15 million enterprises that are controlled by women which come to approximately 20% of all the enterprises in India. They are in direct control of the women and provide direct employment to nearly 21 to 26 million people. They are playing a key role in inspiring others and become self-sustainable. They contribute to the balanced growth in the country.

They are making their presence felt in various domains and industries right from traditional industries to the latest startups that are scientifically and technologically superior. Women making their presence felt in business is not something new for India.

6% of the Indian Startups are being founded by women. India's manufacturing sector had more stakes that are occupied by women. Women are not only the drivers of their families; but also the drivers of the nation towards prosperity and sustainability. They would not like to confine themselves to the four walls and rather would like to leave their everlasting mark in whatever they do.

The concept of Women Entrepreneurship in India is dated back to many centuries and various stages in order to be here in today's position. It had undergone many changes and transformations to be at the level at which it is there today.

The term 'Women entrepreneurs' came into light in the early 19th century where women are the copartners in life and had enjoyed a very high status in all the civilizations. They had played their role very effectively as a 'Home Makers'. During 18th and 19th century, Women started coming out of the traditional boundaries and started their presence felt in the areas like handloom and small retail shops. They had very slowly surpassed the limits of domination set up by the society and started to build their image in the public. They had started supplementing income in line with the men.

In 20th century, women had started showing remarkable progress in the areas of entrepreneurship. They started learning modern technologies, created investment sources and started finding niche markets where they can leverage. The industrial policy in 1991 had first time highlighted the need for women entrepreneurship in India. Education and urbanization had created all the difference in the empowerment of women through entrepreneurship. They had slowly

and steadily started progressing and occupying dominant positions in the society. LPG in 1991 had added fuel to the women entrepreneurship and there is no looking back since then.

Strategies to enhance Women Entrepreneurship in India:

- ⊗ Women should be specifically targeted for all the developmental programmes.
- ⊗ They should be an integral part of the better educational facilities and Govts initiatives.
- ⊗ They should be imparted with effective management training.
- ⊗ Their role in decision making should be encouraged and supported.
- ⊗ Vocational training on various key areas should be provided.
- ⊗ They should have dedicated skill development institutes with state of the art infrastructure.
- ⊗ They should be trained on competencies and leadership skills so that they can march ahead vibrantly.

Prominent Schemes to promote Women Entrepreneurship in India:

- ✕ Annapurna Scheme
- ✕ Bharatiya Mahila Bank Business Loan
- ✕ Mudra Yojana Scheme
- ✕ Orient Mahila Vikas Yojana Scheme
- ✕ Dena Shakti Scheme
- ✕ Pradhan Mantri Rojgar Yojana
- ✕ Udyogini Scheme
- ✕ Cent Kalyani Scheme
- ✕ Mahila Udyam Nidhi Scheme

SELECTIVE SUCCESS STORIES OF WOMEN ENTREPRENEURSHIP IN INDIA:

Whenever we speak and discuss about women entrepreneurship in India, we often speak about many prominent women personalities and often tend to ignore many women who have been doing tremendously well in the entrepreneurship arena and here in this section we are going to have a quick peek into such active women entrepreneurs success stories:

Srividya Seshadri:

She has been practicing as a Company secretary in Chennai for 8 years. She started Jwala corp serv which acts as a one stop solution for all the Secretarial, Legal and Corporate matters. It also deals with Foreign Exchange and Intellectual Property. She is a passionate classical dancer and also runs a dance school for the last 5 years.

Shankari Mohanraj:

She is the CEO and Founder of a electric bike showroom in Chennai named as Grandmoss. She was an MBA Graduate and was there in US for some time and decided to pursue her entrepreneurship career once she is back in India. Her initial passion was to start a playschool following the legacy of her parents, but after some brainstorming sessions, she decided to give something back to the society and started the electric bike showroom. She applauds the support of her husband in her successful journey.

Srimathy P.

Her passion was baking right from the age of 14 and she started to teach the same to the interested students. She took some time off after her marriage and got back to her passion in 2014. She was also a fitness trainer and acted as a Judge for Bodybuilding Competitions at National Level. She was also famous for preparing homemade traditional mango pickles.

Vysetty Sunitha Rani:

She was a visionary who is trying to protect the environment and make earth a happier place to live for the generations to come and started a company named as 'JUST GREEN LEAF'. She prepares ecofriendly products with Jute, cotton etc that are affordable and available to all and aimed at a greener society.

Anuradha Halan:

She was an expert in Toda Embroidery, which was very prominent in Nilgiris area where handmade clothing is made using red and black over a white background. She wants to bring global recognition to this and have been doing this for the last 15 years. She prepares many customized products including shawls, bed sheets, jackets etc. She credits her successful journey to her husband and her colleagues.

Meghana and Anitha:

These two women together had started 'Yasasve HR Consulting Services' in 2011. They are friends for 17 years and supported each other in times of need. They act as managing partners and they both are MBA Graduates. They believe in "Set your goals, listen to your heart and go after what you want." They say that "women shouldn't take a back seat in her career. It's nice to see that new generation women across the world are chasing their dreams and have proved themselves."

Isabel:

She was a retired army nurse and her passion was to create products with bits of cloth and ribbons. She is a multi tasker and would like to create wonders from waste. She does this business at home and is ready to serve the customers based on their needs and requirements. She is very proficient in the sections of 'Stitch By Stitch' and 'Ribbon Craft'.

CONCLUSION:

Women entrepreneurship in India is at present in its peak stage and is expected to march ahead very vibrantly and rapidly. Women are making their presence felt and proving themselves in the areas of whatever they do and are becoming the role models for the future generations. They are acting as a source of inspiration and are becoming an aspiration for many to come. It's the time for the women community to understand their real potential, act accordingly and step in the entrepreneurship sector so that they become self-sustainable and also act as a catalyst for the economic growth of the country and by creating ample employment opportunities. If women with proper skill set and education can think of entrepreneurship as their vision, the day is not far where India can proudly stand in the foremost position in the international arena in terms of women entrepreneurship and women empowerment.

"If people doubt how far you can go; go so far that you can't be able to hear them": Michele Ruiz, President and CEO- Ruiz Strategies.

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