

Success stories of Women Entrepreneurs

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ABSTRACT

Women are the most important and fundamental part of any society. She is, in actual, the success growth rate that shows the growth and development of the society, state or country. Those who get the right opportunity and environment, become successful in their life. While talking of women only, we have a significant number of ladies who are doing great in their personal, professional, social and financial life. These women can be seen in all renowned papers, magazines and media coverages. But on the other side, there are numerous women who have grown themselves as the most successful and independent one from the adverse conditions in their lives. They have unleashed their hidden potential and grown like a phoenix. This paper is highlighting success stories of such women who are, not from so big cities or metro cities, or from any successful family background, but just like us. You might not get so inspired and motivated personally, by the faces of successful ladies which we know today like Shahnaz Hussain, Indra Nooyi, Phalguni Nayar etc. But by reading the real success story of women which are presented in this paper, you will feel the spark and goosebumps in your body. They are going to be your role model and inspiration for your life, as everyone is just like you and are working on the noble cause of making this world a better place to live in. It might be that you see yourself in the future list of successful women entrepreneurs.

KEYWORDS: Women Entrepreneur, Successful, Independent, Phoenix, Inspiration

“The best thermometer to the progress of a nation is its treatment of its women. There is no chance for the welfare of the world unless the condition of women is improved.” — Swami Vivekananda

Position and progress of women:

This world is run by two genders: male and female. They both have their equal roles to play. We can't say, one is better than other as both are interdependent and when there is balance in both the genders, any work yields prosperous result. No doubt, man took all the powers, right from ancient times, and emerged a patriarchal society that is still seen in 21st century. But women have always been the strongest backbone of any successful nation. They are the forerunners of a nation. According to a report of secretary general of United Nations, women constitute 50% of human resources, the greatest human resource next only to man having great potentiality. As per the statistical report, there is a higher [share of females](#) in East European countries than in other regions of the world, with nine countries among the leading 20. Overall, Nepal has the highest proportion of females in its population, followed by Curacao and Hong Kong.(1) Women play a vivacious role in human evolution. They are gifted with the potential to take any responsibility.

Napoleon said: “Give me good mothers and I will give you a good nation.”

The progress of nation depends upon the way the mothers bring up their children. They have the power to multiply everything. If they are given one opportunity, they come up with endless opportunities for others also. Growth of any civilization is clearly seen in the position of women in that society. In *India*, *Raja Ram Mohan Roy* started a movement against the subjugation of women. Then, with the influence of *Mahatma Gandhi*, who encouraged women to contribute in the freedom movement, position of women improved. In the past four decades, women's status in western countries changed dramatically. In the *USA*, many policies were taken into action, which endorsed female empowerment. Women, also started getting into politics in large numbers, and formed groups like the *National Organization for Women (NOW)*.

Indian women began their journey on the same path. The role of women in the modern India has been impressive. It is emerging as a powerful nation with the involvement of women in every walk of life. They are proficient in

making a perfect balance between their personal and professional lives. Bollywood movie “English Vinglish”, portrays how a housewife live in a foreign country, gain confidence, and emerge as an entrepreneur. The future of women entrepreneur is full of success in every field they pursue.

India Global Forum's Annual Summit themed 'The New India Inc.', Manoj Ladwa, founder and chairman of India Global Forum, in the presence of Nirmala Sitharaman, minister of Finance & Corporate Affairs, on March 8, 2022, announced an 'Investors Network' with the most pioneering founders and entrepreneurs as mentors, as well as a dedicated fund for 75 women entrepreneurs to go global, marking 75 years of India's independence. (2)

As per some statistics on Women Entrepreneurs in India:

1. About 58% of the female entrepreneurs were in the age range of 20-30 when they started out.
2. Nearly 73% of them report a revenue of approximately Rs 10 lakhs in a financial year.
3. Almost 57% of these women started out solo, i.e., without any other member.
4. About 35% of the women had a co-founder.

Roughly 71% of the Indian female entrepreneurs employ 5 people or less. (3)

Term 'ENTREPRENEUR':

Entrepreneur is a French word probably coined by the economist [Jean-Baptiste Say](#) from the word *entreprendre*, which is usually translated as "undertaker" or "adventurer." (4)

Around 1700 A.D. the term was used for architects and contractor of public works. An entrepreneur is someone who exercises initiative by organizing a venture to take benefit of an opportunity and, as the decision maker, decides what, how, and how much of a good or service will be produced. Entrepreneurs play a key role in any economy, using the skills and initiative necessary to anticipate needs and bring good, new ideas to market. Entrepreneurs who prove to be successful in taking on the risks of a [startup](#) are rewarded with profits, fame, and continued growth opportunities.

Some definitions to understand who an entrepreneur is:

(i) According to Oxford Dictionary, “A person who sets up a business or businesses, taking on financial risks in the hope of profit”.

(ii) According to the International Encyclopaedia, “An individual who bears the risk of operating a business in the face of uncertainty about the future conditions”.

Keen learner, Information seeker, Risk taker, Persistent, Optimist, Systematic planner, Goal setter, Hard/Smart worker, independent, Self-confident, Enthusiast, Team builder, soft spoken, well versed in managerial skills etc. are some of the qualities of an entrepreneur. (5)

Challenges for women entrepreneur:

According to the National Sample Survey, only 14% of the businesses in India are run by women entrepreneurs. The global disparity is evident in a report which says nearly 126 million women have their own business across the globe while Indian women linger around the 8 million mark... (6) Female entrepreneurs have to face several challenges varying from less personal financial assets to gender discrimination and social taboos. Women entrepreneurs in India are still in a minority.

As per the Sixth Economic Census, released by the ministry of statistics and programme implementation, women constitute only 14 per cent of India's overall entrepreneurial ecosystem. According to a February 2020 report by Bain & Company and Google, women entrepreneurs can alter the employment landscape in India and help create 150-170 million jobs... (7)

“For a woman, access to capital, talent and technology are one of the most formidable challenges even today. In the venture capital world, the line for questions for a woman seeking funding and a man seeking funding is extremely unfair,” shared Kiran Mazumdar-Shaw, executive chairperson, Biocon.

Success Stories:

“Each time a woman stands up for herself, she stands up for all women.”- Maya Angelou

Although the word entrepreneur is a gender-neutral term, it has long been reserved for men. But time has changed. Women are now placing themselves into entrepreneurship, not just from big cities but also from small towns and remote villages, that is admirable.

“Think like a queen. A queen is not afraid to fail. Failure is another stepping stone to greatness.”- Oprah Winfrey

Here are the 9 forms of Goddess Durga as women entrepreneur, who despite all the challenges, have grown as an inspiration for generations.

1. Suman Kumar, Founder Keshav Fashions

“I was suffering a lot and after two miscarriages, I was blessed with a son and that's when I decide that I have to escape from my suffering and do something for my child's and my well-being. This was when I started Keshav Fashions, named after my son,” Suman says. Suman is from Hisar, Haryana who started as a reseller for cosmetics. A new business gave her a lot of courage. Today, she sells cosmetics online, through various ecommerce websites, worth Rs 1 lakh per month, and is on a growth trajectory... (8)

2. Kalpana Saroj – Chairperson, [Kamani Tubes](#)

From a Dalit child bride to becoming the CEO of a \$112 million company, Kalpana Saroj's story can inspire many. Called the 'original Slumdog millionaire of India', she was awarded the Padma Shri in 2013. From a small village in Maharashtra, she was married into an abusive family at the mere age of 16. She faced so much that one day she attempted suicide by consuming poison. However, life gave her a second chance and she decided to resurrect her life. She successfully started a tailoring business using government loans for backward caste people and launched schemes to help the unemployed. Kalpana then entered into the [real estate business](#) and in a short period, earned Rs. 4 crores from the property business. She even ventured into film production. Her most successful venture has been the revival of Kamani Tubes — a sick company for more than two decades. She is credited with steering the company back to profits and is currently the Chairperson of the company. She was appointed to the board of directors of Bhartiya Mahila Bank, a bank primarily for women, under the Government of India. (9)

3. Anuradha Agarwal, Creator Multibhashi App

In 2015, Anuradha Agarwal visited her hometown and realised there was a growing insecurity among women of her age, mostly housewives, due to a lack of English education. Being from a traditional baniya family in Rajasthan, Anuradha could relate well. She broke all barriers and stereotypes

when she decided to set up her own start up. She decided to take a plunge into entrepreneurship and launched an Android app to learn English through Hindi and Bengali in December 2016. This is how Multibhashi was born. Since its inception, the Multibhashi app has modelled English learning through 10 Indian languages, and has been downloaded by close to a million users. Going beyond its user base, it also employs a large number of women, and provides them with an opportunity to earn a living.(10)

4. Tulja Sukhdayalsing Sharma, Founder Tulja Tooling

Aka Rani Tulja, a single mother of a six-year-old son, has a small workshop in Aurangabad under the name of Tulja Tooling in the machine tools business. After completing her diploma in Draftsman Mechanical from the town, Rani not only battled the prejudice that her gender attracts, but had to undergo severe personal challenges to the point where she even contemplated ending her life. Yet, today, she stands tall. She has not only found a firm footing in her area of expertise but has expanded the market of her products to neighbouring Kolhapur, Nagpur, and other states like Gujarat and Punjab. “Yeh meri zid hai. Main kuch kar ke dikhaungi (I am adamant to succeed),” she tells SMBStory. “Mere liye woh bahut hi bura samay tha. Ab bhi hai, par ab main strong hun (those years were very tough for me. Times are still tough, but I am stronger for it),” says recalling her struggles.

Today, she has five machines, including a milling machine, lathe machine, and drill machine, and employs two workers. She does the design, technical work, and marketing herself, and made a modest sum of Rs 24 lakh in 2020. (11)

5. Navalben Dalsangbhai Chaudhary

A 62-year-old woman from Nagana Village in Banaskantha district, Gujarat, made a record of selling milk worth Rs 1.10 Crore in 2020 and has been earning a profit of Rs 3.50 lakh every month. Her milk selling achievements have now been recognized with two Lakshmi Awards and three Best Pashupalak Awards (Animal Husbandry Awards) in Banaskantha district. (12)

6. Gunavathy Chandrasekaran, Quilling Artist

42-year-old Gunavathy Chandrasekaran, from Tamil Nadu, had a polio attack when she was two and subsequently developed limping gait due to the

shortening of one of her lower limbs. Today, she sells quilled artwork under the brand name Guna's Quilling. In 2015, she was invited by the British Council to address a gathering about growing as a successful entrepreneur. She is also part of the Quilling Guild, a UK-based group for quilling experts, according to a report. "I decided to learn quilling a couple of years ago because I wanted to be financially independent and also prove that differently-abled can do wonders. Quilling is more than a hobby for me, it provided me an identity," says Gunavathy. (13)

7. Richa Kar, Co-Founder & CEO of [Zivame](#)

Richa Kar, born in Jamshedpur, comes from a very conservative family. She developed a business idea to help women understand their lingerie needs and get the right products without hassle. In 2011, she co-founded Zivame (meaning "radiance" in Hebrew) with her friend Kapil Karekar to put her ideas into play.

Initially, she had to [overcome several challenges](#) including pushback from her family. The idea of talking about lingerie was a major taboo in India. Another big challenge was finding ways to finance her endeavour. In the initial phase, Richa borrowed Rs. 30,00,000 from friends and close family. In three years, Zivame grew from a small business to a team of more than 200 members. It is now one of India's leading online lingerie stores, making Richa one of the most influential female entrepreneurs. (14)

8. Jyoti Naik, Ex-President, Shri Mahila Griha Udyog, Lijjat Papad

Jyoti Naik was 12 years old when she joined her mother in the business of making *papad*. After the sudden demise of her mother in 1976, she continued working various jobs at Lijjat Papad while caring for her four siblings. Eventually she became president in 1999, where she helped build a sustainable business model within the company and employed many village women. With the help of Jyoti, Lijjat Papad has become an [entrepreneurial success story](#) employing over 43,000 and has 81 branches across the country. It also includes a turnover of over USD 100 million. During her tenure, Jyoti received many awards and accolades including 'Vandemataram Rashtriya Seva Award' for her efforts towards the empowerment of women, and a PHDCCI Brand Equity Award given to her by Dr.A.P.J.Abdul Kalam.(15)

9. Yashica Jalhotra, Life Coach, bestselling author and founder of Quantum of Happiness

After giving 15 years into journalism, Yashica took a bold step and resigned from the prime position from a leading media publication. She had no business background. She learnt NLP, authored best-selling books and founded Quantum of Happiness. After facing major financial, health and relationship challenges in her life, finally, she transformed her life. In her offline & online workshops, programs and sessions, she shares her practical learnings and techniques with one single goal: that is to help students program their Subconscious Mind for Great Health, Abundance of Money and Most Loving Relationships so that, like her, they can also transform their lives forever. She has helped over 50,000 students from UAE, Malaysia, Philippines, Australia, Canada, Denmark as well most parts of India. (16)

. “There is nothing stronger than a broken woman who has rebuilt herself.”- Hannah Gadsby

CONCLUSION:

This is just a glimpse of some women entrepreneurs who have become a strong inspiration for everyone. The list is so long and growing each day.

“There is no tool for development more effective than the empowerment of women.”- Kofi Annan

“The shift that's happening in younger women making their own decisions is helping brands which obsess with them, create products that work better. I am very optimistic about the fact that the next decade is going to belong to women entrepreneurs,” said Vineeta Singh, CEO & founder, Velvete Lifestyle. (17)

“The thing women have yet to learn is nobody gives you power. You just take it.”- Roseanne Barr

It's time to know and accept that women are superpowers, born free and with strong will power, persistent, multi-tasking skills and patience. They are complete in themselves, capable of doing anything and in any conditions. When given right directions and environment, they can change the world!

“Above all, be the heroine of your life, not the victim.”- Nora Ephron

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