



SOME SUCCESSFUL WOMEN ENTREPRENEUR FROM 2014 TO 2021

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TOP BUSINESS IDEAS FOR WOMEN IN 2021

Online business for women has skyrocketed thanks to the internet. Today, it's possible for women to earn big and be successful on their own terms. They can even buy the tools they need online. Here are eight home based business themes that can be started at the comfort of your home. Women looking forward to starting their very own home business need to have a good idea. Carrying out a business from home is easier, convenient and is low-investment. This blog lists out some of the more successful business ideas for women. India is moving ahead in so many ways. Women today whether at home or at office, they are intelligent, confident and career focused. Many have even become successful entrepreneurs too. Some are successfully running their own business from home. This is why home businesses are attractive to people. They can earn extra income and require minimal investment to begin selling. Making money this way is also simpler for women who are house-wives, office goers – even college students. It begins with selling in the simplest way. Here are some business ideas that have worked really well,

- Selling handicrafts online
- Online gift store
- Sell traditional sarees online
- Custom jewellery business
- Sell paintings or modern art online
- Become a freelance writer
- Open a Kids day-care business
- Sell plants and organic produce online
- Start an online cloud kitchen
- Selling handicrafts online

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1. Vidya Venkatraman: Founder & CEO of Meraki & Co.

Woman-owned agencies with a fierce passion for helping others build and grow the business that excites them. A start-up firm delivering big results incepted on 3rd May 2020, in-between the world pandemic of Covid-19

to provide creatively driven and digitally focused marketing solutions to businesses. In Assistance with Social Media Marketing, Graphic Designing, Franchise Consultancy, PR, Content Writing, Photo shoots & video shoots, Influencer Marketing, Packaging, Website Development and other Branding exercises, her team has helped 50+ businesses boost their online discernibility. Vidya trusts "Every brand should have a strong digital presence globally as this pandemic was the perfect example where everyone experienced the POWER OF DIGITALIZATION", aiming for the new Digital Era with prosper growth and valuable productivity.

2. Anamika Sengupta: Founder of AlmitraTattva and Co-founder of AlmitraSustainables

Anamika Sengupta is the founder of AlmitraTattva and Co-founder of Almitra Sustainables. Changing the stereotypical thinking about women and motherhood, she made maternity her strongest pillar and has nurtured and mothered both- her son and the two brands. Working with a unique model of motherhood squad, she has developed the brands through to its pinnacle of success. Her Sustainability mantra of co-existence with her brand AlmitraSustainables is breaking legs with norms that provide conscious and contemporary solutions to end plastic use in regular lifestyle choices. She is a world class leader with a motivated sense of motherhood which helps her to rejuvenate a sense of green lifestyle, conscious consumerism and natural parenting.

3. Rania Lampou: Global Educator, STEM Instructor Greek Astronomy and SpaceCompany (Annex Salamis)

Rania Lampou is a STEM instructor at the Greek Astronomy and Space Company (Annex of Salamis) and she is also working at the Greek Ministry of Education and Religious Affairs. She is a passionate researcher on Neuro education. She has been awarded many national and international prizes (so far 63) and she is a "Global Teacher Award 2020" (AKS Awards) winner and a "Global Teacher Prize finalist 2019" (Varkey Foundation). She introduced



STEM in astronomy and physics projects and combined STEM with Language Teaching. She is the founder and international coordinator of five innovative international projects with humanitarian emphasis. She is also an author of scientific books for kids. Furthermore, Rania is a social activist, a global peace ambassador and is collaborating with many humanitarian, scientific, cultural and educational organizations.

4. Zorain Khaleeli: Founder of Zorain Studio and Academy

Empowering the domain of hair makeup Industry, Zorain has become the founder of India's first fully digitally equipped training academy. Passionate from the age of 15, she has been part of India fashion week, couture weeks, having worked with top models and designers including Rocky S and Falguni Shane Peacock. She has also been serving the Bollywood and Kannada film Industry, catering to Zeenat Aman, Shradha Kapoor, Shruthi Hariharan and many more. Embracing the journey by becoming the most fabulous women leader winning distinguished awards in lifestyle, wedding and hair makeup industry, Zorain believes "Makeup is not just an art but a technology that can create the most beautiful transformations".

5. Sushmitha Gowda: Founder of Mirakki Hair care

Sushmitha Gowda is a young Entrepreneur with a multi-faceted career. After graduating, her entrepreneurial instincts led her to start a hair care brand "Mirakki" that stands today as one of the top-selling hair care products across India. In the year 2021, she ventured into a new project ENTICE which deals with a series of luxury skincare and wellness products. She is also a belly dancer and Actor. She will be playing a lead role in the upcoming Kannada feature film- Love Mocktail 2. This powerhouse of talent envisions a niche in the beauty and wellness industry. She truly believes that today health is one of the biggest assets one can possess and we must invest right and take good care of ourselves.

S Sarita Singh: Managing Trustee Priyadarshani Group of Schools

S Sarita Singh is an Entrepreneur and Educationist and has discharged the role of creator and curator in Publishing, Entertainment and Investment sectors. She has been featured in Forbes and has been positioned in India's A-Listers and was recently awarded as "The Woman Icon of The Year" and has been honored with the National Award for Woman Leadership. She has also been featured as one of the 100 Inspirational Leaders of India. Student is at the centre of her vision for Education. She wants to help every learner to evolve as a complete person, fulfill his or her potential and help shape a shared future built on the well-being of individuals, communities, and the planet.

Sheelaa M Bajaj: Founder of Sheelaa M Bajaj

Sheelaa M Bajaj, is a serial Entrepreneur. Her latest start-up being the largest divine guidance platform in the world, aims to empower, guide and transform people who are at the rock bottom in their lives. Sheelaa, is an Author, Radio and TV host, Life coach, Motivational speaker, Tarot, Feng Shui Grand Master and priestess of 'The Temple of Miracles' – India's first Yoruba Community temple. A name to reckon with Numerology, Tarot, Spiritual healing for over two decades, the team has 17 practitioners globally, mentored by Sheelaa – providing guidance and healing through Tarot, Akashic records, and many advanced modalities, all with an intention to serve and support the society.

Paridhi Goel: Co-Founder Love Earth Skincare

A young entrepreneur, Paridhi Goel is the co-founder of Love Earth Skincare. She started the brand at the age of 21 in 2016 and within a short span of 4 years, the brand has become one among the top selling skincare brands across India. She is a believer of consistency and feels that the key to every successful business is regularity and not losing hope in what one believes in. Being a successful women entrepreneur herself, Paridhi feels that all women should be empowered and she promotes it by employing enthusiastic and hardworking women in her team. She also believes in giving back to the society which has helped her brand become a success, and thus, a part of the profit made by Love Earth goes to an orphanage in Ghaziabad.

Yukti Nagpal: Director of Gulshan

Empowering the Idea of Wellness- Luxury- Living- Responsibly, Ms. Yukti Nagpal, Director, Gulshan announces the arrival of a new creed of Real Estate stalwarts. An MS in marketing from San Francisco (US) not only graduated on the Dean's list but also did her alma mater proud by bagging the prestigious MARCOM Gold Award. Yukti is a strong-willed dynamic leader, taking care of everything from Sales, Human Resource Acquisition, Construction, to the Best CRM Strategies, with indomitable flair. She has pioneered the idea of initiatives like 'Home Connect' that enables residents to embrace and exercise a positive approach towards imprinting Eco-friendly footsteps as a collective community.

Gauthami Balraj: Co-Founder of Mirakki

A people's person, an enterprising entrepreneur, a social media enthusiast and above all a humanist who closely works for various social causes, especially welfare of street dogs. Also, a nature lover with an attachment for traditions and culture. That's a short description of Gauthami Balraj, the co-founder of Mirakki haircare. Gauthami believes in staying calm through all situations and building a good rapport with her team to give their best and more for the growth of the brand. Her zeal and hard work brought the Mirakki brand- Times Business Award for serving the best



herbal hair care products to their valued customers. She is eagerly strategizing to continue her work and path of success for Mirakki.

Priya Paul – Chairperson of Park Hotels

Priya Paul is considered one of the most successful female entrepreneurs in India and a legendary figure in the hospitality industry. She hails from a prestigious business family, Apeejay Surrendra Group. After completing her graduation in Economics from Wellesley College in the U.S, Priya joined the family business at the marketing Division of Park Hotels. She initially reported to her father and Chairperson, Surrendra Paul. In less than two years, she became the Acting General Manager of The Park, New Delhi. However, in 1990, she lost her father in a tragic incident when the ULFA militants gunned down Surrendra Paul. Only one year before that incident, Priya's younger brother Anand died in a car accident. These incidents left a vacuum both in the family and at the workplace.

Moment of inspiration

At a very young age of 23, and with very little experience, Priya was left to manage all three hotels of The Park – a huge challenge that she solemnly took up. Soon, she realized the hotels needed a major renovation and created a kind of revolution in India's hospitality industry. Priya single-handedly introduced the concept of boutique hotels in India. Besides, trendy and contemporary designs and interiors – a sharp contrast to the country's archetypical 5-star properties – she introduced innovative concepts such as:

- Amusing corners for guests to hang out
- Themed lounges
- In-vogue restaurants

She also experimented with the menus and music. Her initiatives helped her hotel chain tackle the recession of the early 1990s.

Notable success

Today, she owns a chain of six hotels across major cities including Kolkata, New Delhi, Chennai, Bangalore, Hyderabad and Visakhapatnam. This mompreneur is known for her innovation, strong will and spontaneity. She credits meditation as the tool that helps her stay calm and motivated.

Priya is also a recipient of numerous prestigious awards, including the Padma Shri award given by the Indian Government in 2012.

6. Kiran Mazumdar-Shaw, Founder of Biocon

Kiran graduated college in the late 1970s with a B.Sc. in Biology and Zoology. However, she aspired to follow in her father's footsteps later in life. Her father's work, as the head brew master for one of India's largest beer companies, inspired her to change her career. Shortly

after, she headed to Australia to train as a brew master. Her intentions were to return to India and obtain a job with her newfound knowledge. However, the Indian brewing industry was heavily male dominated (still true today) and employers refused to offer her a job. In an interview with The Financial Times, Kiran recalls, "I was being politely told, 'we are very impressed with your qualifications, but this is not a woman's job.'"

Moment of inspiration

Undeterred and with little support, she decided to start her own venture and began building her own business from scratch. She understood that entrepreneurship was traditionally a male bastion and that the country wasn't kind to women in business, but she chose to persevere anyway. Luckily, she met an Irish entrepreneur, Leslie Auchincloss, who was looking for an Indian partner to produce enzymes – a role that suited her interest in biology. Kiran launched Biocon India in 1978 as a joint venture with Ireland-based Biocon Biochemicals, retaining a 70% stake in the company. She started the business in the garage of her rented house in Bangalore with a seed capital of Rs. 10,000.

Notable success

Today, Biocon is one of India's largest biotech companies, with a market capitalization of nearly \$7bn on the Bombay Stock Exchange. And Kiran Mazumdar-Shaw is India's first self-made Indian female billionaire, and an inspiration to hundreds of male and female entrepreneurs.

7. Richa Kar, Co-Founder & CEO of Zivame

Richa Kar was born in Jamshedpur and comes from a very conservative family. After completing her engineering from BITS Pilani, followed by a brief stint in the IT sector, she moved on to complete her master's from Narsee Monji Institute of Management Studies in 2007. Soon after, she worked at SAP Retail Consulting, a company that helped her gain valuable retail experience. One of her clients included the famous lingerie company, Victoria's Secret. This opportunity offered her a chance to research the Indian lingerie market, where she realized a social discomfort that was causing a myriad of issues for both women shoppers and retailers.

Moment of inspiration

To solve this problem, 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 endeavor. In the initial phase, Richa borrowed Rs. 30,00,000 from friends and close family. The founders



started in a small office space. As the business grew, the company secured funding from investors including IDG Ventures, Kalaari Capital and Unilazer Ventures

Notable success

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.

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* (a thin, crisp, round flatbread from India) in the early seventies. The brand they worked for, Shri Mahila Griha Udyog Lijjat Papad, was started by seven women way back in 1959 with a modest loan of Rs.80. Growing up, Jyoti was the eldest among her four brothers and sisters. After the sudden demise of her mother in 1976, she continued working various jobs at LijjatPapad while caring for her four siblings.

Moment of inspiration

Eventually she became president in 1999, where she helped build a sustainable business model within the company and employed many village women. Her contributions to LijjatPapad's unique business model imparts a sense of equality and justice. It serves to equip Indian women with dignity, self-reliance and self-respect.

Notable success

Although Jyoti has since retired, she helped expand the women's cooperative into becoming a household name.

Many consider this to be one of the first pioneers of India's co-operative movement.

It is now manufactures and sells various products including:

- Papad
- Spices
- Wheat flour
- Detergent powder
- Detergent cake
- Liquid detergent

With the help of Jyoti, LijjatPapad 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.AbdulKalam.

9. Upma Kapoor, Founder of Teal & Terra

Born and raised in Delhi, Upma lost both her parents in a tragic accident when she was 12 years old. She went to live with her sister and brother-in-law and completed her MBA

in finance from ICFAI.

Moment of inspiration

She worked in the corporate sector for almost 15 years and then left her cushy job to venture into the beauty industry. Entrepreneurship was always at the back of her mind, which inspired her to create Teal & Terra. Upma funded Teal & Terra with her savings and contributions from friends and family. The company banks on the age-old wisdom of Ayurveda and its cosmetic products are all-natural. Priced from Rs. 500 onwards, Teal & Terra primarily produces hair and skin care products.

Notable success

In a short span of time, Teal & Terra has been able to position itself as an acclaimed brand in the beauty industry, with a chunk of its revenue coming from repeat buyers.

The shift from the service industry to entrepreneurship wasn't an easy ride.

There were many challenges in the path, including brand acceptance and stiff competition from the established players in the segment. She also had to struggle to maintain a healthy work-life balance as a single mom (or mompreneur).

Nonetheless, within a significantly short span of time, all the hard work and perseverance has paid off. Upma started with about Rs 7.5 lakh and in just two years since its launch, Teal & Terra has clocked in revenue of Rs 2.24 crore and managed to carve a niche of its own.

10. Vandana Luthra – Founder of VLCC

Vandana Luthra started VLCC as a wellness center in 1989 on a small bank loan, with a focus on health and beauty in New Delhi. Over the years, she has endured criticism and competition to become a wellness queen – a concept that was an alien concept way back in the 1980s. Born into an educated middle-class family, her father was a mechanical engineer and her mother was an Ayurvedic doctor who ran an organization called Amar Jyoti.

Moment of inspiration

Like her parents, Vandana was inspired by the idea of impacting someone's life and making the world a better place to live in. She later followed her dreams by traveling to Europe to study beauty and wellness. Vandana started the wellness and beauty giant VLCC back in 1989 when her daughter was just a toddler. She faced the typical challenges of a mompreneur, while trying to balance a healthy work-life at home. Besides entrepreneurship being a male-dominated space, she also faced strong criticism in the initial stages of her branding. She often had to convince doctors and the medical fraternity about the concept of wellness. Convincing



them meant she had to recruit a variety of experts in the beauty, health and fitness fields to show that holistic healthcare was here to stay — and not just a fad.

Notable success

Her company has since grown from the small office she held in Delhi. Today VLCC has spread its wings to 11 countries in Southeast Asia, the GCC Region and more recently East Africa. The company also has two manufacturing units, one in Haridwar, India and another in Singapore. Vandana's willpower and diligence led her to be awarded the Padma Shri in the year 2013. She was later identified by Fortune India as the 33rd most powerful Indian female entrepreneur. Given her expertise in the field, the current Modi government has appointed her as the Chairperson of the Beauty & Wellness Sector Skill Council.

FINDINGS

- 2.0% respondents are below 18 years old, 38% respondents are 18-25 years old, 36% respondents are 26-35 years old, 16.0% are 36-45 years and 8% are 45 years and above age.
- 48% of the respondents are having Bachelors degree, 23% of the respondents possess master's degree, 17.0% of the respondents are pursuing high school and 7% of the respondents are pursuing diploma and 5% are pursuing doctorate degree.
- In this study, most of the women entrepreneurs(43%) are married, 31% are unmarried, 21% are divorced, and 5% are single parents.
- Most (37%) of the respondents have the monthly expenditure of Rs 30000-50000, 34% belonged to 50000-70000, only 2% have more than 90000 Rs expenditure. However, the level of contribution of women entrepreneur in household expenditure is noticeable. 43% of my total respondents marked that they are contributing an amount range of 10 to 20 thousand per month. 24% and 21% said the level of contribution lies on 20000-30000 and 30000-40000.
- Only 6% of the respondents have a monthly income from e-business of above 45,000, 18% are in the income category of 35,000-45,000, 31% are in the income category of 25,000-35,000, 34% are in the income category of 15,000-25,000 and 11% are in the income category of below 15,000.
- It is also clear that 17% of the respondents have experiences less than one year, 47% have experience between 1-3 years, 24% of the respondents have 3-5 years of experience, 9% of the respondents have 5-7 years of experience, 3% of the respondents hold more than 7 years of experience.
- 56% strongly agreed with the statement i.e. Economic Freedom influence women Empowerment. 30% of the respondents agreed that Economic Freedom influence women Empowerment. 12% of the respondent's opinioned neutral, 2% of the respondents disagree that Economic Freedom influence women Empowerment
- 32% agreed with the statement i.e. Social Recognition influence women Empowerment. 16% of the respondents strongly agreed that Social Recognition influence women Empowerment. 30% of the respondent's opinioned neutral, 22% of the respondents disagree that Social Recognition influence women Empowerment
- 44% opinioned neutral with the statement i.e. Self-independency influence women Empowerment. 12% of the respondents strongly agreed that self-independency influence women Empowerment. 24% of the respondents agreed that Self-independency influence women Empowerment, 16% of the respondents disagree and 4% of the respondents disagree that Social Recognition influence women Empowerment.
- 36% agreed with the statement i.e. Participation in family Decision making influence women Empowerment. 12% of the respondents strongly agreed that Participation in family Decision making influence women Empowerment. 30% of the respondent's opinioned neutral, 20% of the respondents disagree and 2% of the respondents disagree that Participation in family Decision making influence women Empowerment
- 34% opinioned neutral with the statement i.e. Control over family resources influence women Empowerment. 18% of the respondents strongly agreed that Control over family resources influence women Empowerment. 12% of the respondents agreed that Control over family resources influence women Empowerment, 28% of the respondents disagree and 8% of the respondents disagree that Control over family resources influence women Empowerment.
- 50% agreed with the statement i.e. Control over Expenditure making influence women Empowerment. 16% of the respondents strongly agreed that Control over Expenditure influence women Empowerment. 28% of the respondent's opinioned neutral, 6% of the respondents disagree that Control over Expenditure influence women Empowerment
- 34% opinioned neutral with the statement i.e. Control over own live related issues influence women Empowerment. 14% of the respondents strongly agreed that Control over own live related issues influence women Empowerment. 20% of the respondents agreed that Control over own live related issues influence women Empowerment, 28% of the respondents disagree and 4% of the respondents disagree that Control over own live



related issues influence women Empowerment.

- 32 % of the respondents strongly agree that E-business enables the women to develop leadership in the society followed by 14% of respondents somewhat agreed. 12% of respondent's feel neutral about the E-business enables the women to develop leadership in the society. Additionally 22% somewhat disagree and 20% respondents strongly disagree that the E-business enables the women to develop leadership in the society.
- 25 % of the respondents strongly agree that Entrepreneurship through E-business enables women to get a sense of gender equality followed by 30% of respondents somewhat agreed followed by 25% of respondent's feeling neutral about Entrepreneurship through E-business enables women to get a sense of gender equality. Additionally 15% somewhat disagree and 5% respondents strongly disagree that the Entrepreneurship through E- business enables women to get a sense of gender equality.
- 19% of the respondents strongly agree that Women entrepreneurship in E-business creates a distinctive social entity/image for women followed by 31% of respondents somewhat agreed followed by 5% of respondent's neutral about Women entrepreneurship in E-business creates a distinctive social entity/image for women. Additionally 30% somewhat disagree that online advertising is a valuable source of information about establishing personal taste and 15% respondents disagree that Women entrepreneurship in E-business creates a distinctive social entity/image for women.
- 25% of the respondents strongly agree that Entrepreneurship through E-business is a source of inspiration for other women followed by 15% of respondents somewhat agreeing that Entrepreneurship through E-business is a source of inspiration for other women followed by 15% of respondents neutral about Entrepreneurship through E- business is a source of inspiration for other women. Additionally 25% somewhat disagree and 25% respondents disagree that Entrepreneurship through E-business is a source of inspiration for other women.
- 25% of the respondents strongly agree that Women entrepreneurship through E-business creates a greater social acceptability for women followed by 15% of respondents somewhat agreed followed by 23% of respondents neutral about Women entrepreneurship through E-business creates a greater social acceptability for women. Additionally 12% somewhat disagree and 25% respondents strongly disagree that Women entrepreneurship through E-business creates a greater social acceptability for women.
- 32 % of the respondents strongly agree that E-business enables women to achieve the economic freedom followed by 10% of respondents somewhat agreeing that E-business enables women to achieve the economic freedom followed by 15% of respondents opinioned that E-business enables women to achieve the economic freedom. Additionally 32% somewhat disagree and 11% respondents strongly disagree that E- business enables women to achieve the economic freedom.
- 29 % of the respondents strongly agree that Women involvement in E-business enhances the standard of living followed by 14% of respondents somewhat agreed followed by 14% of respondents are neutral about Women involvement in E-business enhances the standard of living. Additionally 29% somewhat disagree and 14% respondents strongly disagree that Women involvement in E-business enhances the standard of living.
- 19 % of the respondents strongly agree that Entrepreneurship through E-business enables women to contribute in family income followed by 21% of respondents somewhat agreed followed by 20% of respondents' are neutral about the Entrepreneurship through E- business enables women to contribute in family income. Additionally 20% somewhat disagree and 20% respondents strongly disagree that the Entrepreneurship through E- business enables women to contribute in family income.
- 20 % of the respondents strongly agree that Women entrepreneurship through E-business enhances women employability followed by 20% of respondents somewhat agreed neither followed by 10% of respondents' neither agreeing nor disagreeing that Women entrepreneurship through E-business enhances women employability. Additionally majority i.e. 40% somewhat disagree and 10% respondents strongly disagree that Women entrepreneurship through E-business enhances women employability.
- 14 % of the respondents strongly agree that E-business enables women to a control over Expenditure followed by 13% of respondents somewhat agreed neither followed by 24% of respondents' neither agreeing nor disagreeing that E-business enables women to a control over Expenditure. Additionally 17% somewhat disagree and 32% respondents strongly disagree that E-busines enables women to a control over Expenditure.

CONCLUSION

Women's empowerment in cases of social status, economic security, self-actualization, etc. is an inevitable part of country's overall development. Without women the



mainstream development program, sustainable development process is just nearly impossible. Not only that, this development would always be a dream without active and meaningful participation of the country's women in it. After completing the analysis and finding part the study found that e- business is the most convenient and easiest option to run business for the women entrepreneurs. Women Entrepreneurship through e-business has enhanced their economic status and decision- making power. Economic status, self-worth, self-confidence, control over own life-related issues, control over resources, and social status of women entrepreneurs are the variables that define empowerment of women. If women gain economic freedom, social recognition, they gain visibility and a voice at home, workplace and community. This has an impact on their social status regarding increase in their leadership ability, gender equality and so on. According to the study, women are becoming more interested in establishing their own onlinebusiness as it is easier than any other form of business. So, governance and policy formation should support the women entrepreneurs so that they can develop and empower themselves. It will lead to the development of our country's sustainable economic growth, creates employment opportunities as well as make a contribution towards the women entrepreneurs' family and community.

SUGGESTIONS

- There should be continuous efforts to inspire, encourage, motivate and co-operate women entrepreneur.
- Big service provider like Amazon, Flipkart, Paytm must organize programmes and workshop to train them on various marketing process, delivery process, packaging method and other various managerial aspects.
- Government and Non government agencies must also come forward to help and encourage women entrepreneur. So there is huge scope in E-commerce as it is still very young in India with many big companies in shorter period of time.

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