In this golden age of globalization, digitalization and start-up booms, India is clearly seeing a revolution vis-à-vis women entrepreneurs. The sixth economic census highlights that women constitute around 14% of the total entrepreneurship in India. Today’s women entrepreneurs do not come only from the established business families or from the higher-income sections of the population, they come from all walks of life and from all parts of the country. From running sports media firms to construction companies and security and detective agencies, women are dabbling into fields that have traditionally been bastions of male domination. The fact that few women own companies are part of a larger phenomenon of weak engagement of women in business. Wearing several hats, women are constantly attempting to outdo themselves and shatter the glass ceiling. While names like Kiran Mazumdar-Shaw, Arundhati Bhattacharya, Rekha M. Menon, are seen as role models in the IT domain, the Indian start-up ecosystem is not untouched by this wave of change as well.

Quick Facts

- Women constitute 48.9% Indians
- Of all directors of start-ups 35% are women
- Women constitute 14% of total entrepreneurs in India
- About 58% women entrepreneurs started their business between ages of 20 and 30
- About 25% women started their business even before turning 25
- About 73% women entrepreneurs report revenue of under Rs.10,00,000 in a financial year
- About 35% women entrepreneurs had a co-founder
- About 71% women employ around 5 or less people
WOMEN ENTREPRENEURS COMING FORWARD IN A BIG WAY

Union Minister for Micro, Small & Medium Enterprises and Road Transport & Highways, Shri Nitin Gadkari has said that policy simplification of the government has resulted in an increased number of women entrepreneurs in the country. According to him, there are now around 80 lakh women entrepreneurs in MSME sector of the country and there has been an increase of about 38% under PMEGP enterprises being established by women entrepreneurs in last 5 years.

Shri Gadkari said that the Government is committed to no discrimination against women entrepreneurs and called upon them to maintain high standards in the quality and delivery of products. Recognising that the women entrepreneurs face daunting challenges, he complimented them for standing tall against all odds. He also informed that the Government is working on launching a new website for MSME sector on the lines of Alibaba platform for marketing MSME products.

KARNATAKA PLANS INDUSTRIAL PARK FOR WOMEN ENTREPRENEURS

The Karnataka government is committed to women’s empowerment and will look at providing suitable land parcel for women entrepreneurs. It is a matter of pride that women entrepreneurs across Karnataka have the competence to provide high-quality goods and services to established companies. Today, women work across industry verticals. To encourage them, the government will set up a women’s industrial park in at least two to three locations in the State.

WOW (Women Of Wonder) Enterprise Connect 2020 serves as a B2B platform to enable women entrepreneurs join the supply chain catering to large enterprises, including PSUs providing them with an opportunity to integrate with the entrepreneurial ecosystem and grow their network. WOW Enterprise Connect’s focus sectors include apparel and merchandising, food processing, handicraft, artificial jewellery, manufacturing, services, health and wellness, digital marketing and other allied sectors.

HOW DIGITALISATION IS HELPING WOMEN ACROSS ALL THE SECTORS?

We are on the edge of technology and it is very important for a woman to be upgraded and to work hand-in-hand with technology. More than technology, it is important to have an education because there are still 760 million uneducated people having a two-third majority of women in it. This is very important as is a notion that a woman is the first teacher to a child and it is very important for her to be educated. It has helped women to work from home. Secondly, it gives access to an information because most of them step out much and do not have access to real information. However, digitalisation has helped them in searching items/topics from the internet and getting access to information directly. Thirdly, three social media sites women get inspired, learning about stories of other women empowerment taking place with women across the world.

MESSAGE TO WOMEN ON INTERNATIONAL WOMEN’S DAY

"Dream big. Don’t shy away from taking action. Follow it relentlessly, and I hundred percent feel you’ll achieve it,” said Kaku Nakhate, President and Country Head, India, Bank of America. Nupur Garg suggested, “Stop apologising for being a woman. You’re wonderful. Just live with that.”

Dr. Shikha Nehru Sharma told the women around the world to start believing in themselves and to have dreams.

Arushi Nishank, a staunch believer of women power congratulated all the women who beat this world and put her belief forward, “Naari vo shakti hai, jisne srishti ko banaaya hai, aur srishti ko sanchaalit bhi kiya hai, aur galat tatava aa jane par ussne devi Durga bann ke bhi unn taton ka naash kardiya. (A woman is a power who has built the world, operates it and has bashed the wrong elements in society as Durga, the goddess of war.) Please make sure that you’re standing for yourself because when one woman stands for herself, she stands for the entire women community. Be confident, be more vibrant.”
SPECIAL ISSUE ON WOMEN’S DAY

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TEAM UDDYOMI

Uddyomi - Calcutta Business School, Wishes You Happy Women’s Day & Happy Holi

Vishal Aaditya Kundu, Ahana Barh, Kanchan Sharma, Ayushi Pani, Sanidul Islam, Quamar Azam, Tupsy Dey, Sumeet Agarwal, Vijayalakshmi Agarwal, Souvik Roy Chowdhury, Nikita Ranjan, Subhalaxmi Nath, Oindrila Dasgupta, Anshu Kumar, Homa Firdaus, Sourodeep Rudra