# A Study on Women Entrepreneur of India.

### Dr .Swathi.S

Assistant professor Yuvaraja College, Mysuru Mysuru

In this paper an attempt is made to identify and understand the women entrepreneur of India.the women entrepreneur names and their position ,contribution ,development ,innovation are listed. The paper is based on the secondary data. All the information provided about the women entrepreneur are brief and to the point. After reading the paper you will be able to remember few famous women entrepreneur of India.

**Key words:** Women Entrepreneur, Position, Contribution, Innovation and Development.

Date of Submission: 22-11-2020 Date of Acceptance: 07-12-2020

# I. Introduction

The early trace of women entrepreneurcan be found in the seventeenth century, Dutch homesteaders who came worked under a matriarchal society. In this overall population, various women procured money and lands, and through this inheritance, became business people.

In Babylonia, around 200 B.C., women were permitted to partake in business and to work as recorders. By fourteenth century, in England and France, women were as regularly as conceivable recognized. In 1950, women made up just about 25 percent of both mechanical and organization zones of the farming countries. In 1980, it extended to 28 percent and 31 percent independently. In the meantime, in 1950, 53 percent of females and 65 percent of folks of industrialized countries were in non-country zones. Due to the budgetary crisis of the 1980s and the commercialization and modernization of the economy, women lost work in agribusiness and organizations. This pushed women in metropolitan regions to find a proper response for creating pay, which achieved the ascent of free work, generally in little associations in the easygoing territory. Criticalness of Women Business Women play out a huge capacity in building the certified spine of a nation's economy. There is huge ambitious capacity among women. Various women's local aptitudes, for instance, people and time the heads and family arranging are direct versatile in the business setting.

Miri Lerner Et.al(1997), the author took 200 Israeli women-owned businesses. Had identified the factors which influence women entrepreneur are Social Learning Theory, Human capital, motivation and goals, Networks, Demographics and environmental factors.

Helene Ahl (2006). The author opines that the research need to be done on the area of studies of how social orders are gendered and of the mechanisms by which this gendering is reconstructed and Studies of how women entrepreneurs construct their lives and their businesses, how they "do gender".

Sue Birleyet .al. (1987), This paper analyzes the characteristics of male and female participants attending pioneering entrepreneurship development programs. The participants do not need to have the formal education, business plan and finance available to start the business. But they need to have reasonably feasible idea. The results show significant differences between the characteristics of the male and female entrepreneurs, and the businesses which they form.

Michael H. Morris et al.(2006) the author took 102 sample of female entrepreneurs to assess motives, obstacles, goals and aspirations, needs, and business identity. The in-depth and follow up survey in terms of quantitative finding, growth orientation was associated with whether a woman was "pushed" or "pulled" into entrepreneurship, was motivated by wealth or achievement factors, had a strongwomen's identity in the venture, had equity partners, and believed women faced unique selling obstacles. The qualitative research made clear that modest- and high growth entrepreneurs differ in how they view themselves, their families, their ventures, and the larger environment. The results of both stages suggest that growth is a deliberate choice and that women have a clear sense of the costs and benefits of growth and make careful trade-off decisions.

SiwanMitchelmore et.al (2013), The paper focus on – Entrepreneurial competencies have an impact on firm performance and growth. The purpose of this paper is to report empirical research into the entrepreneurial competencies reported by female entrepreneurs who are committed to the growth of their business. The results reveals that Four main clusters of competencies were identified are personal and relationship, business and management, entrepreneurial, and human relations competencies.

DimaJamali (2006) the paper to examine the interplay of constraints and opportunities affecting female entrepreneurship in developing countries. The paper integrates salient micro- and macro-level perspectives and provides a rounded account of opportunities and constraints as part of a holistic interdependent system. The results reveals that clearly illustrate the relevance of micro- and macro-level factors in entrepreneurship research and the usefulness of integrating multiple lens and units of analysis to capture the complexity of the women entrepreneurship experience in any particular context.

#### **OBJECTIVE OF THE PAPER**

To identify the women entrepreneurs of India

# II. Research Methodology

Descriptive method has been used in the paper. To list out the women entrepreneurs of India

### SCOPE OF THE STUDY

The scope of the study is confined to the list out the famous women entrepreneurs of India.

### SOURCE OF DATA

Data was collected from secondary sources. The secondary data was extracted from different articles, journals, Books and websites.

Sl.No	Name	Business
1	ADITI GUPTA	Organizer of Menstrupedia.com. the site has guides on cleanliness, wellbeing and approaches to be dynamic during periods, in addition to – answers to as often as possible asked questions. She is one of the most inventive ladies business visionaries in India.
2	ADITI BALBIR	Aditi has manufactured the V Resorts business from the beginning, have cautiously curated, created and dealt with the business since its origin. Aditi deals with the novel hotel properties in India for her V Resorts undertaking.
3	AnkitaGaba	Fellow benefactor of Socialsamosa.com. SocialSamosa is a beginning to end archive of Indian web-based media musings, thoughts, patterns, news, and exchange. Besides, web-based media is developing at a fast movement and it has gotten such a fundamental vehicle of understanding what's happening in and around you. Ankita is an online media fan and is continually investigating better approaches to utilize web-based media and draw in with an ever increasing number of individuals through such stages. The thought behind SocialSamosa is to be the go-to objective for everything identified with the Indian Online Media Industry.
4	ASHWINI ASOKAN	Founder of Mad Street Den. MAD is an Artificial Intelligence and Computer Vision company. Author of Distraught Road Nook. Frantic is a Man-made brainpower and PC Vision organization. Likewise, Distraught Road Lair is building a simulated intelligence Design of things to come. They utilize Man-made brainpower to get any cell phone with a camera to distinguish faces, recognize outward appearances and feelings and respond to facial motions.
5	ChitraGurnaniDaga	Co - originator of Thrillophilia. Thrillophilia is an Indian experience travel organization that clergymen the best neighborhood encounters with hand-picked aides and sellers to grow your excursion into something unconventional and very fun. Most importantly, Thrillophilia is India's greatest online stage with regards to booking your movement encounters.
6	DebaduttaUpadhyaya	CEO and CO- founder of Timesaverz.com. President and Prime supporter of Timesaverz.com. It is an online entrance that encourages one find solid individuals to help homemakers and such with individual assignments that range from cleaning, fixes, jack of all trades occupations to getting things done and helping in desk work. This first-of-its-sort, reformist thought stands to assist homemakers with discovering time for themselves as well as help the working lady attempting to offset family life with work life.
7	FalguniNayar	CEO and founder of Nykaa.com. Nykaa is a beauty and wellness e-commerce, premier platform for women
8	GarimaSatija	Founder ofPoshVine. Garima's venture, PoshVinenot not just offers to the voyagers and experience searchers, yet additionally the food sweethearts. What it does is, it empowers you to pick a top notch eatery, make a moment booking (for nothing) and procure credits for each time that you do — credits that can be reclaimed for more great encounters. Thusly, it additionally offers types of assistance and programming to dependability programs to build the portion of spends.
9	HarpreetKaur	Co-founder of Love 4 Apple. An online business site where clients can purchase adornments that are only made for Apple items. Harpreet started running Adoration 4 Apple in 2013 with an expect to pay regard to the absence of authentic Apple items in India. What began as an examination with a decision of a couple of items from different public and global brands has transformed into a completely fledged endeavor having intercourse 4 Apple the sole merchant for authentic Apple items in India.
10	PranshuBhandari	Co-founder of Culture Alley. PranshuBhandari'scentral goal is to assist you with understanding striking societies through their dialects. She attempts to make the cycle fun through their promise games, intuitive through discussion and accommodating through their disconnected element. Culture Rear entryway has an assortment of vernaculars to bring to the table.
11	RadhikaGhaiAggarwal	Co-founded Shopclues.com. shopclues.com is attempting to oblige all your shopping requires by conveying you a detailed scope of choices. Some of them incorporate style, sports, tech, kitchenware among numerous other. Her page is here to give a run for their cash to online business monsters like Flipkart and Amazon.

DOI: 10.9790/487X-2211074349 www.iosrjournals.org 44 | Page

	T 70: 1 77	
12	RichaKar	Co-founder and CEO of an online lingerie store, Zivame.com. It has procured its distinction for being the main web stage having more than 2,000 styles to browse. Zivame, a spot where ladies can comprehend and will investigate their undergarments needs, peruse through styles, measures and get the products conveyed at their doorstep without all the humiliation. Moreover, for the solace of the Indian lady, Zivame even takes care to convey its items circumspectly, being pressed with no demonstration of marking and item portrayal.
13	Sabina Chopra	Founder of Yatra.com.Online travel business was exactly at its early phases during this time and the startup before long developed to turn into the main entry in this space.
14	SaireeChahal	founder of Sheroes .in. Sairee's app Sairee's application offers wellbeing tips for ladies. A significant and an unquestionable requirement for a nation like India where working so anyone can hear about a lady's wellbeing and cleanliness is an untouchable. Sheroes' people group is where ladies can share tips and concerns uninhibitedly as it is a ladies' foundation.
15	SakshiTulsian	Co-foundedPosist. Posist is a Saas based is a Saas based diner the board stage for our nation's developing eatery industry. It empowers cafés to deal with their client relationship the executives, table requests, stock, conveyance, remove, cost, branches and so forth
16	Shradha Sharma	Shradha Sharma is the founder of YourStory.com. Yourstory is a news stage unveiling to you the neglected accounts of the business world. Everybody has a story and every story is critical. This is a page empowering women finance managers, their hardwork and confirmation in spite of apparently unfavorable resistance of the overall population. Be it social changes that delivered a business visionary or an event of a business visionary being the light block and exhibiting a way to a social change.
17	ShubhraChadda	Co-founderChumbak, an online store selling Indianised tweaked, astounding clothing. an online store selling Indianised changed, shocking clothing. If you are into Style you likely thought about Subidra's startup Chumbak. Her picture is a blend of specific and insane examples that won't disregard to stand out enough to be noticed. Be it any age if your heart loves something novel, odd, Chumbak is your best methodology.
18	Suchi Mukherjee	Founder and CEO of Limeroad.com. A social trade site for the metropolitan lady. A social business site for the metropolitan woman. This webpage joins the fun of picking pieces of clothing from a magazine-like organization with solace of an online retail entrance.
19	SuruchiWagh	SuruchiWagh is the founder and COO at Jombay.com. Have HR related essentials? Do whatever it takes not to stretch; SuruchiWagh has your back. Hers is a HR courses of action firm generally famous for authoritative, learning and improvement game plans.
20	UpasanaTaku	UpasanaTaku is the co-founder Zaakpay and MobiKwik.Zaakpay, an installments organization pointed toward settling issues with Internet business in India. Mobikwik of course is a convenient wallet that enables you to pay for restore, charge portions and shopping.
21	Zeenia Percy Master	CEO of Xenia Hospitality Solution LLP. Zeeia's Xenia relies upon the Greek thought of sincerity where charity and consideration is appeared to all guests. That is what their guidelines state. At any rate they are to make you feel like family at whatever point you are related with them and will pass on remarkable results inside your given spending plan.
22	Swati Bhargava.	Co – founder Co founder of Cash KaroRohanBhargava. CashKarois your place to go. Upheld by the social business visionary Ratan Farewell, CashKaro has a noteworthy technique for captivating their customer base. How you ask? By essentially outfitting you with the best game plans open keeping watch. They have a flourishing accomplishment rate and guarantee to have given around 100cr rupees as cashbacks and cutoff points. These cutoff points are material to online just as have loosened up to detached stores as well.
23	Neeru Sharma	Neeru Sharma is the co-founder and director of Infibeam, India's leading e-commerce portal.India's driving web based business entrance. India's driving web business entrance. Expert in coordinating factual looking over and giving budgetary creativity to hypotheses.
24	SugandhaAgarwal	Founder Docttocare.Docttocareis an online clinical consideration pro center which offers information to its customers about the best pros, offices, crisis facilities, and characteristic core interests. Docttocare moreover offers virtual walkthroughs of the crisis facilities and their workplaces.
25	MalikaSadani	Founder of The Moms Co.a main local brand a principle nearby brand for poison free, trademark, and convincing things for pre and post natal thought, newborn children, and conscious customers searching for singular thought game plans.
26	RuchiGarg	RuchiGarg, Founder of VenueLook.VenueLook is a Noida based O2O platform for venue aggregation, recommendation, and booking. Venuelook is making venue booking seamless and awesome across 16 cities in India. It helps organizations to manage and promote events.
27	AkankshaAnshu	The founder of refundme.in. refundme.in offers a stage to the voyagers where they can undoubtedly guarantee remuneration in the event of any horrible conditions, for example, – flight delay, flight wiping out, overbooking, denied loading up, etc. She is a technically knowledgeable, a visionary, business person, and originator of 3 effective endeavors.
28	GurleenKaurTikku	GurleenKaurTikku is the CEO of Hareepatti. Hareepatti is a financial advisory firm imparting its customers financial wisdom. It is an extension of the parent company, Trilok Singh & Associates, started by Gurleen's father, Late ShriTrilok Singh Jee.
29	Jaya Jha	Founder of InstaScribe&Pothi. She is the brain behind two new companies—InstaScribe and Pothi.com. These stages empower clients to make their own digital books.
30	NehaBehani	Founder of Moojic. Neha has done something really unique with her startup, Moojic. Neha has accomplished something truly exceptional with her startup, Moojic. Moojic resembles a radio/jukebox for cafés and bistros. It permits clients to adjust and alter playlists according to their inclinations. Neha is no more interesting to disappointments, she has had a troublesome excursion however consistently arose successful.
31	Dr. SnehaRakesh,	In 2015, they changed the name of VCreate Software Solutions to Akarmaxs Tech Pvt Ltd.

		1 1
53	PratikshaDake	Co-Founder INDWealth is a full stack personal. INDWealth is a full stack individual accoun stage that plans to give answers for financial specialists going from abundance the board speculations, miniature investment funds, tax collection, loaning, cost the executives, and portfolio the board
		investors ranging finance stage that expects to give answers for financial specialists going from abundance the executives, speculations, miniature investment funds, tax collection, loaning, cost the board, and portfolio the board.
52	Amrita Sirohia	gives completely oversaw co-living spaces. Esteemed at more than \$100 mm, it is India's quickes moving innovation startup in the co-living spaces.  Co-Founder INDWealth is a full stack personal.finance platform that aims to provide solutions to
51	Ishachoudhary	Co-founded Zolostay provides fully managed co-living spaces. Helped to establish Zolo star
50	EktaKapoor	Founded and made Balaji Telefilms the household name of India.
49	Chandakochar	She is currently the MD & CEO of India's largest private bank ICICI Bank.
48	Neeta Lulla	Top Entrepreneurs in Business & Iconic Stars in Cinema shined at India
47	VandanaLuthra	President of PepsiCo.  VLCC, a beauty and wellness giant has it's presence in 11 countries across Asia, Africa and the GCC (Gulf Cooperation Council) and the credit goes to VandanaLuthra.
46	IndraNooyi	womenenterpernur in the world.  The most well-known face amongst Indian women entrepreneurs -IndraNooyi is the CFO and Provident of Pancico.
45	KiranMazumdarshaw	of India and other large newspapers.  She is the founder Chairman and Managing Director (CMD) of BioconLimited. Most successful women terregraps in the world.
44	Indu Jain	brings to the table her HR and Business Advancement ability.  Chairperson of India's largest media group, Bennett, Coleman & Co. Ltd., which owns the Time
43	RatiBatra	Founder of YourHR. RatiBatra is an HR strategist and the Author of YourHR, delivering vita counseling backing to new businesses and SMEs. Her organization YourHR, today is famous fo giving start to finish Human Asset The executives vital counseling backing to organizations. Should be a second to the second to
		and Workplace Diversity Advisor and an Advocate. At SHLC, Aparajita and her associates give documentation, interview and warning administrations to associations helping their customers in following the Inappropriate behavior Laws. They take a shot at drafting hostile to lewd behavior strategies, sharpening and mindfulness meeting and ICC limit building. She has planned and led preparing, refinement and mindfulness workshops for representatives, directors and senior administration. She has likewise planned and directed limit building and reinforcing programs for Inward Protests Advisory group Individuals.
42	Aparajita Amar	early stages (2-12) long periods of a kid's schooling – "ThinkRoom".  Founder of SHLC.Harassment Law Compliance Advisory. She is a Certified Sexual Harassmen
41	Chitra Ravi	Founder of Chrysalis. Chitra Ravi is the author of Chrysalis. An administration graduate, Chitr has an incredible enthusiasm for schooling. Chrysalis has improved a scholarly program for the
40	Megha Malik	Founded RESA, a jewellery brand in 2017.Megha's duty is to give proactive down to earth and contemporary brand promoting arrangements, and backing an advanced brand introduction on to of worldwide patterns.
39	NaiyyaSaggi	Founder Babychakra, Naiyya is one of the women entrepreneurs who were able to make he passion her startup. She has had an undeniable impact on the maternity industry of India. She i the CEO and the founder of BabyChakra – a popular parenting app in India. Her passion fo healthcare and her experience in Business school helped her build this business.
38	MeghnaAgarwal	Co-Founder- IndiQube,IndiQube is a chain of coworking spaces that provide entrepreneurs with the right environment to work in without worrying about everyday office hassles. IndiQube has carved out its niche by offering flexible work options and facilities.
37	MaliniAgarwal	Founder and Creative Director of Miss Malini.Celebrity Blogger, Founder & Blogger-in-Chie of MissMalini.com, Radio DJ.She is one of the women entrepreneurs in India who truly started on the couch and has taken the path of being a host, a digital influencer, a best-selling author and then an entrepreneur. As her fame kept growing she kept on reaching new avenues.
27	Milia	publishing services and creates herbal products. It is a research and development organisation which has been recognized by DSIR (Ministry of Science and Technology, Govt. of India). Thei services include customised research in fields of Molecular Biology, Plant Tissue Culture & Herbal research, Animal Cell Culture, Bioinformatics, Microbiology and Analytical services.
36	Floridatilton	abroad. This is when she joined ByjuRaveendran's classes as his student.  Founder of Biozone Research Technologies.Biozone does research, analytical, academic and
35	DivyaGokulnath	Divya co-founded Byju's an educational platform to help students learn better. She completed he engineering degree from RV College and was preparing for her GRE to continue her studie
34	IndraNooyi	IndraNooyi is an Indian-American business executive and former chairman and chief executive officer of PepsiCo. She has consistently ranked among the world's 100 most powerful women.
33	Ritu Kumar	Ritu Kumar is the largest & most respected designer-wear brand in Indiatoday. Since 1969 sh has developed a unique style of her own, reflecting the ancient traditions of Indian craftsmanshi in a contemporary vocabulary.
32	Priya Paul	Priya Paul is an Indian businesswoman, the chairperson of ApeejaySurrendra Park Hotels, subsidiary of the ApeejaySurrendra Group, which operates The Park Hotels chain of hotels.
		be featured on the first page of the Magazine for her achievement.
		helped them with inputs to get jobs and required skills. She achieved the title of the best Womer Entrepreneur in June 2019, by an International Magazine, Business Connect. She was chosen to

	2 1177 11	interiors in India and is expanding across the country.
55	SayliKaranjkar	Co-founder PaySense is a consumer lending platform that gives clients credit in a tweaked way
		PaySense EMI, their customized credit extension, is like an individual advance and can be utilized
		to make moment buys, regardless of whether on the web or disconnected, through moderate EM
56	SunitaSahney	plans.     Founder of Finova Capital provides mid-ticket loans to MSMEs by giving them access to forma
30		credit.
57	MeghnaAgarwal	Meet MeghnaAgarwal, Co-founder of IndiQube, which is a flexible workspace provider catering
58	SonalVerma	to entrepreneurs and enterprises across six cities in India.  Founder GlowRoad.GlowRoad – one of the fastest growing social commerce startup in India.
30	Sonarvenna	GlowRoad lets users resell products directly from manufacturers and wholesalers with the power
		of
		social networks.
59	SundariRangarajan	Co-Founder - Colive.in. A technology powered network of Branded Serviced Homesorganization
		of Marked Adjusted Homes strategically placed close to instructive foundations and working
	G1 ' 'D 11	environments.
60	ShivaniPoddar	Founder- Fab Alley. Fab Alley is the ultimate Indian fashion destination for fashion-forward indie-chic girls.
61	Tanvi Malik	Co-Founder- Fab Alley. Fab Alley is the ultimate Indian fashion destination for fashion-forward
01	Tanvi Wank	Indie-chic girls.
62	GeethaManjunath	Chief Executive Officer- NIRAMAI Health Analytix. NIRAMAI has developed a novel breas
		cancer screening solution that uses Thermalytix
63	NidhiMathur	Chief Operating Officer- NIRAMAI Health Analytix. NIRAMAI has developed a novel breas
<i>-</i> 1	0.11.01	cancer screening solution that uses Thermalytix
64	SuchitaSalwan	Founder, CEO- Little Black Book. LBB engaged in search and discover highly recommended places, products, local experiences & much more.
65	GayathriSwahar	MD,Co-Founder- YCook. Y Cook is an innovative food technology company.
66	SwathiKulkarni	Co-Founder- Nua. Nua is an all-new feminine care experience.
67	SahradayiModi	Founder- Pratilipi. Amazon's Kindle Direct Publishing for Indian Languages.
68	Shreya Mishra	Co-Founder- Flyrobe. Fly robe is an on-demand apparel rental platform that provides premiun
		designer wear.
69	ArpitaKapoor	CEO, Co-Founder-Mech Mocha. Mech Mocha is a mobile gaming startup based in Bangalore
70	A 11- 17 - 1:	working towards 'Making India Play'.
70 71	AnuradhaKediar MehakSagar	Founder & Editor-The Better India. The Better India is an attempt to bring out the happy stories.  Co-Founder-Wed Me Good. A wedding portal helping couples and families plan their big day.
72	KajalIlmi	MD & CEO-Aviom India Housing Finance. Delhi based housing finance company.
73	NehaMotwani	Founder & CEO- Fitternity. India's largest online fitness platform that provides an integrated eco
	- 1,0-1,0-1,0-1,0-1,0-1,0-1,0-1,0-1,0-1,0-	system to help users start & sustain their fitness journey.
74	Khushboo Jain	Co-Founder and COO, ImpactGuru.com. ImpactGuru.com is predominantly a healthcare crowd
		funding platform.
75	Sonya Hooja	Co-Founder & COO-Imarticus Learning. Imarticus provides a range of Training, Placement and
76	SuhasiniSampath	Corporate Solutions designed to assist individuals and firms.  Co-Founder – Yoga bars. Yoga bars is a healthy bars production and marketing company.
70	Sunasimsampam	Co-rounder - roga bars. roga bars is a healthy bars production and marketing company.
77	RajoshiGhosh	Co-Founder -Hasura. Blazing fast, instant real time Graph QL APIs, also trigger web hooks or
		database events.
78	Swati Aggarwal	Co-Founder -ORO Wealth. Online wealth management platform.
79	Seema Singh	Co-Founder & Editor-The Ken. The Ken is India's first subscriptions-only business news site.
80	RadhikaChoudary	Co-Founder -Freyr Energy. Freyr Energy is a company that provides full service solar provide based in Hyderabad, India.
81	AnshulikaDubey	Founder and COO –Wishberry. Wishberry is a rewards-based crowd funding platform tha
01	Tinishankababey	enables users to raise funds for their creative and innovative ideas.
82	PriyankaAgarwal	Founder & CEO -Wishberry. Wishberry is a rewards-based crowd funding platform that enables
		users to raise funds for their creative and innovative ideas.
83	TithiTewari	Founder & MD-SmartVizX. It is a Virtual Reality Solutions Start Up.
84	SannaVohra	Founder & CEO -The Wedding Brigade Indear.A one-stop destination to discover your dream
85	MohimoVoul	wedding, and make it a reality.
63	MahimaKaul	Co-Founder & Chief Growth Officer – Cout loot. India's largest people to people app for fashion Cout Loot (backed by Facebook) is one of the fastest growing consumer tech Indian company.
86	Shweta Parekh Doshi	Co-Founder & Head Program & Academics. Grey Atom is an onsite school focused on providing
00	Shwetta Fareini Bosin	industry relevant programs on emerging technologies.
87	ShuchiPandya	CEO & Co-Founder – Pipa+Bella. Pipa+Bellais an online store aimed at selling fashionable and
	·	affordable costume jewelry at par with international standards and trends.
88	Swati	Lead – Marketing Communications- Avishkaar Box. Avishkaar Box is just not another box full o
00	GuptaShuchiPandya	material rather it is a well-researched, thought through solution.
89	ManishaBansal	Co-Founder- i2ifunding. i2i funding is an online marketplace that connects borrowers looking for
90	Prerna Singh	personal loans with investors looking for alternative investments.  Co-Founder- Gru Box .Gru Box is a smart vending machine company.
91	TanushreeNagori	CEO- Doubt nut. Gurgaon based E-learning platform.
92	Madhulika Mukherjee	Founder-Survaider. SaaS-based platform that helps brands to measure, understand and improve
	and a second of the second of	customer experience.
		· · ·

94	Sukhada Tendulkar	Co-Founder & CEO-Shirsa Lab. Shirsa Labs is a cognitive skill assessment and training portal
		that provides children with fun educational games.
95	Farah NathaniMenzies	Co-Founder -The Mumum Co. The Mumum Co. is a healthful snack manufacturer brand for kids.
96	NehaAggarwal	Co-Founder- i2ifunding. i2i funding is an online marketplace that connects borrowers looking for
		personal loans with investors looking for alternative investments.
97	Revathi Roy	Co-founder & CEO -Hey Deedee. Hey Deedee is a Mumbai-based company that provides
		solutions to parcel delivery problems.
98	SimranSahni	Co-founder- Keeros. Keeros is a healthy snacks brand.
99	Jigyasa Gupta	Co-founder & COO- Be U Salons. Be U is India's first subscription based Salon Chain.
100	NeerjaLakhani	Co-founder – Inner Sense. An organic cotton and bamboo fiber manufacturing company.

Sourced from :https://bizztor.com/entrepreneurship/women-entrepreneurs-in-india/

http://knowstartup.com/2016/08/female-entrepreneurs/

https://startuptalky.com/successful-women-entrepreneursindia/#Women\_entrepreneurs\_AditiGupta

https://startuptalky.com/successful-women-entrepreneurs-india/

#### III. Conclusion

In this paper we tried identify the women entrepreneur of India. By identifying them we can understand that all entrepreneuris not gender orientated any individual who have the ability to take risk, workhard, ready to do innovation, have huge amount of passion for what they do can become the entrepreneur. The education is always an added value for the women entrepreneur .If the women is educated they can make huge amount of development in field that they have choosen. It isvery much essential that we identify the womenentrepreneur and listen to the stories of them by doing this many young budding entrepreneurs get inspiration and motivated to take up entrepreneurship as a profession. Hope this paper will have positive impact on development of women entrepreneur inIndia.By remembering their names and desiring to become like them.

#### **Bibliography:**

- [1]. Ahl, H. (2006). Why research on women entrepreneurs needs new directions. *Entrepreneurship theory and practice*, 30(5), 595-621.
- [2]. Birley, S., Moss, C., & Saunders, P. (1987). Do women entrepreneurs require different training?. *American Journal of Small Business*, 12(1), 27-36.
- [3]. Lerner, M., Brush, C., & Hisrich, R. (1997). Israeli women entrepreneurs: An examination of factors affecting performance. *Journal of business venturing*, 12(4), 315-339.
- [4]. Mitchelmore, S., & Rowley, J. (2013). Entrepreneurial competencies of women entrepreneurs pursuing business growth. *Journal of small business and enterprise development*.
- [5]. Morris, M. H., Miyasaki, N. N., Watters, C. E., &Coombes, S. M. (2006). The dilemma of growth: Understanding venture size choices of women entrepreneurs. *Journal of small business management*, 44(2), 221-244.
- [6]. Orser, B. J., Riding, A. L., & Manley, K. (2006). Women entrepreneurs and financial capital. Entrepreneurship Theory and Practice, 30(5), 643-665.
- [7]. <a href="https://bizztor.com/entrepreneurship/women-entrepreneurs-in-india/">https://bizztor.com/entrepreneurship/women-entrepreneurs-in-india/</a>
- [8]. <a href="http://knowstartup.com/2016/08/female-entrepreneurs/">http://knowstartup.com/2016/08/female-entrepreneurs/</a>
- [9]. <a href="https://startuptalky.com/successful-women-entrepreneursindia/#Women\_entrepreneurs\_AditiGupta">https://startuptalky.com/successful-women-entrepreneursindia/#Women\_entrepreneurs\_AditiGupta</a>
- $[10]. \quad \underline{https://startuptalky.com/successful-women-entrepreneurs-india/}$
- [11]. <a href="https://www.google.com/search?source=hp&ei=oxa\_X6bHH--W4-EP8c6W4Ao&q=women+entrepreneurs+in+india&oq=women+&gs\_lcp=CgZwc3ktYWIQARgBMgUIABCxAzICCAAyBQgAELEDMgIIADIFCAAQsQMyBQgAELEDMgIIADIICAAQsQMQgwEyAggAMgUIABCxAzoFCAAQyQM6AgguOgUILhCxA1Ci\_MljrRmCRXGgAcAB4AIABpgG</a>
- [12]. https://theceostory.in/blog/top-10-famous-women-entrepreneurs-in-india/
- [13]. https://www.smartbusinessbox.in/women-entrepreneurs-in-india/
- [14]. <a href="https://www.businessapac.com/women-entrepreneurs-in-india/">https://www.businessapac.com/women-entrepreneurs-in-india/</a>
- [15]. https://asiainc500.com/10-young-women-entrepreneurs-of-india/
- [16]. https://www.startupindia.gov.in/content/sih/en/women\_entrepreneurs.html
- $[17]. \qquad \underline{\text{https://www.forbesindia.com/article/brand-connect/top-10-women-entrepreneurs-in-india/63753/1} \\$
- [18]. <a href="https://www.womenentrepreneursindia.com/">https://www.womenentrepreneursindia.com/</a>
- [19]. <a href="https://startuptalky.com/successful-women-entrepreneurs-india/">https://startuptalky.com/successful-women-entrepreneurs-india/</a>
- [20]. <a href="https://www.cxovoice.com/10-most-influential-women-entrepreneurs-in-india/">https://www.cxovoice.com/10-most-influential-women-entrepreneurs-in-india/</a>
- [21]. https://www.bain.com/contentassets/dd3604b612d84aa48a0b120f0b589532/report powering the economy with her women entrepreneurship in-india.pdf
- [22]. https://idronline.org/the-development-discourse-in-india-neglects
  - women/?gclid=EAIaIQobChMI8LvS6pmf7QIVIJ1LBR2pqgUjEAAYASAAEgKclfD\_BwE
- [23]. https://women.ncr-iran.org/?gclid=EAIaIQobChMI8LvS6pmf7QIVIJ1LBR2pqgUjEAAYAiAAEgJR5vD\_BwE
- [24]. <a href="https://helloalice.com/resources/content/3819">https://helloalice.com/resources/content/3819</a>
- [25]. <a href="https://bizztor.com/successful-women-entrepreneurs-india/">https://bizztor.com/successful-women-entrepreneurs-india/</a>
- [26]. <a href="https://bizztor.com/women-entrepreneurs-in-india/">https://bizztor.com/women-entrepreneurs-in-india/</a>
- [27]. https://medium.com/@eduarticle/development-of-women-entrepreneurs-in-india-533e89866f55
- [28]. <a href="https://yourstory.com/herstory/2020/08/women-entrepreneur-startups-revenue-crores">https://yourstory.com/herstory/2020/08/women-entrepreneur-startups-revenue-crores</a>
- [29]. <a href="https://yourstory.com/herstory/2020/10/women-entrepreneurs-india-economy-opinion">https://yourstory.com/herstory/2020/10/women-entrepreneurs-india-economy-opinion</a>
- [30]. <a href="https://www.orfonline.org/research/women-entrepreneurs-in-india-what-is-holding-them-back-55852/">https://www.orfonline.org/research/women-entrepreneurs-in-india-what-is-holding-them-back-55852/</a>

- [31]. https://timesofindia.indiatimes.com/blogs/voices/unlocking-the-potential-of-women-entrepreneurs-in-india/
- [32]. https://www.womenentrepreneurindia.com/news/government-initiatives-to-promote-women-entrepreneurship-in-india-nwid-2.html
- $[33]. \quad \underline{\text{https://westerwelle-foundation.com/en/projects/westerwelle-young-founders-programme/}}\\$
- [34]. <a href="https://idronline.org/the-development-discourse-in-india-neglects-women/?gclid=EAIaIQobChMI2LGO2pqf7QIVijgrCh3ayADPEAAYAiAAEgKt-vD\_BwE">https://idronline.org/the-development-discourse-in-india-neglects-women/?gclid=EAIaIQobChMI2LGO2pqf7QIVijgrCh3ayADPEAAYAiAAEgKt-vD\_BwE</a>
- [35]. https://www.entrepreneurship-campus.org/?gclid=EAIaIQobChMI2LGO2pqf7QIVjjgrCh3ayADPEAAYAyAAEgKKuvD\_BwE
- [36]. https://www.consultancy.in/news/3387/opportunities-for-female-entrepreneurs-in-india-amid-pandemic
- [37]. <a href="https://www.fiwe.org/">https://www.fiwe.org/</a>
- [38]. http://empower.zone/
- [39]. https://theprint.in/economy/indias-women-entrepreneurs-look-to-survive-the-pandemic-by-remodeling-their-business/524888/
- [40]. https://www.nsrcel.org/10000-women/?Ref=undefined
- [41]. https://in.linkedin.com/in/sudha-rakesh-0849b448
- [42]. <a href="https://www.linkedin.com/pub/dir/Sudha/Rakesh">https://www.linkedin.com/pub/dir/Sudha/Rakesh</a>
- [43]. <a href="https://www.deccanherald.com/brandspot/pr-spot/dr-sneha-rakesh-wins-best-emerging-women-entrepreneur-award-from-business-mint-872906.html">https://www.deccanherald.com/brandspot/pr-spot/dr-sneha-rakesh-wins-best-emerging-women-entrepreneur-award-from-business-mint-872906.html</a>
- [44]. https://www.businessapac.com/women-entrepreneurs-in-india/
- [45]. <a href="https://www.entrepreneur.com/women">https://www.entrepreneur.com/women</a>
- [46]. <a href="https://theceostory.in/blog/top-10-famous-women-entrepreneurs-in-india/">https://theceostory.in/blog/top-10-famous-women-entrepreneurs-in-india/</a>
- [47]. <a href="https://yourstory.com/herstory/2020/07/women-entrepreneurs-startup-crore">https://yourstory.com/herstory/2020/07/women-entrepreneurs-startup-crore</a>
- [48]. https://en.wikipedia.org/wiki/Female\_entrepreneurs
- [49]. https://theceostory.in/blog/top-10-famous-women-entrepreneurs-in-india/
- [50]. https://digest.myhq.in/successful-female-entrepreneurs-in-india/
- [51]. https://www.pinterest.com/shubhamaircrews/51-most-successful-female-entrepreneurs-of-india/
- [52]. <a href="https://www.technoserve.org/our-work/womens-economic-empowerment/?utm\_term=women%20entrepreneurship&utm\_source=adwords&utm\_campaign=Women's+Empowerment+-+Rest+of+the+World&utm\_medium=ppc&hsa\_mt=p&hsa\_grp=24402156977&hsa\_net=adwords&hsa\_ver=3&
- [53]. https://www.villgro.org/?gclid=EAIaIQobChMI5LT1p5-f7QIVyn4rCh05KwRmEAMYAyAAEgLmPPD\_BwE
- [54]. https://www.google.com/search?q=100+famous+female+entrepreneurs+in+india&sa=X&ved=2ahUKEwi8k8zXnp\_tAhU\_4HMBHd MUANgQ1QloAXoECAwQAg&biw=1366&bih=667
- [55]. <a href="https://www.inventiva.co.in/interviews/how-rati-batra-founder-of-yourhr-helping-startups-sme-corporates-in-building-a-professional-employees-team/">https://www.inventiva.co.in/interviews/how-rati-batra-founder-of-yourhr-helping-startups-sme-corporates-in-building-a-professional-employees-team/</a>
- [56]. <a href="https://www.entrepreneur.com/author/megha-malik">https://www.entrepreneur.com/author/megha-malik</a>
- [57]. <a href="https://en.wikipedia.org/wiki/Neeta">https://en.wikipedia.org/wiki/Neeta</a> Lulla
- [58]. https://yourstory.com/herstory/2020/07/woman-entrepreneur-flexible-workspace-startup-indiqube
- [59]. <a href="https://in.linkedin.com/in/dr-sonal-verma-49872199">https://in.linkedin.com/in/dr-sonal-verma-49872199</a>
- [60]. <a href="https://m.facebook.com/1618714188370498/posts/50-women-entrepreneurs-in-india-12-april-2019-women-entrepreneurs-are-now-playin/2322199998021910/">https://m.facebook.com/1618714188370498/posts/50-women-entrepreneurs-in-india-12-april-2019-women-entrepreneurs-are-now-playin/2322199998021910/</a>

Dr .Swathi.S. "A Study on Women Entrepreneur of India." *IOSR Journal of Business and Management (IOSR-JBM)*, 22(11), 2020, pp. 43-49.