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Women Entrepreneur contribution to Indian Economy

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Abstract

Women entrepreneurship is a vital issue now a days. As our government is emphasizing on the growth of women. Entrepreneurship is a gateway to their success. Women know lot of works related with different skills and expertise. Our rural women are specialist in manufacturing traditional products. In city we have a growing population of educated women. If see in the past several women has acted as efficient entrepreneurs. We need to encourage them that more females should come and act as entrepreneurs. It will be in the steps of Make in India, Start Up India.

FEW WOMEN ENTREPRENURES AND THEIR CONTRIBUTION FOR WOMEN

Women entrepreneurs make a significant contribution to the Indian economy. There are nearly three million micro, small, and medium enterprises with full or partial female ownership. Collectively, these women-owned enterprises contribute 3.09 percent of industrial output and employ over 8 million people. Approximately, 78 percent of women enterprises belong to the services sector. Women entrepreneurship is largely skewed towards smaller sized firms, as almost 98 percent of women-owned businesses are micro-enterprises.

Women entrepreneurs has done great work for Indian economy as well as for women in India. They have started various organization for the safety growth and development of women in India.

Here are few social enterprises doing their bit to better the lives of the women of India.

1) Ayzh (pronounced“eyes”):

The Company was founded by Zubaida Bai with the simple idea of developing affordable, appropriate health technologies produced by women and for women in rural India. Every year a million mothers die

from unsanitary childbirth conditions. AYZH's core product JANMA, a Rs100 clean birth kit (containing simple tools recommended by the WHO) helps prevent infection at the time of birth leading to reduced maternal and infant mortality.

Zubaida's motivation to start the company was personal. In 2006, on the birth of her first born she contracted an infection that caused years of suffering and was told by doctors that she may not be able to have another child. She made a promise to find a sustainable clean birth solution on behalf of women worldwide. Besides reducing maternal and infant mortality, AYZH increases income of women in rural India by enabling them to be the producers and sellers of tools like sterile birth kits.

Zubaidabai said that "A midwife in rural India proudly showed me the tool she used for cutting umbilical cords. It was a sickle, also used for cutting grass. I knew in that moment that I would bring lifesaving change to women in need

Partner of that company is grand challenges Canada, D –Lab, Colorado state university, etc. Bai is a TED, AshokaChangemakers, and Echoing Green fellow.

2) OYSS Women

Oyss women is a non-profit organization engaged in empowering women in India. It was founded in 1987 by women's rights activist ManasiPradhan. The organization undertakes activities in the field of women education, vocational training, leadership development, women's rights enforcement, self-defense training and legal awareness with the objective of empowering women.

OYSS Women Model UN is a national-level conference of university and college students. The conference sits in different formations i.e. General Assembly, Security Council, UN Secretariat and Press & Publicity division. Participants debate contemporary women issues and are awarded gold, silver or bronze medals based on their performance.

Some of the periodic events organized by OYSS Women includes NirbhayaSamaroh, Women Leadership Conclave, National Meet on Rural Women Empowerment, National Meet on Ending Violence against women, National Meet on Liquor Trade & Gender Violence and women's rights festival.

3) Datahalli:

Datahalli is an all-woman BPO started by the the JSW Foundation in Vijayanagar, Karnataka in 2005 with 40 women to create employment opportunities for rural girls, most of whom are only high school pass outs. Now 170 women are working there.

Datahalli, which means a village of data, is JSW's five-year-old rural BPO. It does sub-sourced work part of the low-end processes outsourced by international clients to a domestic firm that is further subcontracted to rural BPO units. This helps Indian firms remain cost competitive since wages in rural areas are much lower compared with cities.

Datahalli's posh surroundings mask its motive. Employing only women, hired from 21 villages and three towns around the steel plant, it plays a key role in empowering them, their families and their community. Since 2005, Datahalli has grown to 2 delivery centers—one catering to pure voice based projects and the other being a blended one.

The project has currently benefited over 500 women helping the rural women gain dignity and respect and some cases become the family's primary bread earner. The Datahalli model encourages girls to complete their education right up to the 12th grade. The women are given basic computer skills and then trained on data entry and processing jobs. Having started with financial support from the foundation, Datahalli is a self-sustained social enterprise

4) **Sakha Consulting Wings:**

Sakha Consulting Wings is a taxi aggregator company based in Delhi, India, those taxis are driven exclusively by woman drivers for women passengers. It also provides facility to book a cab through calling, through their website or through their mobile application.

India, as is well-known is not a safe place for women. There have been a slew of women only cab services that have been launched to provide safe transport solutions for women, and by women in urban India. Sakha Consulting Wings is one of them. It offers three services :Sakha Cabs for Women- a cab service driven by women for women in Delhi and NCR, Sakha Chauffeur Placement Services- a chauffeur placement service on a full time basis within an agreed contract and Sakha Chauffeur on call- chauffeur services for a short duration or daily packages.

The taxi service was initiated by the Azad Foundation, and ensures a training in all related subjects for the women drivers in the Metropolitan area of Delhi. It also encourages an understanding of women's rights, particularly in protection from violence in public and personal spaces.

Sakha women drivers are handpicked from poor and marginalized sections of society. Their entire training and development is undertaken by Azad Foundation, Sakha's non-profit sister organisation. Maruti Institute of Driving and Technology Research provide driving skills. In-house trainers from Azad Foundation provide training in subjects such as map reading, routes and roads in Delhi, communications

and grooming, as well as an understanding of women's rights, particularly in protection from violence in public and personal spaces. In addition to driving, they are taught self defense by the Delhi Police and the Crime against Women Cell teaches them to deal with any untoward incidents faced on the roads.

5) REVIVAL STYLE:

Harmeet Neetu Sidhu and Allison Q. Taylor started REVIVAL Style as a way to empower women from the rural villages of India. The company designs, produces and sells stylish, ethical apparel for women. REVIVAL Style works with female artisans from rural India, leading to a better life for them. REVIVAL Style has won quite a few honours for its business model including the NYU Gallatin Founder's Fund Business Plan Competition, finalist in the NYU Stern Social Venture Business Plan Competition, and was named in the Top 40 (out of nearly 1800) in the Dell Social Innovation Challenge.

REVIVAL Style's inspiration is the over 180 million rural Indian women living below the universal poverty line, living on less than a dollar. By being the bridge between traditional Indian craft and the needs of a modern-day consumer, the company helps preserve Indian traditional crafts. In addition to offering the women fair wages and employment, REVIVAL Style will reinvest in the artisans' communities through education programs.

6) Greenway Grameen Infra (GGI):

Neha Juneja and Ankit Mathur founded CGI to create sustainable solutions for the rural market. Their first product, a clean cookstove, called the Greenway Smart Stove. CGI'S team consists of technology experts, designers, sociologists and marketers who worked with rural communities to create the Greenway Smart Stove design. Their stove saves 65 percent fuel and reduces carbon emissions by 80 percent. This is an important problem to solve as traditional stoves cause over 1.5 million premature deaths annually due to indoor air pollution. Also, they lead to deforestation, greenhouse gas emissions, and the release of black carbon.

Indoor air pollution from household energy is ranked fourth in the list of serious threats to health in less developed countries, after malnutrition, unsafe sex, and unsafe water, to address this challenge, a group of committed organizations joined forces in 2002 at the World Summit on Sustainable Development to launch the Partnership for Clean Indoor Air (PCIA). In 2010, key PCIA Partners reported helping approx. 2.5 million households to adopt clean cooking and heating practices, reducing harmful exposures for more than 15 million people CGI's efforts have won it many prizes. Some of them include the \$50,000 grand

prize at Intel Global Challenge at UC Berkeley (2012), Women's Impact Award (2012), DFID-GIZ SankalpSamridhi "Social Enterprise Recognition Awards", Grand Prize (2012), IIM – Bangalore's "Next Big Thing" Competition and first Place at the Social Business (2012), IIT – Bombay's "Eureka! Business Plan Competition". After designing a great stove, CGI's next challenge is to reduce the cost of the stove and increase sale

7) The Maids' Company (TMC):

TMC's is a social enterprise founded by Gauri Singh in 2007 has extensive experience in sectors like microfinance, urban livelihoods and affordable housing. She is currently the president and founder of Urban Mahila&Mazdoor Alliance (UMA) and The Maids' Company (TMC). Prior to starting UMA India in 2007, Gauri worked for Self Employed Women's Association (SEWA) for five years. TMC aims to revolutionize the domestic housekeeping sector by improving service quality and the rights of domestic workers. All maids are screened as TMC does a police verification.

While the maids are guaranteed a steady income, worker protection and increased access to a range of well being initiatives and financial services, the clients stand to benefit by engaging with a company that is sensitive to their household needs, as opposed to the constant tussle with maids over several issues.

TMC also takes the sting out of hiring a new maid by providing a 5 day trial period. Households can also be guaranteed continuity of service, because when one maid quits, TMC replaces them with another.

8) RangSutra:

Founded by Sumita Ghose in 2006, rangSutra has become of the most successful social enterprises in India. The company preserves the heritage of India and its crafts by manufacturing apparel, home furnishings and accessories. RangSutra, a community-owned business of 3,000 artisans from remote villages and regions across India. 2,200 artisans are direct shareholders and the company has an annual turnover of Rs. 10 crores.

RangSutra sells a range of handcrafted products to Fab India, which has been a partner and promoter of village handlooms work and traditional crafts and skills. Its export partner is IKEA, a Swedish multinational group of companies known for their designs, particularly in furniture. At present, skilled artisans working full-time earn Rs. 15,000 a month.

rangSutra also has made the majority of its employees part owners and given them representation on the board of Directors.

9) LijjadPappad (Shri MahilaGrihaUdyogLijjatPapad):

One of India's oldest co-operatives supporting women, Lijjat is more than just a household name for 'papad' (India's most popular crispy bread). Started with a modest loan of Rs 80, the cooperative now has annual sales exceeding Rs 301 crore (Rs 3.1 billion). What's more stunning than its stupendous success is its striking .LijjadPappad is an organisation manufacturing various products from papad, appalam, masalas, wheat flour, chapati, detergent powder, detergent cake and liquid detergent.

Lijjat was the brain child of seven Gujarati women from Bombay (now Mumbai). The women lived in Lohana Niwas, a group of five buildings in Girgaum. They wanted to start a venture to create a sustainable livelihood using the only skill they had i.e. cooking. The seven women were JaswantibenJamnadasPopat, ParvatibenRamdasThodani, UjambenNarandasKundalia, Banuben. N. Tanna, LagubenAmritlarGokani, Jayaben V. Vithalani, and one more lady whose name is not known.

After starting with just 7 women employees it now employees over 43,000 women throughout India and has 81 branches.

10) Gulabi Gang

Gulabi gang is a group of Indian women activists. The group first appeared in Bundelkhand, Uttar Pradesh, as a response to widespread domestic abuse and other violence against women. It was founded by Data SatbodhSain]and was previously commanded by Sampat Pal Devi. The group consists of women between eighteen and sixty years old. It is reported to have spread and since 2010, it has been active across North India., both on the streets and in local politics.

The Gulabi Gang is unofficially headquartered in the agricultural town of Badausa in the heart of Banda, an area in Uttar Pradesh. As of 2003, it was number 154 on the Planning Commission's ranking of 447 districts on index of backwardness. The town has an abundant Dalit (untouchable caste) population which is subjected to discrimination by people from higher castes. Dalit women are at the bottom of both caste and gender hierarchies. They form a large membership of the Gulabi Gang.

The Gang originated in 2002 when an incident sparked the idea in Sampat Pal Devi's mind. Returning home one evening, she heard rumours that a friend had been beaten by an alcoholic husband and the police had ignored the incident. She went to rescue her friend but was abused and turned away by her friend's husband. She gathered some neighbours, returned to her friend's house, and thrashed the abusive

husband in view of the community. This event triggered Devi's aspiration to create a band of women fighters.

Al Jazeera reported that the group have an estimated 400,000 members as of 2014; the Hindustan Times put the figure at 270,000.

The Gulabi Gang earned the Kelvinator 11th GR8! Women Award, an award offered by the Indian Television Academy. They also earned the Godfrey Phillips Bravery Award for social bravery, offered in Uttar Pradesh, Uttarakhand, and Delhi.

11) Bhumata Brigade

The Bhumata Brigade is an activist organization in state of Maharashtra, India, dedicated to fighting injustice against women and corruption. They are most well known for their protests against the banning of women from worship at places of worship, including Shani Shingnapur temple in Ahmednagar, Maharashtra, and the Haji Ali Dargah in Mumbai, Maharashtra. Founded in 2010 in Pune, India, by 2016 they reportedly had 4,000 members, including some men. A branch of the organization BhumataRanragani Brigade, focuses on women's causes, including the Shani temple protests. They are also sought out for assistance by victims of eve teasing, dowry issues, and physical or sexual assault. The organization's founder is activist Trupti Desai

Other protests include: high prices of onions and other vegetables; exploitation of farmers and farmer suicides; the rape of a child in Mumbai; the Lokpal bill agitations with Anna Hazare; and more. Bhumata Brigade is not aligned with any political parties in India. Desai has fought for election on the Congress Party ticket in the past.

Shani Shingnapur temple protests, The Shani Shingnapur temple has a 400-year tradition of not allowing women to worship at the altar, where there is idol of Shani. On 26 January 2016, India Republic day, a group of 500 protestors in buses was stopped by police near the town of Supa, 70 km from the temple.

12) SEWA

The Self Employed Women's Association. SEWA was born in 1972 as a trade union of self-employed women. It grew out of the Textile Labour Association, TLA, and India's oldest and largest union of textile workers founded in 1920 by a women, Anasuya Sarabhai. The inspiration for the union came from Mahatma Gandhi, who led a successful strike of textile workers in 1917. He believed in creating positive organised strength by awakening the consciousness in workers. By developing unity as well as personality, a worker should be able to hold his or her own against tyranny from employers or the state.

To develop this strength he believed that a union should cover all aspects of worker's lives both in the factory and at home.

13) Blank Noise Project:

Started by Jasmeen Patheja in 2003, as a student project when she was Srishti School of Art Design and Technology, the Blank Noise project has developed into a platform for women to voice their frustration against sexual assault and violence. Patheja is reluctant to call Blank Noise a movement yet, but it might slowly be becoming one.

After starting in Bangalore, Blank Noise has spread to other cities, helping create awareness about 'eve teasing', sexual assault and violence against women. The organization entirely run by volunteers – both male and female uses a multi-dimensional approach to publicly address the aforementioned issues.

One of their more recent projects was 'Talk to me', had Blank Noise volunteers set tables on 'Rapist Lane' to facilitate a conversation between women, and the men who used to hang around there. Rapist Lane is a short stretch near Srishti School of Art Design and Technology where men used to park their bikes and cars, drink and generally create a nuisance for the women passing by. The tables helped sit the men down and share tea and have a conversation with the women who passed Rapist Lane. The objective was for the men to better understand the women and create a sense of familiarity between the two sexes.

Conclusion

Future belongs to women entrepreneurship; Government is starting various schemes to encourage females as entrepreneurs, providing them with the required training and soft loans from banks. Other incentives such as duty rebate on import of capital goods for women entrepreneurs has also started. Government has plans for both Rural and urban women entrepreneurs. Our Indian society has to encourage them not to demotivate. Then their skill and expertise will be used in the economic development of country.

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