

Women Entrepreneurship- Challenges in the Present Competitive and Digital era”

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Abstract:- Today’s world is moving rapidly towards the era of globalization. Countries are now converting from command to demand economies, a dictatorship has taken the shape of democracy and monarchies have built new civil institutions. These changes in developed and developing economies have created new economic and business opportunities for women who are considered to be as one of the important untapped resources to operate and own their businesses. Women constitute majorly half of the world’s population and regarded as better half of the society. In traditional times, women were put in the cage of four walls to be engaged with the housed hold activities but with the changing mindset of the society and regard to gender equality they have been given equal rights to participate and perform in almost all sectors of the economy. Despite of their recognition in putting their efforts in reshaping the economy and mindset of their counterpart, their growth in our country has remained subdued. This is because of their competition with their male counterparts and challenges faced by them in highly competitive world. At one end they have been demoralized to put step forward to walk with their male counterparts and on the other, government talks about the support and financial assistance given to them to step into the competitive world of challenges. This paper will throw light on the current status of women entrepreneurs in India and will also focus on the challenges and problems faced by them in setting up and managing their business in highly competitive business environment.

Keywords:- Women Entrepreneurs, Economy.

I. INTRODUCTION

Women entrepreneurs in simple words is defined as strong pillars who controls 51%of capital of an enterprise and besides holding capital ,also generates 51% employment opportunities for women.

The Indian economy has progressed due to policies like economic liberalization, privatization, globalization, digitization, etc. The country has prodigious entrepreneurial potential especially due to enormous number of the young employed population.

In a country of 133.92 Crore Indians, 48.9% are female despite being so huge in population there are only around 13 million women-owned enterprises. As per the research data collected and figures available, 14% total entrepreneurship in the country is hold by women section.

Culture and traditions have made it so that people believe that women are expected to do housework and take care of children. Even the jobs that are primarily aimed towards women such as teacher, caregiver, nurse, nanny, or maid are related to household work and taking care of the needs of children or ill people. Despite many Indian women having entrepreneurial skills and ambitions, society and family discourage them and often try to force them to stay with family and take care of them.

While women have been inventing things and having their own business for centuries, with the rise of feminism in the early 20th century, the climate for women in the workforce began to change and with World War II, female entrepreneurship boomed with many home-based businesses opening-up.

In 1991 there were only 185,900 women entrepreneurs, those who were primarily engaged in activities like handlooms, agriculture and other Agri-based products. By 1995-96 this number only increase to 295,680. There was a significant increase during the 8th five-year plan due to continuous efforts and schemes introduced by government of India. In the next five-year plan the number increase to 5 lakh women entrepreneurs, many of which started entering other sectors like marketing, IT and banking. Some of the steps taken by government in this regard included Mahila Vikas Nidhi, District Industries center and Rashtriya Mahila Kosh along with other various training programs aimed at imparting education to women and increase their participation in the workforce through entrepreneurship.

In the last three decades, with widespread education and rise in the social awareness world has changed and many women are showing curiosity and courage in starting their own venture. Due to globalization and digitalization women are shifting from household work to professional work but they face lot of challenges in this male-dominated culture. Entrepreneurship is a male dominant phenomenon

but in today's world women are also involving themselves in it and as such they have to face a lot more obstacles before achieving victory in comparison to their male counterparts.

As per the research data of 2018, women section hold 14% of total entrepreneur base in Indian economy. There was slight increase in the growth of this number by 20% by end of 2019. However, overall average rate of employment in this section was only 1.67 people per business enterprise. Many were fake enterprises not run by the women entrepreneurs.

Enormous no. of women is involved in entrepreneurship and accomplishes their own business but it is not easy for women to get success simply as there are a lot of provocations for women. They have to deal with discrimination and they have to put more effort as compared to men to prove them in civilization. The low literacy rate and low work involvement rate also contribute to the disadvantage of women's position in society.

In the 2018, Mastercard Index of Women entrepreneurs which takes a look at access to finance, advancement in outcomes and ease of doing business, India ranked 52 among 57 countries, which is ahead of Iran and behind of Tunisia. The fact is clear that in India's journey to grow, it has significantly ignored the women of the country. This is further evident by the following facts: According to a World Bank estimation an overwhelmingly 75% of working-age women (35% of India's working-age population) currently do not have paid work. Only 59% of women have access to mobile devices, with an abysmally low internet penetration rate of 19%, and only 35% of women frequently use their bank accounts, further limiting their opportunities. Lastly, even though women constitute 42% of the agricultural labor force in India, women themselves own only 2% of farmland. India's women labor force involvement rate is already among the lowest in the globe and it sadly continues to decline. Women are also more likely to get unemployed.

Over the past years, through struggle and determination more and more women have risen to take charge and open their own business operation. Factors such as better accessibility to quality education, changing the perception of the role of women in the world, changing discernment on entrepreneurship and leadership, increased social acceptance of women entrepreneurship, easier availability to finance, government initiatives and rise in the number of role models has helped and encouraged growth in the field of women entrepreneurship.

Even though now starting up a business is easier for women, they often face the challenge of managing and striking the right balance between their business and family. As such, any failure they face makes them more risk-averse and often can lead to renouncing their business.

The growth is largely visible in urban localities and the upper class. The enlargement of women entrepreneurship is still especially stumpy in rural areas, where patriarchy is still prominent. Another challenge faced by them is adapting to new technology. Between executing their business and taking care of family and household they hardly find the time or resources to learn and develop to adapt to the dynamic business environment and digital era. With proper guidance and skill, women in rural areas have the potential to be a gold mine of wealth for the country and its development.

At present, total contribution of women section to economy is 17% of GDP. Research says if this number gets doubled or half of the women entrepreneurs contribute to economy the growth pattern would rise by 1.5 % points to about 9%. By 2030, it has been estimated that working age population will exceed in an unparallel manner and majority of women economic potential will remain unaddressed. If better inputs and trainings are being provided to them better outputs can be expected.

As per a study conducted by McKinsey, equal contribution of women in the nation has the potential to raise the GDP by 16-60% by 2025, which is equal to the addition of \$2.9 trillion in the economy. At present, India is ranked 52nd out of 57 countries according to the Index of Women Entrepreneurs 2019. The current business scenario is heavily dominated by men, only through a countrywide major shift in mindset and facilitation of suitable conditions and financial accessibility that can nurture and encourage women entrepreneurship.

Women entrepreneurship is essential to generate the required levels of employment creation, improve social prosperity by investing in children's health and education, breaking the glass-ceiling and increasing retention of women in workforce and fostering innovation especially in women-centric products and services.

II. LITERATURE REVIEW

- Greene et.al. (2003) has studied the research and survey conducted on women entrepreneurship. On the basis of study done by him, he categorized the journals and research into various parameters like discrimination, business unit, financing challenges, personal attributes etc.
- Singh, 2008, the author identifies that factors influencing women's entry into the world of entrepreneurship. He discussed the characteristics of women owned businesses and the obstacles they face. According to him, some of the major barriers faced by women entrepreneurs include lack of successful Role models and fellow women entrepreneurs, society's lack of acceptability towards women entrepreneurs, responsibility towards family, discrimination due to gender bias, lack of network and lower acceptability among bankers to extend loans to women entrepreneurs. Some of the suggestions made by him included remedial measures like marketing micro enterprises,

unlocking institutional frame work, projecting & pulling to grow & support the winners etc. The study advocated about the need for synergy among women related ministries, economic ministry & social & welfare development ministry of the GOI.

- Mohan (2016) concentrated on explaining the significance of enterprise development in advanced time. The author contemplates the idea of advancement and business enterprise in this paper. It constituted that developing market places are testing created economies as the essential wellspring of enterprising advancement. Business visionaries are prepared to move mentality toward more coordinated effort with enormous organizations. Innovation bunches, motivated by Silicon Valley, can give an imperative biological system to enterprising achievement. Youthful business people request dynamic help from the government to continue their authority in innovation advancement. The paper likewise incorporates instances of imaginative business visionaries and how the advancement in administrations supports the business in growth & development in the current market area.
- According to Parkas, Goal (2011) the researcher in their research planned to figure out the purposes for women turning out to be fruitful business visionaries, as in training, backing of , support of family and companions and so forth. Still they have to go through with tons of obstacles like household commitment, absence of self-assurance and venerable and antiquated social viewpoint to bar women from going in business activity. Plans for advancement and improvement of women business enterprise likewise drifted by the government in the Country.
- According to (Starcher,1996) Women's family commitments additionally bar them from turning out to be effective business people in both created and creating countries Because of household responsibilities and other commitments only few women are able to give or devote their valuable time to their businesses.
- Jamal (2009) looks at the response of requirements and start influencing women business enterprise in growing nation. The paper receives a centralizing study plan with numerous points and an informative research strategy, concentrating at inside and out meetings with 10 women business entrepreneurs to examine their recognitions and translations of requirements and openings confronting female enterprise. The discoveries introduced in his paper obviously represent the significance of small scale and full scale level factors in business examination and the handiness of incorporating numerous focal points and units of investigation to catch the unpredictability of the women's enterprise involvement with a specific setting.
- As per Bhardwaj, Parashar, Pandey & Sahu (2012) they planned to determine altered boosting and de-inspiring interior & outside components of women business enterprise. They endeavor to measure some for nonparametric variables to give the feeling of positioning these components. They likewise propose the method for wiping out and diminishing obstacles present before women business improvement in Indian

Context. The research attempted to discover the distinction among different arrangements of individuals of the vital variables which are worried about the women pioneering openings on the loose. Issues have been distinguished through different writing considered. Variables considered for the study keeps on changing from research to research while women enterprise is relevant for the growth of any economy.

- According to (Joshi et al., 2015) when women pick male-ruled work, they don't "fit" the desires and may confront bias: women might be viewed as less capable (e.g., having lower initiative aptitudes) or less successful than men. Besides, companions or superiors may limit women's hard work. In their research traversing numerous businesses and occupations, Joshi and partners (2015) found that gender based contrasts in hierarchical prizes were just about multiple times bigger than gender based contrasts in execution assessments. It has likewise been asserted that the regular impression of women being more risk unwilling than men causes women facing challenges to either be ignored or seen contrarily as "presumptuous" (Jewell, 2011). Considering all the previously mentioned (Jewell, 2011; Joshi et al., 2015) said that women uncommon high situations in associations have an incredible representative incentive for other women.
- According to study conducted by Parul Malik (2017) it contends that female's innovative excursion is troublesome, despite in the developing advanced scene. She debates about the prerequisite to create strategies which help rehearses that empower women to seek professions as digital entrepreneurs.
- Thompson (2005) in his study highlighted the way that achievement is straightforwardly identified with the facilities accessible to the forthcoming entrepreneurs and the manner in which assets are overseen have an extraordinary impact on the achievement building.
- As per study by Soundarpandian (1999) he said that for enterprise improvement in India, there was more emphasis on looking into identifying procedures and upgrades of business enterprise. The issues looked by business women are hardened rivalry, significant expense of crude material required, monetary issues, and specialized challenges.
- In their research Buttner and Moore (1997) examine the explanation 129 women administrators and experts left huge associations to become business visionary and what are the criteria to measure achievement, and it uncovers that they did it in quest for objection, self - assurance, to offset work with household duties. They likewise counted the squares for profession development stepping stool to be specific segregation and authoritative elements. Their meaning of accomplishment incorporates key terms such as self-satisfaction and objective accomplishment which sidelines the significance of benefit and development of business.
- As per presentation by Minniti and Arenius (2003) on ' Women in Entrepreneurship' they pronounce the GEM study report that the probability of beginning another business is higher among women with saw abilities and

information than the individuals who see that they need such aptitudes. The examination on GEM concentrate likewise reports that people somewhere in the range of 25 and 34 years old are a lot inclined to begin a business along these lines grown-up women's frames a promptly accessible vault of potential pioneering action. Other factors and issues should also be addressed and focused by government like innovative condition, preparing and family work compromise.

- According to Gundry, Ben, and Posig, (2002), they found that the main issue facing women entrepreneurs is insufficient funds for starting their venture. The essential hindrances of women's business visionaries are deficit financing as far as start-up capital and adequate incomes. According to (Link 2017) many researchers have tried to offer a superior comprehension of the challenges looked by women in starting a venture and causing it to develop. Whereas (Adema et al. 2014) said in their research that in reality, when asked, women express that they might want to turn into a business visionary not as much as men. and (Fairlie and Robb 2009) said in their study that imperatives women face in beginning another endeavor are connected to various elements, extending from women ' lower understanding and diminished penchant to any risk, According to Thébaud (2015) there is a lack of prepared openings and institutional help. There is lower access to monetary capital required for finding and pursuing any market opportunities identified by women entrepreneurs.
- As per study by Latha et al. (2010) he recommended that women entrepreneur should be lauded for their expanded use of most recent innovation, extended ventures, finding an opening in the fare market, and building adequate openings for work for other people and setting the bearings for other female business people in sorted out segment. In spite of the fact that female entrepreneurs have shown their latent capacity, reality continues as before that they are skillful of giving substantially more than what they as of now are.

III. RESEARCH METHODOLOGY

This Paper is conceptually designed in which secondary sources are utilized like published reports, articles, and research papers. This study particularly emphasized the challenges faced by women entrepreneurs particularly in this digital era that we live in. It also highlighted the obstacles that have been faced by women in their journey to entrepreneurial success.

- *Objectives of the study*
 - To study the complications encountered by women entrepreneurs.
 - To find out the successful women entrepreneurs in India.
 - To study the government schemes for women entrepreneurs.

IV. FINDING AND DISCUSSION

It is a conceptual designed paper it focuses on the challenges, problems faced by women entrepreneurs to start their venture and managing it in this competitive and digital environment.

A. Women Entrepreneurship

Till even just a few years ago, the scope of women was restricted to the four walls of their home, focused on performing household chores in a male governing culture. But currently females are not limited to their houses. Rather they are engrossed in all various kinds of operations and are often carrying these out better than men. Whether it's academics, politics, social work or managing their business they strive to achieve success in all avenues of life. Even so, they are balancing these activities along with their innumerable responsibilities towards their family.

For a nation like India, a businesswoman plays a momentous part in the development of the nation and women entrepreneurship is considered as a significant catalyst for progress and economic growth. By starting their own enterprise, they generate employment and inspire other women.

Women Entrepreneurship is not a novel phenomenon, twenty decades prior slowly and in small numbers, women started shifting from kitchen, kids, knitting to pappad, pickles as they started to earn their own money by trading these. Later, through the advancement of technology and digitalization, women made a shift towards engineering, electronics and energy. The women of today take advantage of technology and many establish their entire business online through which they get the benefit of extending their products and services to a large no. of clients globally.

B. Importance of Women Entrepreneurship

For the development of the economy, it is essential to increase the level of women entrepreneurship. This can be seen by the following.

- Out of 432 million working age women in the country, 343 million are not paid for any formal work.
- India's women workforce participation is one of the lowest in the world and it continues to decrease.
- Increase in women entrepreneurship will increase the retention of women in the work-force they won't have to quit their work due to digitization and automation as in case of jobs.
- It will transform the Indian SME industry, with increased participation of women, job opportunities will grow and industries will develop.
- Increase in women entrepreneurship can generate jobs for up to 170 million people.

C. Characteristics of Women Entrepreneurship

Technology plays a dynamic role in every business as it helps in connecting the world. Today many women earn while staying at their homes by following their passion, creativity which helps them to generate new ideas for doing businesses, for instance, a lot of women bake and sell their products through the digital medium without getting out of their homes. Females too can achieve all possible things, a man can. It just takes strong determination and self-motivation. There are Few Characteristics of women entrepreneurship are:

- **Audacity:** It is one of the most essential characteristics of a woman entrepreneur. Many women are really passionate about starting their own business but only audacious ones can succeed in their career.
- **Initiator:** Entrepreneurs are initiator they start their self they are not scared to plan new ideas and implement those ideas hence, they are risk-takers they initiate, and if doesn't succeed improve and then plan.
- **Hard work:** Without doing hard work no one can succeed and women are hard-working. They work hard all the time for themselves, for their venture only through hard work they can make their enterprise to the top enterprises in the world.
- *"Hard work is the key to success"*
- **Confidence:** Women Entrepreneurs are confident enough as they know their self- worth and they are talented also through they can achieve their dreams. Confidence is very important because it creates wisdom that what they are doing.
- **Fearless:** Being Fearless helps in achieving dreams easily women are not scared to fail as sometimes most entrepreneurs face loss or they fail in the first attempt but it doesn't them they learn from errors and start again.
- **Self-Development:** Self -development is very important effective entrepreneurs are always improving their skills timely. Women entrepreneurs always try to build connections which help in rising their business and helps in maintain professional relations with other business visionaries.
- **Leader:** Women are the great leader they demonstrate high leadership traits. She is proficient enough to motivate their employees and create a positive working environment. She guides, supports, encourage their employees in all possible manner for good teamwork, and for growth and development of their enterprise.
- **Maintains work-life balance:** Women can handle strain in a better way than men as they have to take care of their family also. Women know how to manage their business and family simultaneously that makes a woman successful.

Where the world is becoming highly competitive, women have the potential to achieve everything they aspire for and at the same time they can manage their houses also. All it requires is the will power for the same.

D. Challenges and problems faced by Women Entrepreneurs

To get ahead and achieve great success in business is a lot stiffer as compared to men. They face many problems along with way, such as:

- The primary obstacle in their path is the mere fact that they are females existing in a male dominant society where males are always given predilection over the female species particularly in terms of business.
- Financial institutions are more skeptical when it comes to women entrepreneurs and their ability to handle business and as such it is more challenging for women to get financial assistance for their business ventures.
- Women often lack the ability to provide tangible security as they usually don't own large assets like houses on their own name. These are usually in the name of the males of the household.
- In a country like India major emphasis is placed on how humanity views us and in many fragments of the nation something like women going to work and contending a business is frowned upon.
- Women are taught since birth to depend on males of the family and so their confidence in their capabilities is not developed. They don't feel confident in handling business responsibilities as they are taught that such work is for men and it is too difficult for them.
- Their participation in business is also prompted by the level of education and family background of their husband.
- There is a dearth of institutions that provide help and training for entrepreneurship to women.
- Lack of awareness about financial and government programs aimed at helping the development of women entrepreneurs.
- Cultural constraints and lack of role models often demotivate women hoping to start their own business.
- Many women find it difficult to keep up with the face pace of digitization while being the second-breadwinner of family and taking care of children.
- Many of them are averse to risk and lack of knowledge.
- Women's mobility is still quite limited in the country.
- Even now, it is difficult for a single woman to ask for a room. People's prejudice often hampers the growth of women.
- Women typically have administrative jobs that are increasingly being digitized.
- Indian women place greater importance on family ties and obligations, putting these first before their work, causing them to lose focus from growing their business.
- The literacy level among women is found to be lower than that of men which affects their speed in adapting to changes and new technology. Many women across the country lack the knowledge needed to maintain and grow their business and keep up with the competition from male entrepreneurs.

E. Factors influencing growth of Women Entrepreneurship

The main motivators of women entrepreneurship mainly include interest/familiarity with the sector, fulfillment of an unmet need and financial need. Other reasons also include, need for greater control and flexibility in career, need for recognition, employment creation and lack of accessibility to a suitable job. (Refer to ANNEXURE 1)

F. Government Initiatives for Women Entrepreneurs

Today women are leaving their highly paid jobs and start their own venture and it is possible because of various schemes and initiatives for women entrepreneurs. Indian government support women's entrepreneurial activities in every possible manner. Various banks also offer specialized and easy loan facilities that are more flexible terms and conditions. The government has various schemes and some of the schemes are: - (Refer to ANNEXURE 2)

G. Women Entrepreneurs in India

With the development in Indian economy, the status of women in society has improved as compared to earlier times. Today many women despite lots of obstacles in their journey are pursuing entrepreneurial activities and succeed in their business. Women's play a major part in the expansion of the nation and they get triumph in every sector and they also inspire other women across the country. There are some of the Women Entrepreneurs in India who set up their own venture and solve daily life problems from their business activity. Some of the Women Entrepreneurs are: (Refer to ANNEXURE 3)

V. CONCLUSION

A journey of becoming an entrepreneur is full of troubles and more so for women especially in India because our society criticizes women at every turn rather than motivating them, it ridicules and discourages them. However, today women are accepting and overcoming all challenges to prove them at every point and is starting to work towards their dream. Today, many women start their careers as entrepreneurs and empower other women also, becoming role models for future generations of women aspiring to have their own business. The Government has started many schemes to support women that want to start their entrepreneurship journey but due to lack of awareness most of these women aren't able to grab the opportunity especially in rural areas. Women have major contributions to the economic development of the nation. Even with lots of obstacles in their path, women nowadays are increasingly working on having their own business venture with innovative products and services that are useful for the betterment of society also. Earlier many people believed that women started their venture because of some push factors like poverty, need, husband death, etc. but nowadays women start entrepreneurial activities because of motivators like innovative ideas, creativity, and their ability to take risks. In 2016 Government launched an initiative called Startup India which promotes entrepreneurial activities in India and also encourages women to start their

venture. Although the Government has helped women entrepreneurs to grow to some extent, awareness and motivation are necessary so women can reach the limits of the sky.

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ANNEXURE

A. Factors influencing growth of Women Entrepreneurship

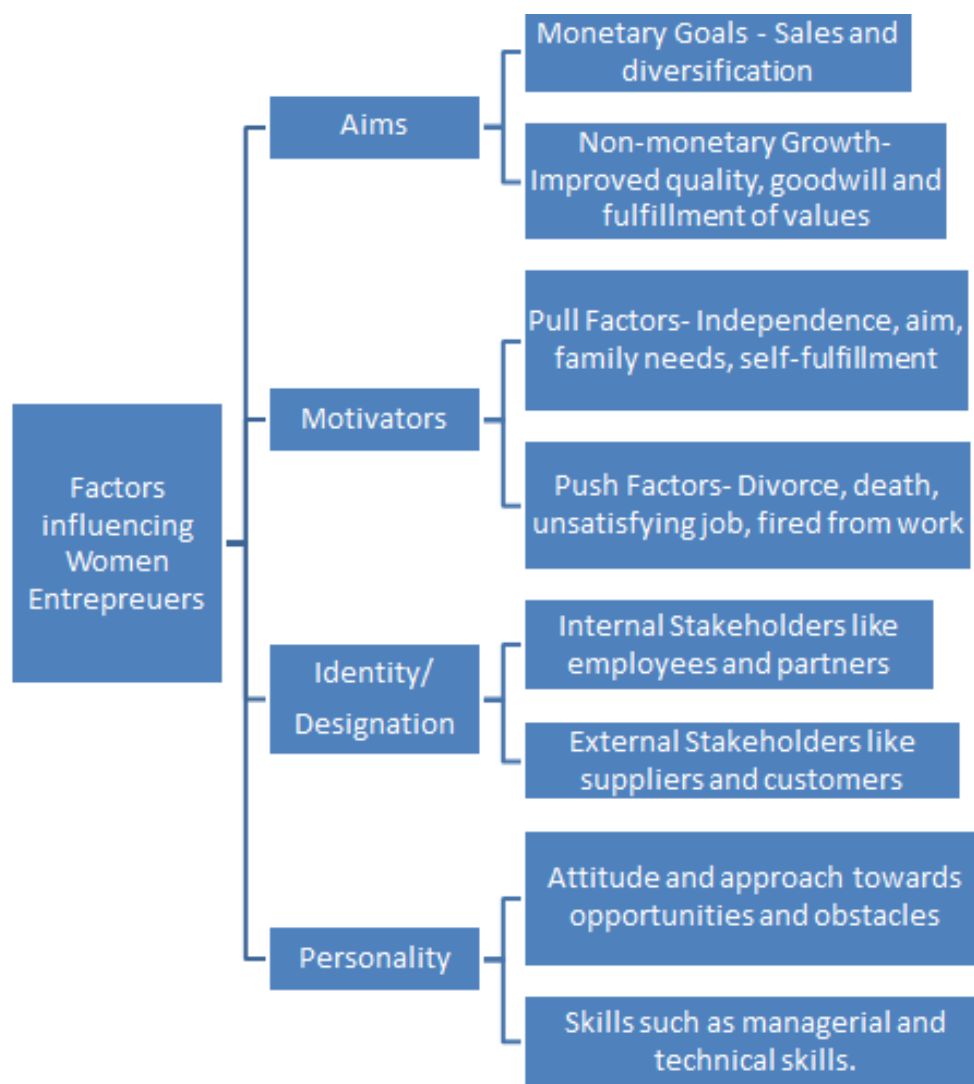


Fig 1

B. Government Initiatives for Women Entrepreneurs

Government Schemes / Initiatives	About Schemes/ Initiatives
Bhartiya Mahila Bank	<ul style="list-style-type: none"> ▪ This Bank provides finance to under privileged women's who want to establish their own venture. ▪ Bank provide loan up to 20 crore for manufacturing enterprise and collateral free loan up to 1 crore under the credit guarantee fund. ▪ Rate of Interest is 12.25 %
Udyogni Scheme	<ul style="list-style-type: none"> ▪ Most important benefit of this scheme is minimum interest rate on corporate loan. ▪ Loan of 1 lakh for women's aged between 18-45 years. ▪ For disabled, widowed, or women belongs to SC / ST category a subsidy of 10,000 Rs. or 30% of loan is provided depends which one is lower.
Trade Related Entrepreneurship Development Assistance Scheme	<ul style="list-style-type: none"> • It also put emphasis on economic stability and empowerment of women. • This scheme majorly highlights promotion of self -employment and activities generating income for SHG group women's. ▪ Government grants maximum 30 lakh to NGO's for training, counseling and establishments of new SHG's.
Support to Training and Employment program for women	<ul style="list-style-type: none"> ▪ It was initiated by ministry of child and women development. ▪ This Plan is for training and skill development of women. ▪ This helps women to be self-employed.
Annapurna Scheme	<ul style="list-style-type: none"> ▪ This scheme is for women's chef with the help of this scheme they can make their cooking as a business and can earn well. ▪ Government offers up to Rs. 50,000 as a loan for the period of 3 year.

Table 1

Technology Development and Utilization program for Women	<ul style="list-style-type: none"> ▪ This program encourages acceptance of new technology. ▪ It creates awareness about new technology and up gradation in it. ▪ This Program provides support for those ventures which are need technology development. ▪ Supported ventures are liked food processing, nutrition, health and hygiene, etc. ▪ To endorse capacity building and effectiveness of women technology is used.
Stree Shakti Package for Women Entrepreneur	<ul style="list-style-type: none"> ▪ Offered by State Bank of India wings to those women who have more than 50% ownership of a firm. ▪ Rate of interest by 0.50% at discounted rate. ▪ Doesn't required collateral security on loan up to 10 lakh.
Mahila Udyam Nidhi Scheme	<ul style="list-style-type: none"> ▪ Initiate by Punjab National Bank. ▪ Targets the small sector. ▪ Upgrades the women entrepreneurs. ▪ Under this plan loan up to 10 lakh can be approved which can be repaid within 10 years.
Science and Technology Entrepreneurship Park	<ul style="list-style-type: none"> ▪ It was started in 1987. ▪ Rural Women entrepreneurs get training under this scheme this scheme for business like agriculture, khadi, handloom, etc. ▪ More than 2.5 lakh rural women are trained under this scheme.
Mahila E- Haat	<ul style="list-style-type: none"> ▪ This is launched by Ministry of Women and Child Development. ▪ It offers an opportunity to Business women's to leverage technology for showcasing their hand made or manufactured products. ▪ This scheme act as a facilitator by offering a platform where they can sell their products to consumer easily.

Table 2

C. Women Entrepreneurs in India

ENTREPRENUER	VENTURE	POSITION	ABOUT STARTUP
Falguni Nayyar	Naykaa.com	CEO & Founder	It is an e-commerce startup and favorite destination for women where cosmetic and wellness products are available from every brand through mobile apps as well as through physical stores.
Debadutta Updhaya	Timesaverz dotcom private limited	CEO & Founder	A web-based portal that provides services like cleaning, repairs, beauty, pest control, and many more. It's India's first startup providing home-services which helps working women to manage their home life.
Pranshu Bhandari	Culture Alley	Co- Founder	It is an Ed-tech startup that offers free language learning. It offers a variety of languages be it the local or the foreign language under one platform one can learn as many languages through audio-visual lessons and practice games.
Richa kar	Zivame	CO- founder & CEO	A web-based Lingerie store that offers all body shapes and sizes, brand, color and has hundreds of styles for women at the lowest price.
Aditi Gupta	Menstrupedia	Co- Founder	It is a friendly guide to menstruation which provides important information to millions of women regarding menstruation and how they can stay healthy during menstruation.
Neha Motwani	Fitternity	Founder and CEO	It is an online fitness platform that helps users to start their fitness journey as well it allows users to attend yoga, Zumba, and fitness classes.

Sayali Karanjkar	PaySense	Co- Founder	It is a financial services startup that provides credit in a more efficient manner. They provide loans up to Rs. 5 lakh and there are varieties of loan from consumers can choose with the Affordable EMI option.
Shreya Mishra	Flyrobe	Co-Founder	It is an apparel rental platform that provides premium designer wear and accessories on rent for men and women. Currently it is present in 10 major Indian cities and also has 2 stores in Mumbai & Delhi.
Ghazal Alagh	mamaearth	Co-Founder	It's India's first toxin-free baby care brand. They provide varieties of baby products as well as they have a wide range of beauty products also.
Suruchi Wagh	Jombay.com	Founder and COO	It provides a talent assessment & digital learning & development platform which is powered by Psychometric and enables customers to make data-driven decisions for hiring, managing employee's performance & development of employees.

Table 3