
Success Stories of Women Entrepreneurs in India

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ABSTRACT

Success stories are seen as stories that really make an impact on society in terms of concrete solutions and engaging values in people social mindset. Being women, and having a successful story are exorbitant, as it may be managing of corporations or managing of household. As the paper viewed that entrepreneurship is the heart of the modern business, a force behind innovative businesses that characterize the modern economy. It is the dynamic process of creating incremental wealth by individuals who assume the major risks in terms of equity, time and/or career commitment of providing value for some product or service. Most successful women entrepreneurs argued that, women are known to be successful entrepreneurial and must be encouraged. Thus, the paper concluded that, women, if determined can achieve any goal, whatever may be the situation or challenges. One of the recommendations was that women should develop passion, knowledge about what they intend doing and the ability to invest afterwards.

KEYWORDS: Success Stories, Women and Entrepreneurship

Introduction

Being women, everyone should feel proud of themselves. Looking in to every field of life, as it may be managing of corporations or managing of household things or sports world, women's success stories are exorbitant. Most of the women are born with entrepreneurial skills and are known for it. Women's are embedded with patience, perseverance, risk-taking attitude, hard work, etc. and these are the qualities of entrepreneurs. In this seminar, highlight has been thrown on the stories of those women who after facing various struggles in their life and work environment came up with their own solutions to problems and as such, they emerged as successful women entrepreneurs.

Concept of Success Stories

Success stories are seen as stories that really make an impact on society in terms of concrete solutions and engaging values in people social mindset. All these stories give a powerful idea of the economical frame and historical heritage that have generated them, expressing clearly the sense of payback and the future horizon of each country (Play Europe, 2018). The success stories are experiences which have been developed in order to involved and encourage young aspiring entrepreneurs across the globe. It is an evaluation tools that have been used by professionals across disciplines for quite some time. The increasing popularity of success stories is due to the innovative and effective way that they increase a program's visibility,

while engaging potential participants, partners, and funders in public health efforts. Success stories are used as vehicles for celebrating achievements, sharing challenges, and communicating lessons learned. Success stories are an effective means to move beyond the numbers and connect to readers-with a cause they can relate to and want to join.

Concept of Entrepreneurship

The concept of entrepreneurship has been around as long as man existed. Entrepreneurship is a common vocabulary to many people today, a topic that occupies a prominent position on the research agenda of scholars from variety of backgrounds and disciplines including economics, sociology, political science, and psychology since the concept was established in early 1770s (Hinddle & Gillin, 2012; Hebert & Link, 2009). It is a subject that has elicited a lot of interest of people from all walks of life and occupations including scholars, educators, researchers and policy makers. According to (Reynolds, 2005), Entrepreneurship is conceptualized as the discovery of opportunities and the subsequent creation of new economic activity, often via the creation of a new organization. Due to the fact that there is no market for "opportunities", the entrepreneur must exploit them, meaning that he or she must develop his or her capabilities to obtain resources, as well as organize and exploit opportunities. The downside to the market of "ideas" or "opportunities" lies in the difficulty involved in protecting ownership rights of ideas that are not associated with patents or copyrights of the different expectations held by entrepreneurs and investors on the economic value of ideas and business opportunities, and of the entrepreneur's need to withhold information that may affect the value of the project. Entrepreneurship is the heart of the modern business, a force behind innovative businesses that characterize the modern economy. It is the dynamic process of creating incremental wealth by individuals who assume the major risks in terms of equity, time and/or career commitment of providing value for some product or service (Kuratko & Hodgetts, 2008). Many writers have tried to provide a specific definition for entrepreneurship, identifying what they believe makes entrepreneurship distinct from other forms of economics and management thought and behaviour. The definitions incorporate a wide expanse of skills, thought process, intentions and actual behaviours in an entrepreneurial world.

Case Studies: Success Stories of Women Entrepreneurs from Various States of India

Narendra Modi named many examples of women entrepreneurs who have made a mark on both state and national level. Addressing FICCI's women cell at a meet, Modi said that women are known to be successful at entrepreneurship and must be encouraged.

Jasuben Pizza

Jasuben Pizza captures a big market in Gujarat, Modi said. An educated individual in Gujarat will also prefer 'Jasuben ke Pizza over Pizza Hut," he added. Jasuben Pizza was started by the namesake in her early forties. While she originally made pizzas for her children, the idea took root once those around started appreciating them. Known for their 'Gujarati' taste, the vegetarian pizzas are quite famous in the state.

Lijjat Papad

Another example of women entrepreneurship that Modi cited was 'Lijjat Papad'. 'Lijjat Papad' is a creation of a group of uneducated women. This is a model of entrepreneurship, he said. According to Lijjat's website, the organisation started work in 1959. A pioneer batch of 7 village ladies had set the ball rolling by making 4 packets of Papads. The faith and patience

of the members were put to test on several occasion - they had no money and started on a borrowed sum of Rs. 80/-. Today, Shri Mahila Griha Udyog Lijjat Papad is a Women's organisation manufacturing various products from Papad, Appalam, Masala, Gehu Atta, Chapati, SASA Detergent Powder, SASA Detergent Cake (Tikia), SASA Liquid Detergent. Membership has also expanded from an initial number of 7 sisters from one building to over 43,000 sisters throughout India.

Lijjat is a highly popular pappad brand in India. While many may remember the buck toothed bunny that appeared in their TV commercials, many may not be aware of the fact that it's the power of rural women and their self-employment initiative, 'Shri Mahila Griha Udyog' which made the brand possible. Started with a loan of just Rs. 80, today the co-operative has annual sales of more than Rs.3.1 billion.

Amul successful because of women (Amul the taste of India)

Citing the popular Amul's dairy development model, Narendra Modi said that the global acclaim that the brand enjoys is in part due to the ground-level work that women do to make it a success. The Amul Model of dairy development is a three-tiered structure with the dairy cooperative societies at the village level federated under a milk union at the district level and a federation of member unions at the state level. The model has been known to empower thousands of village women, who benefit at the grass-root level by selling milk to Amul. Amul claims that its model helps women gain economic independence.

Padma Shri awardee, Kalpana Saroj

Early Life

Kalpana Saroj was born in a Dalit family. Kalpana was married at the age of 12 and lived in a slum in Mumbai with her husband's family. After suffering physical abuse at the hands of her husband's family members, she was rescued by her father, left her husband and returned to her village to live with her parents. She attempted suicide after being ostracized by the villagers. At the age of 16, she moved back to Mumbai to live with her uncle. She started working in a garment factory to support her family. Using government loans for scheduled caste people, she successfully started a tailoring business and then a furniture store.

Entrepreneurial Ventures

Kalpana Saroj started KS Film Production and produced first movie which was dubbed in English, Telugu and Hindi. Khairalnji Movie is produced by Deelip Mhaske, Jyoti Reddy and Mannan Gore under Kalpana Saroj's banner. She built up a successful real estate business, and came to be known for her contacts and entrepreneurial skills. She was on the board of Kamani Tubes when it went into liquidation in 2001, and after taking over the company, restructured it and brought it back to profit. According to her own estimates, she has personal assets worth \$112 million.

Awards and Recognition

Kalpana Saroj was awarded the Padma Shri for Trade and Industry in 2013.

She was appointed to the board of directors of Bhartiya Mahila Bank, a bank primarily for women, by the Government of India.

Success Story of Rupa rani fuelled the Dreams of Many Women-Confederation of Women Entrepreneurs

Confederation of Women Entrepreneurs, as the name suggests is an NGO/social organization engaged in the social and economic upliftment of women through entrepreneurship. COWE slogan "Gearing women power" stands for the democratic structure of COWE and stands for "Of the women, for the women and by the women".

She has organized many workshops for women in Pulakeshinagar, Sumangali Seva Ashram, Hebbal and surrounding areas of RT Nagar. She has also helmed workshops in IT sectors for companies like GE, Wipro, ANZ Bank, Accenture, etc.

She has also participated in international events and trade fairs in countries like Singapore, Malaysia, Sri Lanka, Poland, Bangkok and Egypt.

COWE has also opened chapters in Andhra Pradesh, Delhi, Jharkhand, Tamil Nadu, Uttar Pradesh, Uttarakhand, and West Bengal and is hoping to open more chapters across India.

And now the Karnataka chapter is taking a delegation of women entrepreneurs to Hong Kong to explore international trends and markets during the Fashion Week. The idea is to look for ideas to sustain businesses in India and to look for innovative products.

Life before Entrepreneur

Initially, she was a homemaker and then she got bored and wanted to start a business just to while away some time. She started a medical shop but after children were born, it was very difficult for her to run it. She then started making candles, succeeded and invested `600 into expanding the business. She continued with the business for 18 years. She took part in international exhibitions to sell her candles and started exporting them to other countries like Australia, US, Malaysia and Sri Lanka. In the past four years, she has diversified her business into designing interiors. Meanwhile, through organisations like AWAKE and COWE, she travelled with a lot of delegations and took part in conferences. At COWE's Karnataka chapter, institution train women in image consultancy, fashion technology, decorating candles, apparel designing, chocolate making and more. Many women from the IT sectors are quitting their jobs and taking up entrepreneurship because they don't want to slog for someone else.

Suggestions from Rupa Rani

Lots of opportunities are available for women today, which they are not aware of. In government and private sectors, there are certain schemes for women. COWE play the role of a nodal agency between women entrepreneurs and the government so that the schemes can reach the women they are meant for.

The Struggles Faced...

In her quest to empower women, she has realised that she may try her best to show the way forward but only a few women try to take the knowledge about the schemes forward. Now, she is taking these women entrepreneurs to Hong Kong in a delegation to show them the world of opportunities that exists out there. I try to show them that this is a golden opportunity for them to find new business avenues. Skills are required to in the field of entrepreneurship.

Conclusion

By reading success stories of few women and their life style, it was concluded that women, if determined can achieve any goal, whatever may be the situation or challenges. Successful women entrepreneurs viewed life as challenging, their stimulated positiveness in the thinking process and solution to a problem after a persistent effort made them successful in their business ventures. These stories are really inspiring and provides zeal to start something new with small investment instead of sitting idle and looking for a job. It would be ideal for graduation holders to start up with their own businesses in association with NGO's.

Recommendations

1. Government should propose a policy on counseling sessions for women to encourage on them the area of their interests and make them equipped for the future.
2. Women should develop passion, knowledge about what they intend doing and the ability to invest afterwards.

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