

Charting New Frontiers

IN THE GLOBAL LANDSCAPE OF LEADERSHIP, INDIAN WOMEN ARE INCREASINGLY MAKING WAVES AND RESHAPING INDUSTRIES

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In recent years, India has witnessed a significant surge in entrepreneurial activities, with women leading the charge in various sectors. From tech to fashion, healthcare to education, they are breaking stereotypes and carving out their own paths.

Their success stories not only showcase what's possible but also challenge stereotypes and redefine societal expectations. By sharing their journeys, failures, and triumphs, they encourage others to pursue their entrepreneurial dreams fearlessly.

Ramneek Singh Ghotra, chief growth officer, Finvasia, says, "In 2023, there has been a remarkable increase in the num-

ber of endeavours taken up by women. The steady rise of women's entrepreneurship shows progress towards gender equality and creates opportunities for future women leaders."



Indian women startup entrepreneurs are not just creating businesses; they are driving change, challenging norms, and shaping the future of entrepreneurship in India. Their stories of resilience, innovation, and success serve as a testament to the transformative power of female entrepreneurship and inspire generations to come

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Echoing the same, Nidhi Aggarwal, founder, SpaceMantra, says, "Embracing diversity and acknowledging women's contributions fosters varied perspectives and problem-solving approaches."

Despite their remarkable achievements, women entrepreneurs in India still face numerous challenges. Access to funding, gender bias, societal expectations, and balancing work-life responsibilities are some of the hurdles they often encounter. However, their resilience, resourcefulness, and willingness to learn enable them to navigate these obstacles and emerge stronger.

"It becomes imperative that we, as a society, continue to support and champion women in entrepreneurship and innovation — ensuring that their voices are heard, and their contributions are

recognised and valued. Financing, indeed, remains a significant hurdle for women founders," says, Asha Patil, founder, Banjara Kasuti.

Recognising the importance of support networks, many women entrepreneurs are actively involved in mentorship programmes, networking events, and women-centric startup communities. "To help women entrepreneurs overcome financial obstacles, it is important to create specific support systems. This involves setting up funds specifically for businesses led by women, offering guidance through mentorship and networking, and providing financial education customised to their requirements. Moreover, making the funding process more transparent and address-

ing any bias against women in investment decisions can make things fairer," says, Ridhima Kansal, director, Rosemoore.

The Indian government has also taken steps to promote female entrepreneurship through various initiatives and schemes. Programmes like Stand-Up India, Mudra Yojana, and Women Entrepreneurship Platform (WEP) aim to empower women economically, provide access to finance, and foster an enabling environment for their entrepreneurial endeavours.

Mercy Amalraj, co-founder, Bangalore Watch Company, says, "Policies advocating gender equality, access to higher education, women-friendly workplace

policies are widely observed now. Government-backed schemes provide funding and training, while private entrepreneurs invest in creating inclusive work environments."

As India continues its journey towards becoming a global hub for startups, the role of women entrepreneurs will be crucial in driving growth, innovation, and inclusive development.

Rajashree Nambiar, co-founder, MD and CEO, Ecofy, believes, "Women entrepreneurs should actively engage with networks, sharing their narratives to enhance visibility. Simultaneously, the establishment of state-sponsored ecosystems specifically designed for women entrepreneurs can provide essential support. The solution lies in a dual approach — securing increased funding avenues and empowering women to strongly present their ventures in a compelling manner."

In recent years, a remarkable transformation has been unfolding within India's corporate landscape. Historically underrepresented at the highest echelons of corporate leadership, Indian women are now breaking through barriers, shattering glass ceilings, and assuming the helm of major companies across various industries.

Namita Mehta, president and partner, The Red Pen, says, "Women occupy only 29.2 per cent of the chief executive roles, and only 8.8 per cent of Fortune 500 CEOs are women. Digitisation bridges this gap by offering global networking opportunities. Through online communities, platforms that make way for upskilling, remote work, and access to information, today's woman has never been more confident."

Establishing the same, Ramya Ramachandran, founder and CEO, Whoppl, says, "Digitisation has indeed opened up a world of opportunities for women. With the advent of the internet and digital platforms, geographical boundaries have blurred. Women are now able to access resources, knowledge, and opportunities from across the globe."

Enhanced digitisation has revolutionised opportunities for women, offering unprecedented access to international exposure and networks. Digital platforms help women engage with global communities and collaborate on projects regardless of geographical boundaries.

"This exposure not only expands their knowledge base but also cultivates confidence and conviction as leaders. Interacting with diverse perspectives and cultures fosters adaptability and resilience, essential traits for effective leadership in today's interconnected world," says, Dr Renu Singh, director of sales and marketing, Aarize Group.