

Critical Analysis of Indian Self-Made Women Entrepreneurs: Case Study

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Abstract

Women entrepreneurs play significant role in the economy of India as well as in promoting the mechanism of women empowerment. In these consequences, it is realized that women entrepreneurs are also giving an important role in the development of the gender-based economy of India. In these consequences, the major objective of this research paper is based on the analysis of a case study of three selected women entrepreneurs, namely- Falguni Nayar, Vineeta Singh, and Ghazal Alagh. The methodology of this research work is based on the analysis of secondary data through access to online sources and a review of related literature. The findings of the study show that these three women entrepreneurs giving important role in the development of the entrepreneurs' economy of India. These women entrepreneurs are the symbol of women empowerment as well as gender equality on the grassroots level in India. In these contexts, the findings of this research work give an understanding of the phenomena of women's empowerment. Additionally, it encourages researchers, academicians, and policymakers to further research in this area.

Keywords: Women; entrepreneurs; empowerment; gender; development

INTRODUCTION

India is a diverse country in the context of economic activities by gender perspectives. In these consequences, there is a notable example of the success of the women entrepreneurs of India because women entrepreneurs play significant role in the economy of India as well as building the capacity of their success story in India. From these perspectives, it is realized that there are contradictions and discrimination exist in the way of entrepreneurship of women in India due to socioeconomic and technical problems in entrepreneurship. In the context of Delhi, it is found that women entrepreneurs giving important role in the development of Delhi. The findings of the study show that role of entrepreneurship was introduced in Delhi before the beginning of globalization in India. In these perspectives, women entrepreneurs wrote their success stories through the investment of their hard work and dedication in the development practices in the economic development of Delhi. Additionally, the findings of the study also show that women entrepreneurs play gave an important role in the

enhancement of women's empowerment in India. Therefore, it is realized that women's entrepreneurship has emerged as an important tool for the creation of livelihood in India. Women entrepreneurs are examples of the success of women's empowerment in India through their success stories. The findings of the study show that women entrepreneurs play important role in the enhancement of the micro and macro development of the Indian economy as well as gender equality in the sense of feminism discourse. Additionally, the study also shows that women entrepreneurs are filling the gap of gender imbalance in the development practices

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of India as well as giving important role in the development of India, but these women entrepreneurs are facing the problem of the financial crisis and social problems in their entrepreneurship

In the context of India, there are so many factors, including socioeconomic and technical factors, that exist in the way of women entrepreneurship in India. The findings of this study show that the self-help group of women is giving an important role in the development of women's entrepreneurship in India. Additionally, the role of the NGOs plays a crucial role in the management of the emerging problem in the way of women's entrepreneurship in India, but it can be discussed that women entrepreneurs are writing their success stories in India (Handy et al., 2002) [11]. There are socioeconomic and technical problems that exist in the implementation of women entrepreneurship in India because there are geographical disparities and inequalities in the socioeconomic development of India. These consequences and findings of the study show that the problem and prospects of women entrepreneurs are being affected by the pre-existed socioeconomic problem, but these problems are being managed by the self-discipline and hard work of women entrepreneurs in India. Further, the study also shows that women entrepreneurs are facing technical problems in the implementation of entrepreneurship on the grassroots level in India (Ganesan et al., 2002) [10]. From the perspective of the economic profit of women entrepreneurs in India, it is realized that the matter of women's entrepreneurship is associated with the matter of livelihood and women empowerment in India. The findings of the study show the aspect of profit and non-profit debate the women entrepreneurs in India in a positive sense because it is well known that women entrepreneurs are an example of self-made development in India. It is also realized that women entrepreneurs are an example of the feminist approach to the study of development practices on the grassroots level in India (Handy et al., 2007).[12]

In the context of the problem of women entrepreneurs in India, both problems and opportunities have existed in the implementation of entrepreneurship on the grassroots level. Both problems and opportunities are being managed by a self-help group of women entrepreneurs because the wishes and abilities of women entrepreneurs create cultural landscapes of economic development in India. In these consequences, it is realized that women entrepreneurs are inspiring and motivating other women to participate in women's entrepreneurship in India. Additionally, the findings of the study also show that women entrepreneurs play giving important role in women empowerment on the ground level in India. In the context of Southern India, it is found that women entrepreneurs play important role in the development practices on the ground level. The findings of the study show that women entrepreneurs of Southern India are dedicated to their profession through the investment of their skills and hard labor in the development of entrepreneurship in India. In these consequences, it is found that women entrepreneurs are examples of women empowerment in Southern India through an investment of wishes, abilities, and skills in the development of entrepreneurship in India (Das, 1999) [8]. Therefore, it is realized that women entrepreneurs are creating a cultural landscape in the development of India. The findings of the study show that women entrepreneurs are leading the economy of India on the basis of investment in the feminist approach in the development practices on the grassroots level in India. It is also realized that women entrepreneurs are enhancing the economy of India as well as filling the gender imbalance in socioeconomic development. Therefore, it can be discussed that women entrepreneurs are giving an important role in the development of self-mechanisms in India (Deshpande & Sethi, 2009) [9]. In these consequences, it is discussed that women entrepreneurs are the symbol of women empowerment in India as well as the feminism-based economic discourse in India. From these perspectives, it is realized that both problems and opportunities are being existed in the way of implementation of women entrepreneurs in India. The confluence of problems and opportunities plays important role in the development of the economic landscape of women entrepreneurship in India. In these consequences, it can be discussed that there is gender-based discourse may help to understand the process, determinants, and consequences of women entrepreneurship in India.

Based on the above concise introduction, it can be concluded that women entrepreneurs giving an important role in the macro and micro-based economy of India as well as giving participating in gender-

based development in the context of women empowerment in India. Therefore, the entire debate of this research paper is based on the nexus of women entrepreneurs and their success stories in the context of the emerging problem, prospects, and challenges with the management of these challenges for better enhancements of the women entrepreneurs in India on the grassroots level. In these perspectives background of this study is based on the explorative based case study of the following three successful women entrepreneurs:

- a) Falguni Nayar
- b) Vineeta Singh
- c) Ghazal Alagh

The above three women entrepreneurs are an example of the success story of women entrepreneurship in their areas. In these consequences, the next section of the research paper is based on the analysis of the review of literature in the context of the critical study of the problem and prospects of women entrepreneurs in India as well as gives a base for conducting an explorative-based study about Falguni Nayar, Vineeta Singh, and Ghazal Alagh in the twenty-first century.

REVIEW OF LITERATURE

Based on the above concise introduction and background part about the debate on women entrepreneurs, it can be mentioned that there is a need to depth analysis of the process, determinants, and consequences of the role and function of women entrepreneurs in the context of development practices in India. Therefore, the review of literature is based on the critical analysis of the related review of the literature under the approach of retrospective to the prospective manner of the study design because it is the demand of nature of the study regarding conduct a critical based analysis about the study of women entrepreneurs. Therefore, the review of the literature is categorized into the following section:

- i. Concept and prospects of women entrepreneurs in India.
- ii. Problem and opportunities of women entrepreneurs in India.
- iii. Future of Women entrepreneurship in India.

Above three sections of the review of literature are based analysis of the phenomena of women entrepreneurs in India in the context of liberal economics under the approach of globalization. In these consequences, each section is covered four articles according to the theme and nature of the research work as well as gives a depth analysis about developing an understanding of the discourse of feminism. In the consequences of feminism, it is realized that the entire debate of feminism is based on the analysis of the role of women entrepreneurs in development practices on the grassroots level. In these perspectives, it is important to mention that women entrepreneurs are synonyms of women empowerment and gender-based freedom and equality in the sense of development economics across the globe. From the perspective of India, the above three mentioned women entrepreneurs are an example of women empowerment in the context of development building as well as feminism discourse in the context of India. Therefore, a review of the literature gives us a base for understanding.

i. Concept and Prospects of Women Entrepreneurs in India

In the context of rural and urban women entrepreneurs in India, it is realized that both rural and urban India is facing problems in the function of entrepreneurship in India. These consequences of the findings of the study show that there are different concepts and patterns of women's entrepreneurship in India, and these perspectives play giving important role in the development of women's entrepreneurship in India. There is a significant impact of women entrepreneurship from the perspective of socioeconomic and cultural development in India. The findings of the study show that the consequences of socioeconomic and cultural development are creating a cultural landscape of the output of the confluent of wishes and abilities in India. It is well known that both wishes and abilities are an important part of the cultural landscape because of the culture of the core of the development of women entrepreneurs in India. Therefore, it is realized that women entrepreneurs are giving important role in the development

of India under the approach and method of feminism discourse on the grassroots level (Shastri & Sinha, 2010). The antecedents of women entrepreneurs in India are based on the phenomena of socioeconomic and cultural development at the grassroots level. The method and findings of the study show that feminism discourse is an important phenomenon in the development of women's entrepreneurship in India. In these consequences, it can be discussed that the feminist approach and method is an important tool for developing an understanding of the phenomena of women's entrepreneurship in India (Chhabra et al., 2020) [6]. Based on the above concise description and review of literature, it can be analyzed that there are lots of contradictions and discriminations are being emerged from socioeconomic and cultural phenomena. These consequences are creating both problems and prospects in the way of women entrepreneurs in India.

ii. Problem and Opportunities of Women Entrepreneurs in India

In the context of globalization, it is realized that there is a significant impact of globalization on the function of women entrepreneurship on the ground level in India because the new liberal economic policies of India are enhancing the way of gender-based development in India. From these perspectives, the findings of the study give a linear sequence of the phenomena of women entrepreneurs in India. There are so many factors associated with the function of women's entrepreneurship in India because the entire function of women's entrepreneurship is based on the role of the development of gender-based development in India. In these consequences, it is realized that the assessment of women's entrepreneurship is giving a significant role in the development of the economy of India in the context of gender-based development in India (Agarwal et al., 2022). [2] Based on a case study about the process, determinants, and consequences of the women start-up in India, it is found that women entrepreneurs play important role in the function of the mechanism of the start-up in India. Additionally, the findings of the study also show that the debate on feminism is based on women's empowerment through women's start-ups in India. In these consequences, there is a need to develop a research-based study about the phenomena for the understanding of women entrepreneurship in India. It is also realized that there is a need to conduct the study in the context of feminism discourse to understand the process, determinants, and function of women entrepreneurship in India (Agarwal & Lenka, 2018).[1]

iii. Future of Women Entrepreneurship in India

In the context of the role of women entrepreneurs in India, it is found that there is a significant impact of women entrepreneurship in the development of India. The findings of the study give a better understanding of women entrepreneurship in India. Therefore, it is realized that there is a need to develop a mechanism for setting goals for the future of women entrepreneurs in India (Basha et al., 2013) [5]. On the basis of the future direction of women entrepreneurship in India, it is realized that women entrepreneurs are creating an important role in the function of women entrepreneurship in India. The findings of the study give a feminism-based method for the sustainable development of gender-based development in India in the context of women entrepreneurship in India (Yadav & Unni, 2016). Based on the explorative-based study about the women entrepreneurs in India, it is found that there is a technical problem in the function of women entrepreneurship in India because there is a gap between policy-making and implementation about the better functioning of women entrepreneurship in India. Therefore, it is necessary to develop a mechanism for the function of the development of feminism discourse on the ground level. From these perspectives, it is realized that there is a need to develop a comprehensive study about the develop explorative based study about process, determinants, and function of women entrepreneurship in India (Ganesan et al. 2002). [10]

Based on the above concise critical analysis of the review of literature, it can be concluded that there are lots of challenges and problems in the way of women's entrepreneurship in India in the context of feminism discourse on the grassroots level. Therefore, it is realized that the selected review of literature gives both strength and strong arguments about the nature of the study of women entrepreneurship in India. From these perspectives, it is realized that there is a need to develop a methodology on the basis

of findings of the review of literature in the context of the explorative-based study. In these perspectives, the next section of the research paper covered broad aspects of the phenomena of the social, cultural, and economic aspects of feminism-based development in India in the context of women entrepreneurs in India on the grassroots level.

METHODOLOGY

Based on the above concise review of literature and arguments of the research work, it can be discussed that the selected review of literature gives enough information about the process, determinants, and consequences of the role and function of women entrepreneurship in India, but it is realized that major statement of the research problems is based on the gap in the cultural aspect of the role of feminism discourse in the development of women entrepreneurship in India. The major statement of the research problems is the following:

- i. A selected review of the literature does not cover the broad aspect of the role of women entrepreneurship in the context of the role and function of women entrepreneurship in India. Therefore, it can be concluded that the major statement of the research problem is based on the analytical gap in the debate of feminism discourse in the development practices in India.
- ii. Secondly, it is realized that there is a need to conduct an explorative-based case study about the study of women entrepreneurs in India in the context of women empowerment as well as start a debate about the nexus of women empowerment and feminism discourse in India in the context of new liberal economic policies in the context of globalization.

Based on the above concise statement of the research problems, there are the following research questions:

- i. What is the role of socioeconomic and cultural phenomena in the context of the globalization of women entrepreneurship in India?
- ii. What is a comparative analysis of the role of the selected women entrepreneurs in India?

Based on the above concise statement of the research problems and research questions, there are the following objectives for the research work:

- i. To identify the socioeconomic and cultural impact of the selected women entrepreneurs in India.
- ii. To analyze the comparative study about the selected women entrepreneurs in India in the context of women empowerment.
- iii. To give recommended policies about the function of better enhancement in the area of women entrepreneurship in India.

DATA COLLECTION AND ANALYTICAL FRAMEWORK

The nature of the study is based on the collection of secondary data from various online sources about the three following women entrepreneurs:

- i. Falguni Nayar
- ii. Vineeta Singh
- iii. Ghazal Alagh

The above three women entrepreneurs are synonyms of women empowerment in India as well as the example of the feminism discourse and gender equality on the grassroots level. In the context of India, these women entrepreneurs play significant role in the socioeconomic development of start-up India through the investment of their skills and abilities regarding the creation of the cultural and economic landscapes on the ground level in India. From these perspectives, it is realized that there is a need to conduct a comparative-based study about the phenomena of the process, determinates, and consequences of women entrepreneurship on the grassroots level in India. Therefore, the methodology of the research work is based on the cross-sectional approach in the context of descriptive analysis of the role of women entrepreneurs in start-up India and its consequences.

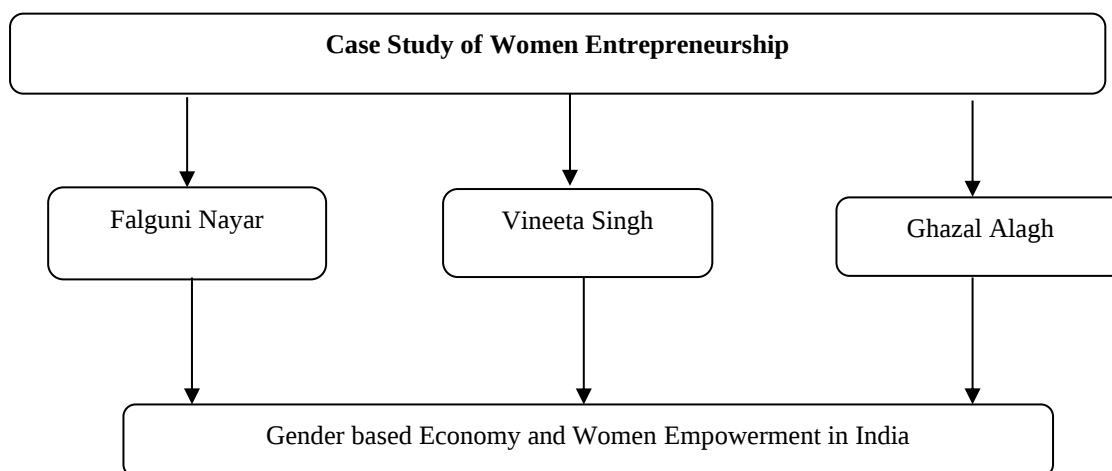


Figure 1. Role of women entrepreneurs in the indian economy.

RESULT AND DISCUSSION

Based on the above concise description and methodology part, it is realized that women entrepreneurs play significant role in the development of women empowerment in India. In these consequences, it can be discussed that the above three women entrepreneurs can be ideal for underprivileged women, who are suffering from basic human needs and survival of their families. From these perspectives, these women may be predicted as inspirational and motivational for women entrepreneurs in India. Based on the short review of the working performance of these women entrepreneurs in India, it is found that these three women entrepreneurs are experts in their field areas as well as the model of the gender-based economy in India. It is also realized that these women entrepreneurs are not only engaged in economic activities but also involved in the enhancement of macro and micro-based economies in India. From the perspective of macro and micro-based economies, it is found that both types of economy are being led by the positive contribution of these women entrepreneurs in their business area. In these consequences, it is realized that there is a need to conduct an explorative-based case study in India. In these consequences, the entire result part is based on the following section:

- i. Short Biography of Falguni Nayar, Vineeta Singh, and Ghazal Alagh.
- ii. Women entrepreneurs as synonyms of women empowerment
- iii. Future of women entrepreneurs in the context of comparative study about the above three women entrepreneurs.

The above three women entrepreneurs play significant role in the gender equality-based development in India in the context of new liberal economic policies under the influences of globalization. In these consequences, above mentioned three sections are based on the descriptive analysis of the phenomena of the feminism discourse in the context of development economics in India. Therefore, it is realized that the entire debate of the result part is based on the feminist discourse in the context of the retrospective to the prospective manner of the study design.

i. Short Biography of Falguni Nayar, Vineeta Singh and Ghazal Alagh.

Falguni Nayar

Falguni Nayar is a famous Indian women entrepreneur as well as the founder and CEO of Nykaa. She was born on 19th February 1963. She got the degree of MBA in finance. Falguni Nayar's company is involved in the production of beauty and Lifestyle Retail Company. Her company is known as FSN-E Company, and Falguni Nayar is a billionaire. In these consequences, it can be discussed that Falguni Nayar is a model for underprivileged women in India because she is working as a role model for women who are involved in the start-up on the grassroots level in India.

Vineeta Singh

Vineeta Singh is a famous women entrepreneur and CEO of a cosmetic sugar company. She was born in Anand, Gujarat, in 1983. She got her education from the Indian Institute of Technology Madras and

the Indian Institute of Management Ahmadabad. From these perspectives, it is realized that Vineeta Singh is the name of the brand of cosmetic beauty products as well as the name of Vibrant Gujarat. She is an expert to promote in the promotion of Indian beauty products across the globe. [14,15]

Ghazal Alagh

Ghazal Alagh is a famous women entrepreneur in India. She was born in 1988, CEO and co-founder of the baby health product MamaEarth. Ghazal Alagh is promoting modern art and community-based management through the sustainable development of toxin-free baby products across the globe. In these consequences, it is realized that Ghazal Alagh is working in the area of the production of baby products as well as a role model for Indian women who have the capacity to build up the economy of start-up India on the grassroots level. In these perspectives, the role of Ghazal Alagh is inspirational and motivational. [13]

The above three women entrepreneurs are experts in their business areas as well as giving an important role in the creation of livelihood and employment for Indian women. From these perspectives, it is realized that women entrepreneurs are synonyms of women empowerment as well as the model for women entrepreneurs. In these senses, these women entrepreneurs are creating and contributing to the economy of India a positive role of feminist-based approach in the development practices on the grassroots level. Therefore, it is realized that there is a need to review about role of these women entrepreneurs as synonyms of women empowerment in India.

ii. Women Entrepreneurs as Synonyms of Women Empowerment

In the context of women entrepreneurs, Falguni Nayar plays important role in the development of gender-based equality and gender-based development through the function of Nykaa (Patil & Deshpande, 2018). Falguni Nayar is a synonym for women entrepreneurs in India because she works as an entrepreneur and CEO. From these perspectives, it is realized that women entrepreneurs are following the function and principles of the company of Falguni Nayar in India. Therefore, it can be discussed that Falguni Nayar is a role model for Indian women entrepreneurs (D'Souza et al., 2022) [7]. Therefore, Falguni Nayar is the synonym for the success story of women entrepreneurs in India as well as motivating Indian women.

Vineeta Singh is a famous women entrepreneur who is giving an important role in the promotion of cosmetic brands across the globe. Additionally, her company is also creating opportunities for livelihood and employment on the grassroots level (Ambiga & Ramasamy, 2007)[3]. There is cordial nexus between women's entrepreneurship and the economic development of India. The findings of the study show that Vineeta Singh's company plays important role in the development of India. From these perspectives, it is realized that cosmetic sugar company is synonyms with the success story of Indian start-up.

Ghazal Alagh presents an example of the success story of women entrepreneurship in India through the investment of their skills in the production and export of baby products (Arora et al. 2010)[4]. In the context of the role of social media, it is found that Ghazal Alagh is giving an important role in the promotion of her products across the globe through the use of social media. In these consequences, it is realized that social media plays important role in promoting an export-based economy of entrepreneurship.

Based on the above concise description, it can be concluded that women entrepreneurs play important role in the development of the economy of the start-up in India. In these consequences, it is realized that these women entrepreneurs are creating a livelihood-based economy on the grassroots level in India. In these consequences, the above three women entrepreneurs are synonyms of women empowerment in India, but it realized that there are lots of challenges, problems, and issues have emerged in the way of the small-based economy of entrepreneurs in India because the above concise

description gives a positive based narrative about the phenomena of process, determinates and consequences of the women entrepreneurs in India. In this context, the above three women entrepreneurs can be analyzed as role models and inspirational regarding the development practices on the ground level. However, there is a need to give right based approach to women entrepreneurs regarding the better enhancement of the women entrepreneurs in India because the success story of the above three women entrepreneurs can give an approach to the development of the start-up economy for women in India.

iii. Future of Women Entrepreneurs in the Context of Comparative Study about the above Three Women Entrepreneurs

On the basis of the above concise description of the next section, it is realized that the above three women entrepreneurs are the symbol of women empowerment and start-up in India. In these consequences, it can be predicted that the function of the start-up of these three women may be an example of women's empowerment for women who are struggling to survive their life due to poverty and unemployment. From these perspectives, it can be discussed that the entire process of women's entrepreneurship may be evaluated in the context of the positive role of these three women entrepreneurs in India.

The story of Ghazal Alagh is different compared to Falguni Nayar and Vineeta Singh because that Ghazal Alagh is involved in the eco-friendly production of baby products in India. From these perspectives, it can be mentioned that the strategy of the marketing of MamaEarth Company is the symbol of the Indian marketing system across the globe as well as the story of the struggle of Ghazal Alagh. In the context of the comparative figure about the net worth of companies of these three women entrepreneurs, it is found that these three women entrepreneurs play important role in the macro-based economy of India with the enhancement of the micro-based economy. Here, it is important to discuss that there is not give importance to the net worth of these three women entrepreneurs, but it may be forwarded as predictor variables for the development of the underprivileged women in diversified India whereby there are lots of contradictions and discriminations about gender and feminism discourse. In these consequences, it is realized that these three women entrepreneurs can be contributed the social benefit for the economy of India on the grassroots level with an approach of comprehensive development.

Based on the above concise description, it can be discussed that the above three women entrepreneurs may be contributed to and invest in social benefit of social and economic development of the gender-based economy of India. In these consequences, it can be discussed that Falguni Nayar, Vineeta Singh, and Ghazal Alagh are giving an important role in the development of women in India as well as in promoting incredible India. From these perspectives, it can be discussed that these three women entrepreneurs are an example of the story of women's empowerment in India as well as the ambassador of the incredible start-up economy of India. [16-20]

Based on the above concise discussion and result from part, it can be summarised into the following points:

- i. The above three women entrepreneurs play giving important role in the socioeconomic development of India because their start-up-based economy is the backbone of the macro and micro-based economy of India. In the context of the economy of India, it is also important to mention that the economy of India is boosted due to the positive role of these three women entrepreneurs in the economy of India. In these consequences, it can be discussed that there is a need to redefine the role of women entrepreneurs as a gender-based economy of India.
- ii. The consequences of a gender-based economy are based on the positive role of women employees and entrepreneurs in India. In the context of these three women entrepreneurs, it is found that these women entrepreneurs are the symbol of women empowerment, but a major question has emerged in the context of underprivileged women; those who are suffering from the struggle of survival of

their life. In these consequences, the struggle story of these three women entrepreneurs can give a positive role in the enhancement of gender-based equality in India. From these perspectives, it is realized that there is a need to give a positive function to these three women entrepreneurs in the gender-based development of India.

- iii. Based on the above sections, it is realized that there is cordial nexus between women entrepreneurship and women empowerment in the context of these three women entrepreneurs in India. From these perspectives, it can be forwarded that the start-up-based economy of India can give a positive role in the enhancement of socio-economic development of India on the grassroots level. Additionally, the economy of entrepreneurship may be evaluated in the context of new liberal economic policies of India in the context of the globalization of the Indian economy.
- iv. In these consequences, it is also important to discuss that there are many contradictions and discriminations concerning the women entrepreneurs in India because the findings of the result part of this paper show that these three women entrepreneurs play important role in the economy of India. In these consequences, these three women entrepreneurs can give a better role in the removal of gender-based discrimination and contradiction in the economy of India on the grassroots level. Therefore, it is realized that there is a need to promote a feminism-based approach in the economy of India.

CONCLUSION

Based on the above concise result and discussion part, it can be concluded that the above three mentioned women entrepreneurs giving important role in the development of the start-up economy of India as well as enhancing women's empowerment. In these consequences, it is realized that the entire process of the struggle and success story of Falguni Nayar, Vineeta Singh, and Ghazal Alagh is a role model and inspiration for struggling women who are involved in the economic activities of entrepreneurship. In the case of these three women entrepreneurs, it is found that the process of women entrepreneurship is giving important phenomenon in the development of the macro and micro-based economy of India. These consequences are creating a platform of livelihood and employment on the grassroots level in India. Additionally, it is found that these women entrepreneurs are the symbol of women empowerment in India because the struggle and success story of these three women entrepreneurs gives positive energy to struggling women. Further, it is also important to mention that these three women entrepreneurs are promoting the marketing and management strategy of the Indian entrepreneurial system in the context of new liberal economic policies because of globalization. It is well known that consequences of the globalization play an important leading role in the promotion and functioning of entrepreneurship in India. In this research work, it is found that the entire debate of the result part shows that these three women entrepreneurs are creating their success stories through the investment of their skills, wishes, and abilities in the process of promoting the economy of entrepreneurs. In these consequences, investment of wishes and abilities plays important role in the development of the economic landscape of entrepreneurship in India. It is realized that the process, determinants, and consequences of women's entrepreneurship play significant role in the management of emerging challenges in the Indian economy.

In the consequences of management of the emerging challenges of entrepreneurship in India, it is realized that women's entrepreneurship is the synonym of gender equality and management of gender-based challenges, discriminations, and contradictions. From these perspectives, it is realized that the entire process of women entrepreneurs is based on the feminism discourse and gender equality on the grassroots level. In these perspectives, it is also found that Falguni Nayar, Vineeta Singh, and Ghazal Alagh are working in different areas, but there is a similarity in the context of the economy of entrepreneurship. In these perspectives, both qualitative and quantitative aspects play important roles in the making of the economic and cultural landscape of the start-up economy of India. It is also important to discuss the perspective of gender-based discrimination and contradictions in the society of India, but the struggle and success story of these three women entrepreneurs can be taken as a story of women empowerment for underprivileged women on the grassroots level in India. It is also realized

that the entire focus of this research paper is based on the above three women entrepreneurs, but the strategy of management of these three women entrepreneurs is the symbol of the gender-based economy of India. From the perspective of these three women entrepreneurs, it is also realized that these three women entrepreneurs are giving a significant role in the process of making management planning and the export-based economy of India. In these consequences, it is also important to discuss that Falguni Nayar, Vineeta Singh, and Ghazal Alagh can give a better role in the enhancement of the Indian economy as well as the management of gender-based discrimination and contradiction in India. Based on these concise concluding remarks, it can be summarized that the above three women entrepreneurs are the symbol of women's empowerment and the start-up economy of India.

Based on the above-concluding remarks about a case study of the above three women entrepreneurs, there are the following recommended policies:

- i. There is a need to conduct an explorative-based study about the gender-based study of process, determinants, and consequences of women's entrepreneurship because such kinds of research work may help to develop an understanding of the phenomena of the role of women in the function of women entrepreneurship in India. In these consequences, it is realized that the struggle and success of the story of these women entrepreneurs may be taken as a role model. Secondly, there is a need to promote new liberal economic policies in India on the grassroots level because the present era is globalization.
- ii. Consequences of globalization are associated with the function of entrepreneurship as well as promoting the gender-based economy of India. Additionally, it is also found that Falguni Nayar, Ghazal Alagh, and Vineeta Singh are the symbol of a gender-based economy and women empowerment in India. Therefore, these struggles and success stories can be implemented in the empowerment of rural women as well as boosting the rural-based economy of India in the context of gender and feminism discourse.

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