

From Home to Stewardship: The Metamorphic Power of Women Tycoon in India

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Abstract: *In the annals of history, the role of women has undergone a profound transformation, with their presence and influence in leadership and entrepreneurship ascending to new heights. This remarkable journey has marked the revolution of breaking societal moulds, shattering glass ceilings, and redefining traditional norms. From the bustling corridors of corporate boardrooms to the dynamic realm of startup innovation, women have emerged as powerful agents of change, leaving an indelible imprint on the landscape of leadership and entrepreneurship. Women tend to display high levels of compassion and team-building skills. Additionally, women leaders are able to view situations from many different perspectives, enhancing their persuasive ability and making them better. Women tycoon in India, are leading successful businesses across diverse sectors, including biotech, e-commerce, and cosmetics, driving innovation and transforming the business landscape. In India, women make up half of the population. The women's empowerment movement should be regarded as a significant development. While challenges remain, their growing numbers, with millions of women-run establishments, showcase a significant shift with a strong impact on the Indian economy and a testament to rising female entrepreneurship. The honour and prestige of India is linked with the honour and prestige of women. Leadership or stewardship is the ability of an individual or a group of people to influence and guide the members of an organisation or team, whereas, entrepreneurship is the ability and readiness to develop, organise and run a business enterprise, along with any of its uncertainties in order to make a profit. Working women no doubt is benefitting almost all the sectors of the economy. Female leaders and entrepreneurs drive economic growth, innovation, and social progress through diverse perspectives. Women leaders often bring distinct approaches, emphasizing risk assessment, ethical considerations, and corporate responsibility. Female tycoons often bring distinct approaches, emphasizing risk assessment, ethical considerations, and corporate responsibility. The paper pinpoints the women tycoons in India playing a pivotal role across multiple dimensions. The presence of women stewardship positions significantly influences decision-making processes and strategic planning with entrepreneurship.*

Keywords: Women, Leadership, Entrepreneur, Tycoon, India.

1. Introduction

The evolving journey of Indian women from traditional domestic roles and limited societal influence to becoming leaders, innovators, and decision-makers in various aspects of society. This paper will highlight key milestones such as increased access to education, economic participation through

entrepreneurship and professional careers, and the dismantling of gender-based discrimination and stereotypes. It would also touch upon the challenges that persist, such as patriarchy, safety concerns, and the need for continued efforts to achieve true gender equality, while celebrating the resilience and achievements of women who are now guiding India's development. The paper will delve into their journeys and draw inspiration from their remarkable achievements.

Table 1: Historical and Current Status of Women

Era	Role and Rights	Challenges
Ancient India	Relatively high status, participation in education and rituals	Gradual decline due to customs
Medieval India	Restricted rights and freedom, social evils increased	Child marriage, dowry, lack of education
Modern India	Improved laws, increased participation, leadership roles	Violence, wage gap, underrepresentation

Source: <https://www.vedantu.com>

This table highlights changes in women's status across Indian history. While ancient times were marked by relative gender equality in some respects, centuries of social change reduced women's rights before modern reforms began restoring equality. Indian women have experienced both progress and challenges. Today, women are visible in law enforcement, technology, literature, and sports. True change comes when families and communities fully support education and independence for every girl and woman. The status of women in India has progressed from ancient times to today, reflecting

both positive changes and ongoing obstacles. Education, empowerment, and changing mindsets are shaping a brighter future. Understanding these shifts helps inspire every individual to support equality, creating a more inclusive society for all.

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Objectives

- 1) To understand the factors that motivate women to become entrepreneurs.
- 2) To assess how women's entrepreneurship contributes to economic growth.
- 3) To study the government initiatives to boost women entrepreneurship
- 4) To examine how women tycoons balance personal and professional responsibilities.
- 5) To depict the current status of women entrepreneurship in India

2. Methodology

The research design to gain insights into women entrepreneurship is chosen to be exploratory. For the purpose of fully understanding the construct extensive exploratory research was carried out. The data used in this research paper is secondary (collected from various sources like books, journals, articles, e-sources, libraries etc). All the research papers that appeared on the theme of women entrepreneurship were collected from different data sources and were analysed to explore the various themes, components or dimensions relating to the concept of women tycoon in India.

Women Tycoons in India

India has been home to countless extraordinary women who have defied societal norms, shattered glass ceilings and achieved remarkable success in various fields. Prominent women entrepreneurs in India, based on various 2025 reports, depicting their companies and industries to highlight their contributions to various sectors.

Top 10 women tycoons in India, 2025:



Kiran Mazumdar-Shaw

(Biocon): A pioneer in India's biotechnology sector, she founded Biocon Limited, a leading biopharmaceutical company that has achieved global recognition.



Falguni Nayar

(Nykaa): The founder of Nykaa, a highly successful beauty and wellness e-commerce platform, she is one of India's top entrepreneurs.



Vandana Luthra

(VLCC): The founder of VLCC, she has transformed the beauty and wellness industry in India with her chain of wellness centres.



Upasana Taku

(Mobi Kwik): A co-founder of Mobi Kwik, a major digital payment and fintech company, she has played a key role in India's digital payments ecosystem.



Ghazal Alagh

(Mama earth): Co-founder of Mama earth, a popular direct-to-consumer (D2C) brand focusing on toxin-free personal care products, she has led the company to unicorn status.



Vineeta Singh

(SUGAR Cosmetics): The CEO of SUGAR Cosmetics, she is known for creating a popular beauty brand and for her role as an investor on Shark Tank India.



Radhika Ghai Aggarwal

(ShopClues): The co-founder of the online shopping platform ShopClues, she played a significant role in the growth of e-commerce in India.



Suchi Mukherjee

(Limeroad): The founder and CEO of Limeroad, an online shopping website, she is another influential figure in India's e-commerce landscape.



Aditi Gupta

(Menstrupedia): A social entrepreneur and author, she co-founded Menstrupedia, an initiative that educates about menstruation through comics and other media.



Richa Kar

(Zivame): The founder of Zivame, an online lingerie store, she revolutionized the way Indian women shop for intimate wear.

Current trends of women entrepreneurship in India

In terms of size of participation however, this has yet to take a significant shape. The sixth economic census, released by Ministry of Statistics and Programme Implementation, presents picture of the women entrepreneurs in the country. Figure 1 representing the data as surveyed in the sixth economic census shows that women constitute only 13.76% of the total entrepreneurs, i.e., 8.05 million out of the 58.5 million entrepreneurs.

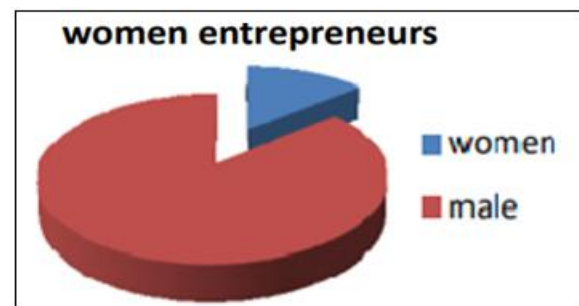


Figure 1: Gender concentration in entrepreneurial activities
Source: Sixth economic census, Govt. Of India, 2013-14

These establishments in total, owned by females, provide employment to 13.45 million people. Another revelation as shown in figure 2 is that out of these entrepreneurs, 2.76 million women (34.3% of the total entrepreneurs) work in

agriculture sector whereas 5.29 million females (65.7% of the total entrepreneurs) work in non-agricultural sectors.

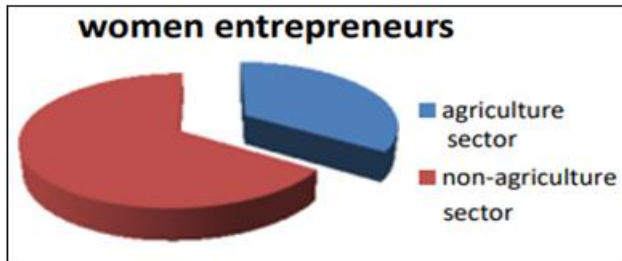


Figure 2: Women entrepreneurs and their field of work
Source: Sixth economic census, Govt. Of India, 2013-14

In the agriculture, livestock dominates (with a share of 31.6 %) among all other farming activities. Among the non-agricultural activities owned by women entrepreneurs as shown in figure 3, manufacturing and retail trade are dominant ones with corresponding percentages being 29.8% and 17.8% respectively.

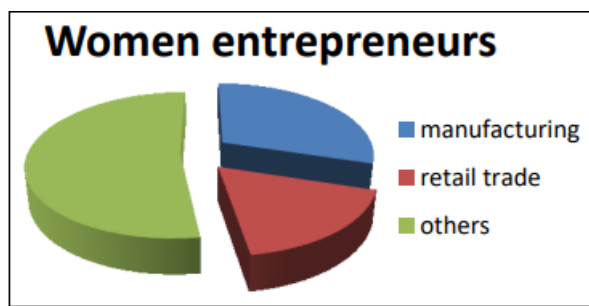


Figure 3: Women's participation in business
Source: Sixth economic census, Govt. Of India, 2013-14

Among the states, the largest share in number of establishments under women entrepreneurship is of Tamil Nadu (13.51%) followed by Kerala (11.35%), Andhra Pradesh (10.56%), West Bengal (10.33%) and Maharashtra (8.25%).

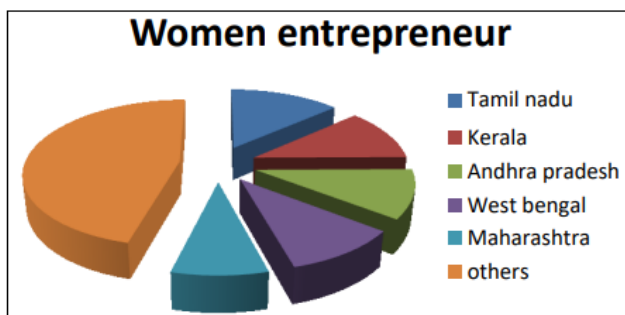


Figure 4: Women entrepreneurs and their regional concentration
Source: Sixth economic census, Govt. Of India, 2013-14

As revealed from this census information, women still constitute a very insignificant size in comparison to men as far as entrepreneurial engagement is concerned. In other words, women in the developed states within India in comparison to underdeveloped states, show higher inclination towards entrepreneurship as a means of economic well beings as revealed from the census data.

Obstacles in the path of Women Tycoons in India

Several studies conducted earlier found that obstacles in the path of the women entrepreneur take the shape of personality phenomenon, social denial and deficiency in environmental support. Among them the most prominent are:

- **Lack of Self-Confidence:** In India women have lack of self-confidence in their strength and ability. Few families and the society are unwilling to stand beside their organizational growth.
- **Socio-Cultural Barriers:** Women have to perform multiple roles be it familial or social irrespective of her career as working women or an entrepreneur. As a result, these impediments the progress of women and handicap them in the world of work.
- **Mobility Constraints:** Women in India have to face lot of restriction on their mobility.
- **Lack of financial assistance:** Financial institutions are often sceptical about the entrepreneurial abilities of women. According to a report by the United Nations Industrial Development Organization (UNIDO), "despite evidence that women's loan repayment rates are higher than men's, women still face more difficulties in obtaining credit," often due to discriminatory attitudes of banks and informal lending groups.
- **Exposure to training programs** Many women in developing nations like India lack the education needed to spur successful entrepreneurship. They are ignorant of new technologies or unskilled in their use, and often unable to do research and gain the necessary training.
- **Market oriented risks:** Competition in the market and lack of mobility of women make the dependence of women entrepreneurs on middlemen indispensable in the areas of marketing and sales. Many business women find it difficult to capture the market and make their products popular.
- **Lack of Motivational factors:** Self-motivation can be realised through a mind set for a successful business, attitude to take up risk and behaviour towards the business society by shouldering the social responsibilities.
- **Male Dominated Society:** The utmost constraint to women entrepreneurs is that they are women. A male dominant social order is the biggest hurdle to them in their way towards business success.
- **Lack of Knowledge in business administration:** Women must be educated and trained constantly to acquire the skills and knowledge in all the functional areas of management. This can facilitate women to excel in decision making process and develop a good business network.
- **Managing Employees** Managing employees is another challenge that women entrepreneurs in India face. Finding and retaining good employees is vital for the success of a business, but can be problematic for women entrepreneurs in India. Since women owned businesses tend to be smaller, they are often less likely to provide job security and retain good talent.

Schemes for Promotion and Development of Women Tycoons in India

Various promotional schemes and measures have been taken by the government of India as well as other national or international associations and financial institutions to help

women to grow in the entrepreneurial field. These are as follows:

- Trade related entrepreneurship assistance and development scheme for women (TREAD): With the objective of encouraging women in starting their own ventures, government launched a Scheme, namely, (TREAD) Trade Related Entrepreneurship Assistance and Development during the 11th Plan. The scheme envisaged economic empowerment of women through the development of their entrepreneurial skills in non-farm activities. There are three major parts of the scheme. Govt. of India has grant up to 30% of the total project cost to the Non-Government Organizations (NGOs) for promoting entrepreneurship among women. The remaining 70% of the total project cost is financed by the lending agency as loan for undertaking activities as envisaged in the project. Up to Rs.1 lakh per program can be granted by govt. of India to training institutions / NGOs for providing training to the women entrepreneurs.
- Micro & Small Enterprises Cluster Development Programme (MSE-CDP): Cluster is described as a group of enterprises, normally 20 or more producing same/similar products/services. The Cluster Development Programme being implemented envisages diagnostic study of identified clusters of traditional skill-based MSEs to identify suitable technologies and their providers and to facilitate adoption of available technology meeting the specific needs of the end users. The Cluster Development goals at improved competitiveness, technology improvement, adoption of best manufacturing practices, marketing of products, employment generation etc. The scheme provides support for capacity building, common facilities, marketing etc. the delivery, absorption and diffusion of the identified technology from its producers to the recipient user/cluster of small enterprises.
- Credit guarantee fund scheme: In May, 2000 The Government had introduced the Credit Guarantee Fund Scheme for Small Industries with the objective of providing credit to SSI units, particularly small units, for loans up to Rs. 25 lakh with no collateral/ third party guarantees. The Scheme is being operated by the Credit Guarantee Fund Trust for Small Industries (CGTSI) set up jointly by the Government of India and SIDBI. In the case of women enterprises, the guarantee cover is up to 80% of the credit subject to maximum guarantee limit of Rs. 20 lakh.
- Scheme for Women Entrepreneurs to Encourage Small & Micro Manufacturing Units DC (MSME) has formulated a scheme for women entrepreneurs to support Small & Micro manufacturing units owned by women in their efforts at developing overseas markets, to enhance participation of representatives of small/micro manufacturing enterprises
- Dena Bank to support India's women entrepreneur. Dena Bank will help Government of India's initiative to promote women entrepreneurs for self-employment ventures in any kind of non-farm activity.
- The government of India and the various state governments have come up with policies and programmes to assist women entrepreneurs and help in solving the above stated challenges and problems which they face. A brief account of these policies and programmes are given below.
- Policy Initiatives: Government of India is committed to develop MSMEs in general and women entrepreneurship in particular. In a broad manner the government has implemented the MSME Development Act 2006 which has already come into effect. The govt. has also launched National Manufacturing Competitiveness Programme (NMCP) to encourage competitiveness in this sector. Women tycoons has been benefiting from these policy initiatives.
- The Ministry of MSME is primarily set up to assist various states and Union Territories in the effort to promote growth and development of MSME in general. The two specific schemes to assist the women entrepreneur (a) The Scheme of Trade Related Entrepreneurship Assistant and Development TREAD and (b) Mahila Coir Yojana. TREAD is linked with NGOs wherein the Govt. provide the grant up to 30% of the total project cost and also provide separate grant for research and development. Mahila Coir Yojana is a self- employment programme for women aimed to provide training and ratts for carrying out spinning activities in a subsidized manner.
- Entrepreneurship Development Programme (EDP): The Government also announce from time-to-time Entrepreneurship Development Programme (EDP) especially for the women who desire to be entrepreneur. For the purpose of training and skill development there are three important institutions namely National Institute of MSME, Hyderabad, National Institute of Entrepreneurship and Small Business Development, Noida and Indian Institute of Entrepreneurship (IIE), Guwahati and NISC, Delhi. All the institutions taken to gather had trained more than 20,000 women during the 2011-2012.
- The Ministry of Women and Child Development of Government of India does play an important role for all round development of women and provides support to women to empower themselves. It has launched the National Mission for Empowerment of Women (NMEW) in March, 2010. The mission has the network of various State Mission Authority (SMAs) at state level. Besides that there are two important schemes of the ministry which can act as complement to the process of development of women entrepreneurship. These schemes are named as Rajiv Gandhi Scheme for Empowerment of Adolescent Girls-Sabla and Support to Training and Employment Programme (STEP) for women. 'Sabla' was launched in 2010 with one of the objectives to provide vocational training to girls aged 16 and above under National Skill Development Programme. 'STEP' has been operational since 1986-87 with the objective to ensure sustainable employment and income generation for marginalised and asset less women across the country.
- Other schemes operated by different departments and ministries are: Management Development Programmes, Women's Development Corporations (WDCs), Marketing of Non-Farm Products of Rural Women, Assistance to Rural Women in Non-Farm Development (ARWIND) Schemes, Micro Credits Scheme etc.

Summarisation of Various Measures taken for the Promotion of Women Tycoons in India

- 1) Direct and indirect financial assistance
 - Nationalized banks
 - State finance corporation
 - State industrial development corporation
 - District industries centres
 - Differential rate schemes
 - Small industries development bank of India (SIDBI)
 - Mahila vikas nidhi
 - Rashtriya mahila kosh
- 2) Technological training and awards
 - Stree shakti package by SBI
 - Entrepreneurship development institute in India
 - Trade related entrepreneurship assistance and development (TREAD)
 - National institute of small business extension training (NSIBET)
- 3) Yojna schemes and programmes
 - Assistance to Rural Women in Non-Farm Development (ARWIND) schemes
 - Entrepreneurial Development programme (EDPs)
 - Indira Mahila Yojana
 - Indira Mahila Kendra
 - Integrated Rural Development Programme (IRDP)
 - Khadi And Village Industries Commission (KVIC)
 - Management Development programmes
 - Women's Development Corporations (WDCs)
 - Marketing of Non-Farm Products of Rural Women (MAHIMA)
 - Mahila Vikas Nidhi
 - Mahila Samiti Yojana
 - Mahila Vikas Nidhi
 - Micro Credit Scheme
 - Micro & Small Enterprises Cluster Development Programmes (MSE-CDP).
 - NGO's Credit Schemes
 - NABARD- KfW-SEWA Bank project
 - National Banks for Agriculture and Rural Development's Schemes
 - Priyadarshini Project- A programme for Rural Women Empowerment and Livelihood in Mid Gangetic Plains'
 - Prime Minister's Rojgar Yojana (PMRY)
 - Rashtriya Mahila Kosh
 - Rajiv Gandhi Mahila Vikas Pariyojana (RGMVP)
 - SIDBI's Mahila Udyam Nidhi
 - SBI's Stree Shakti Scheme
 - Trade Related Entrepreneurship Assistance and Development (TREAD)
 - Working Women's Forum
 - Training of Rural Youth for Self-Employment (TRYSEM)
- 4) Federations and associations
 - India council of women entrepreneurs
 - Self-employed women's association (SEWA)
 - Association of women entrepreneurs of Karnataka
 - World association of women entrepreneurs (WAVE)
 - Association country women of the world (ACWW)
 - FICCI ladies organisation (FLO)

3. Suggestions

Right efforts in all areas are required in the development of women entrepreneurs and their greater participation in the entrepreneurial activities. Following efforts can be taken into account for effective development of women entrepreneurs.

- Women should be considered as specific group for all developmental programmers.
- Better educational facilities and schemes should be extended to women folk from government part.
- Adequate training programme on management skills to be provided to women community. •Encourage women's participation in decision-making.
- Vocational training to be extended to women community that enables them to understand the production process and production management.
- Training on professional competence and leadership skill to be extended to women entrepreneurs.
- Training and counselling on a large scale of existing women entrepreneurs to remove psychological causes like lack of self-confidence and fear of success.
- Continuous monitoring and improvement of training programmers.
- Activities in which women are trained should focus on their marketability and profitability.
- Making provision of marketing and sales assistance from government part.
- To encourage more passive women entrepreneurs the Women training programme should be organised that taught to recognize her own psychological needs and express them.
- State finance corporations and financing institutions should permit by statute to extend purely trade related finance to women entrepreneurs.
- The financial institutions should provide more working capital assistance both for small scale venture and large-scale ventures.
- Making provision of micro credit system and enterprise credit system to the women entrepreneurs at local level.
- Repeated gender sensitization programmers should be held to train financiers to treat women with dignity and respect as persons in their own right.
- Infrastructure, in the form of industrial plots and sheds, to set up industries should be provided by state run agencies.
- Industrial estates could also provide marketing outlets for the display and sale of products made by women.
- A Women Entrepreneur's Guidance Cell set up to handle the various problems of women entrepreneurs all over the state.
- District Industries Centres and Single Window Agencies should help in assisting women in their trade and business guidance.
- Programmers for encouraging entrepreneurship among women are to be extended at local level.
- Training in entrepreneurial attitudes should start at the high school level through well-designed courses, which build confidence.
- More governmental schemes to motivate women entrepreneurs to engage in small scale and largescale business ventures.
- Involvement of Non-Governmental Organizations in women entrepreneurial training programmes and counselling.

4. Conclusion

Women entrepreneurs in India are vital for national progress, driving economic growth and social change despite facing systemic barriers like limited access to finance and patriarchal norms. This paper has tried to cover various themes and its components by different authors over period of time. The result of the study was concluded on selective papers and some other important papers may have been missed out during analysis. In conclusion, it can be said that while progress is evident, with support systems like digital lenders and government schemes gaining traction, a concerted effort from policymakers, industry, and civil society is crucial to foster an enabling environment for women's full potential and achieve a more inclusive, prosperous future for India.

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