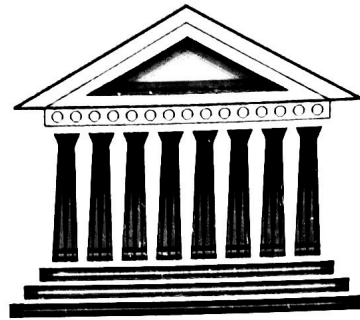


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## **BUDDING WOMEN ENTREPRENEURS IN THE ERA OF DIGITALIZATION AND SUSTAINABILITY**

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“Entrepreneurs are not born, but made”

### **Introduction:**

Currently, women are taking the lead and leading the nation towards this transition in India, where entrepreneurship is at its pinnacle.

The number of female entrepreneurs is increasing in both the entrepreneurship and innovation sectors. The Cultural Revolution is being led by Indian women, who also launch enterprises, run organisations, and pave the path for future female aspirations. By embracing digital technology, they have sparked the nation's economic expansion, innovation, and job creation. In India, women have made significant progress as entrepreneurs during the last few years.

Women are outpacing men in the world of business and innovation. Women executives are reshaping the Indian corporate scene by providing fresh concepts and ideas. India has a broad range of female entrepreneurs, ranging from well-known ones like Kiran Mazumdar Shaw, Ekta Kapoor, Indra Nooyi, Suchi Mukherjee, Richa Kar, and Aditi Gupta to a handful with clandestine business operations. These trailblazers have demonstrated their ability to manage a business on par with males, and they have served as an example for future aspiring women business owners.

Women's primary motivation for starting their own business is to contribute financially to their families' well-being. With the aid of digitization, the Covid-19 in particular has forced many people to stand on their own two feet.

There are lots of chances for aspiring women entrepreneurs to prosper in the era of digitalization and sustainability. The fusion of technology and sustainability has given women unprecedented opportunities to launch their own enterprises, develop ground-breaking ideas, and have a good influence on both society and the environment.

Businesses are now able to access a worldwide audience, optimise processes, and take advantage of data-driven insights thanks to the change brought about by digitalization. The playing field has been levelled for female entrepreneurs as a result, giving them equal possibilities to launch and expand their businesses. Women can now display their goods or services to a larger customer audience without having to make big upfront investments thanks to access to online platforms, social media, e-commerce websites, and digital marketing tools.

In today's business environment, sustainability has taken front stage. Governments are putting legislation in place to promote sustainable practises as consumers want more and more environmentally friendly goods and services. This offers a special chance for female business owners to take advantage of the expanding demand for sustainable solutions. Women can stand out in the market and draw in environmentally concerned customers by incorporating eco-friendly practises into their company models, such as adopting renewable energy sources, cutting waste, or providing products that are sourced ethically.

In the age of digitalization and sustainability, it is crucial to take into account the following tactics to flourish as a woman entrepreneur:

1. **Adopt technology:** Digital tools and platforms may greatly expand customer reach and business operations. Through the creation of a user-friendly website or e-commerce platform, invest in developing a strong online presence. Utilize social media platforms to interact with customers, increase brand recognition, and spur sales. Investigate cutting-edge technologies that can boost productivity in your sector, such as artificial intelligence (AI), blockchain, or the Internet of Things (IoT).
2. **Pay attention to sustainability:** Build it into your business plan from the beginning. Conduct in-depth research on eco-friendly components or manufacturing techniques that are compatible with the goods or services you offer. Think about working with vendors or producers who value sustainability as much as you do. Customers should be made aware of your eco-friendly actions as this can serve as a major selling factor and foster brand loyalty.
3. **Collaborate and network:** Success depends on building a strong network of organisations and people with like objectives. To meet potential mentors, partners, or investors, attend trade exhibitions, join organisations, and participate in networking events. Partner with organisations or companies that share your beliefs and goals. When you work together, you may capitalise on each other's advantages and strengths to achieve success that benefits both of you..

In order to provide a supportive environment for aspiring and established women entrepreneurs nationwide, NITI Aayog has launched the Women Entrepreneurship Platform (WEP). SIDBI and NITI Aayog have teamed up to support this programme. WEP is founded on the three pillars of Iccha Shakti, Gyaan Shakti, and Karma Shakti as an enabling foundation. Iccha Shakti stands for inspiring ambitious business owners to launch their ventures. Gyaan Shakti stands for educating female entrepreneurs and supporting their ecosystem so they can grow their businesses. Karma Shakti stands for offering practical assistance to business owners as they launch and expand their enterprises. WEP will support entrepreneurs by encouraging them to share their entrepreneurial journeys, stories, and experiences in order to foster mutual learning, in addition to offering services like free credit ratings, mentorship, funding support for women entrepreneurs, apprenticeship, and corporate alliances. WEP Platform offers incubation and acceleration support to women-founded / co-founded startups through its various partners. They handhold women entrepreneurs registered with WEP and provide the necessary support to help them start and scale-up.

#### **Conclusion:**

India's future is changing in a variety of ways thanks to female entrepreneurs and inventors. Women leaders have shown themselves by presenting new thoughts and ideas, creating jobs, and dispelling preconceptions. Their success stories have motivated many people to follow in their footsteps. Women can now dream and work to integrate themselves into the global business culture thanks to policies, educational initiatives, media accessibility, and start-up culture. For aspiring women business owners, the age of digitalization and sustainability offers a promising atmosphere. Women can start profitable enterprises that not only make money but also strive towards a more sustainable future by embracing technology, putting a strong emphasis on sustainability, and developing strong networks.

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