

# Fempreneur: Business of Future

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## ABSTRACT

This exploration highlights the contribution of Fempreneurs - Female Entrepreneurs - otherwise referred to as women entrepreneurs. They are standing with the time and are likely applied in business. The present endeavors do inform us about the challenges experienced by female entrepreneurs along with the opportunities that have opened with modern business enterprise. In this modern era of globalization and liberalization, the method has been indistinguishably seen in our country with some key note that allows women to other this attention. Due to unabated increase of living costs, women need to engage in economic activities to support their families. As working women, they have proved that they are worthy in whichever domain they decided to viably choose.

They have taken courageous steps to penetrate into traditionally taboo areas of entrepreneurship. Women have acted as genuine risk taking entrepreneurs to gain economic independence and achieve high status within society<sup>1</sup>.

The study mainly indicates just how the reading of female races into business grows, what we can create to develop more what women sisters initiated as Fempreneurs. Women today cannot remain confined primarily to the house. It cannot be confined to these areas; women's entrepreneurial abilities are evident in various areas, including the industrial sector. Women have come a long way and this really is the time to build and fly Women Entrepreneurship high. Women tend to carve their way into business for one main reason: women need new challenges and develop innovative business ideas. I happen to be a woman, and would like to add this- we think of serenading other competitors, that is, we like to challenge male competitors: comparison made by many on how we, as women, cannot thwart them or cannot rise above them of their own stereotypical mindset and think that we can't deal with their business. Hence, the start is to slowly build up the core of this age to understand the fact that women have rights to stand on par as men do. Women are also scalable in attributes, which comes from family values as they leave one family to join another and then adopt that culturing which helps them in coexisting.

**Keywords:** Fempreneur, Business of future, Female founders Globalization, Liberalization, Economic growth, Unabated, Endeavors, Scalability, Hiatuses, Serenading, Eloquently.

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## INTRODUCTION

The rise of Fempreneurs or we can say the women entrepreneurs are developing day by day as we can see that females are keep growing in every field and fempreneurs are leading in the society and changing landscape of entrepreneurship where fempreneurs are leading in several areas. Approximately 13.50 % of all establishment in India are run by women entrepreneurs. According to economy census approximately 8 million women entrepreneurs are in India. There are many successful fempreneurs are in India.

### Example

Falguni Nayar-CEO and Founder of *Nykaa*, Vineeta Singh-CEO of *Sugar Cosmetic* brand and also investor in

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the show *Shark Tank*, Vandana Luthra-Founder of the beauty brand *VLCC* etc.

This study seeks to discover the issues of female entrepreneurship and the future of women-led businesses in fast-changing economies. The women

are the only demographic acquiring half of India's total world population, and as such, they are thought of as the better half of society. Women are more sensible about their Existence, roles and rights. Women entrepreneurs have revolutionized all sectors in the economies of Canada, UK, Germany, Australia, and the US. Retailing, restaurant, hotel, education, culture, cleaning, insurance, and manufacturing are areas women are involved into<sup>2</sup>.

The majority of women are either working or have worked. Mothers have been known to go on 2-through-8- or even-10-year hiatuses to care for children, work part-time, or devote their time to community organizations. Nonetheless, the vast majority will find their way back to full-time work<sup>3</sup>.

### Literature Review

Fempreneur: the business of the future stands for woman entrepreneurship that supposedly denotes that somewhere or the other women of the future are businesspersons. One sees that women contribute equally to this field of business. Since ancient times, never did a woman consider to do any business or startup for that matter, which is not the case anymore. Eloquently saying, there are several successful women entrepreneurs or fempreneurs who have attained a respectable status alternate. The study says the women who do bravely face difficulties as fempreneurs and are treated with gender bias by the majority of other people still underestimating them is really a fearful stereotype mindset in the society till date. As we can see, the representation of female employees in hotels, airlines, and travel agencies is gradually rising and the studies have also suggested that there have been women in tourism working in high positions, such as marketing managers, area managers, CEOs, and managing directors<sup>4</sup>.

Now, we are also seeing housewives with business responsibilities. There is Naina Lal Kidwai; who was once a humble homemaker, is now the founder of India's first woman-owned investment bank. On the other hand, Rajni Bector started her food business Mrs. Bector's Cremica from the comforts of her kitchen.

### RESULT

According to this research we have find out that number of contribution of women increasing day by day and as we have taken the secondary data. We came to know that these past few years we women become so mature and current data of NWBC (SAP NetWeaver business client) tells the advance considerably women are making in Entrepreneurship 39.05 % of all U.S businesses and

**Table 1:** Missing Caption

Category	Total (nos)	Employment (Number of Persons)
Women IME	9,108,058	11,023,945
IMEs	12,920,177	15,561,967
%age	70.49%	70.84%

from 2019 to 2023 this grew by an impressive 13.05 %. According to the Udyam Registration Portal (URP) of the Ministry of MSME, women-owned MSMEs account for 20.5% of all MSMEs registered on the Portal since its inception on 1st July 2020. The contribution of women-owned MSMEs toward the total employment generated on account of Udyam registered units is 18.73% with an investment share of 11.15% of the total investment. The contribution of women-owned MSMEs in the total turnover of Udyam registered MSMEs is 10.22%. As per the information on the Udyam Assist Platform (UAP) registering Informal Micro Enterprises (IMEs), women-owned IMEs contribute to a total of 70.49% of the total IMEs since the launch of the Udyam Assist portal on 11.1.2023, and their contribution to employment is 70.84%.

Contribution of Women-owned Informal Micro Enterprises (IMEs) to total IMEs registered on Udyam Assist Platform since Inception of the portal (11.01.2023 to 31.01.2024)<sup>5</sup>

### CONCLUSION

At the end of this research, we came to know about the growth of women Entrepreneurs or Fempreneurs are increasing day by day and how women are contributing themselves in every field. Likewise corporate sector and several Industries, have shown brilliant results also in Rural areas women are stepping out of their comfort zone to secure their career for their better future. The key findings are that how we can support fempreneurs and motivate them.

### Future Prospectives

- Increasing more fundings path for fempreneurs
- Encourage fempreneurs to know their potential

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