Sustainable Women Entrepreneurial initiatives driving societal development through dynamic associations: An Indian Perspective

Dr. Tanushri Purohit
Associate Professor, Amity Business School, Amity University Haryana
Email: tans321@yahoo.com

Abstract
In India women are playing a significant role in development of sustainable entrepreneurship ventures and driving community development and inclusive growth through their dynamic leadership. This paper focuses on development of women led sustainable entrepreneurial ventures, their growth stories and challenges faced by them in moving forward and brings out developing model linking sustainable entrepreneurial ventures led by women and societal development. Entrepreneurship in India has been instrumental in poverty alleviation and strategic growth functions. Successful women led ventures are driving economic growth, inspiring the surrounding environment and focusing on community development. In this scenario growth of women entrepreneurs becomes an imperative strategy to be focused on by the Government, public and social institutions.

Keywords: Sustainable entrepreneurship, societal development, women leadership

Introduction
Beginning early 1990s, economic liberalization in India led to globalization and modernization of Indian economy causing diverse changes in the country's social structures, entrepreneurial scenario and environmental state-of-affair. The impetus to economic growth led to escalated development of infrastructure, roadways, transport and logistics, industrial growth in all sectors. The growth process and wide scale development had its own side effects that is to say environmental degradation and exploitation of society to some extent. Concerns regarding sustainability started gaining momentum with the concerns about the impact of economic growth on limited resources of earth. It is possible to integrate economic development, social upliftment and environmental protection (Robert and Colwell, 2001) and through this culmination positive synergies can be generated which could be an imperative factor for holistic development. Though government and social bodies have been actively instrumental in this process sustainable protection and community development entrepreneurs specifically women entrepreneurs have been actively instrumental in this arena. Entrepreneurial process is notable as an engine for growth making market place more productive and competitive, adapting to technological changes and creating an atmosphere of community welfare and adding value to their lives. Women entrepreneurs are successful in their ventures with incorporating innovation with their products and services which not only drives sustainable economic growth but also societal wellbeing. The objective of the paper is to study the motives of the women entrepreneurs who are writing success stories and with their economic growth partnering with the communities around them. This paper analyses five women’s sustainable entrepreneurial journey and how they have created an environment of opportunities for the communities around and developing them through their dynamic associations.

Literature Review
The present state of development in India is facing decisive challenges and concerns on aspects like high level of unemployment, value chain strengthening, indigenous skill creation, inclusivity and focusing on various schemes for development of communities and sustainable inclusivity. Recent policies look up at women as change agents rather than welfare recipients; lot of awareness creation and capacity building has been done. This step helped brought women to the center of the stage, as change enabler rather than peripheral counterparts to accept economic or social benefits; they are now considered as value creator for economic development of society.
Sustainable entrepreneurship is a combination of economic, social and environmental worth creation (Cohen and Winn, 2007; Dean and McMullen, 2007, Schaltegger and Wagner, 2011), and in conjunction with socio environmental entrepreneurial setups (Hockerts and Wustenhagen, 2010; Schaltegger and Wagner, 2011). The critical factor is the value creation of the communities by providing them with opportunities to transform their lives. The idea of sustainable entrepreneurial venture differs from setups with only economic motives with the results they provide by merging the social, economic and environmental value process and entities who are more concerned for sustainable issues take steps following their values (Bruyere and Rappe, 2007).

It has been observed that financial, social and human capacities, technical and managerial skills, development of staff and recognition in the society are crucial factors that accelerates the entrepreneurial growth (Roomi et al., 2009). It is a difficult journey to success for a women entrepreneur. Sustainable entrepreneurial ventures come with its have their own challenges and issues. Many studies indicate that cultural norms about the role of women in her life, motivation from female role models and managing their professional and personal life becomes barriers of growth for women entrepreneurs (Stoner et al., 1990). The perception and outlook that what role women should play are one of the crucial reasons for not getting support their immediate surroundings like family and circle of friends (Stoner et al., 1990; Brush, 2004). Success stories of women entrepreneurs should be shared across so that they act as role models to the emerging entrepreneurs and mentor them to overcome their obstacles like lack of family support, accessing finance, enhancing education, technological know how in their entrepreneurial journey.

Success stories have proved that a successful women entrepreneur always strengthens and build up their families and their social surroundings. They have the power to create positive outcomes by their dynamic associations. The sixth economic Census indicates that an estimated 13.5 million to 15.7 million women owned entrepreneurial establishments are creating direct employment for 22 million to 27 million people in India.

Thus it becomes imperative for the Government, policy makers, private institutions and society at large create an environment which boosts and motivates the entry and growth of women entrepreneurs in building the economy of the country, develop sustainable strategies, generating employment thus contributing to holistic progress of society at large.

Research Methodology

This paper is based on explorative research design. The secondary sources of information have been contextually designed and used for the paper, which are from various books, journals, research articles and internet sources. This paper makes an attempt to discuss the women led sustainable entrepreneurship initiatives with the help of five entrepreneurial startups in India and suggests a model linking sustainable entrepreneurial ventures led by women and societal development.

Successful sustainable entrepreneurial ventures with women leadership and their role in community development

Kumudini Energy Enterprises

Pusplata Pani is the co-founder of Kumudini Energy Enterprises established in the rural environment of Odisha. Armed with Masters degree in social and rural management she marched ahead in her journey of community development with her transformative leadership. The organization is completely run by rural women of Odisha which aims to provide energy services and devices to the tribal and rural communities. The organization also promotes resource building of the communities in form of trainings and capacity building with special focus on rural women.

Taru Naturals
Ruchi Jain founder of Taru Naturals spearheaded her vision for sustainable livelihood and opportunities of tribals and small farmers with creation of this organization. It supports livelihood of more than ten thousand farmers by implementing sustainable agricultural practices, modern harvesting technology and establishing successful market linkages. It has been successful in its endeavour to help farmers to embrace a respectful and sustainable life process. Some of the areas of operations are knowledge Inputs to tribal communities, small farmers, for indigenous seeds, natural farming trainings, climate smart agriculture, drought proofing, farm ponds, agri-tech such as solar dryers, low-cost greenhouses, value addition small scale farmers level appropriate technologies. Ms Ruchi has worked with the Ministry of New and Renewable Energy, European Academies Sciences Council and as a Campaigner with 350.org and Indian Youth Climate Network. She has been a recipient of several awards including the Women's Economic Forum Award, for outstanding work uplifting small farmers in Taru movement of farmers. Her innovative leadership has made the movement a success story.

Guna Organics
Neha Upadhyay a social entrepreneur from Delhi started her journey by establishing Guna Organics with a vision to empower women farmers through vertical integration of organic farming and solar technology like dryers and pumps, management of harvested output, and bringing electricity to hilly states of India like Ladakh and Jammu and Kashmir. With a focus of inclusive growth and building a community which supports each other Guna Organics has won many awards, accolades and grants. Educating farmers on sustainable lifestyle patterns through various trainings and workshops is one of the major focus areas of this venture.

SurpriseSomeone
Pinky Maheshwari had a broader vision to address sustainability issues when she created handmade paper from recycled cotton embedded with seeds which can be planted and grown. She started the process with support of her mother in 2015. They have created stationery products with embedded seeds which have found its way to Prime Minister’s office also. Motivation to empower women in rural areas by creating more employment opportunities for is the driving force to keep innovating more sustainable products. The team is a source of inspiration, they plan to educate and train more and more girls and women to be economically independent.

Anthill Creations
Pooja Rai CEO of Anthill Creations proves that waste is the new good. The organization founded by inspirational entrepreneurs aims at building interactive play space in the community neighborhood across the country specially in the remote parts, to bring creativity in the lives of the children. With a focus on sustainability use of recycled material is predominant in building interactive learning environments. They have built more than two hundred creative play areas and have brought change in lives of more than one lakh children.

The new age women entrepreneurs in India are creating businesses that have impact on the surrounding communities. Despite of the social and cultural barriers faced by them their innovative ideas motivate them to move forward.

Concluding Remarks
Women entrepreneurship – A multidimensional move towards inclusive growth
The discussion indicates that women led entrepreneurial approaches have significant influence of the factor of community well being and development. Wealth creation and economic growth resulting in financial independence of women which is one of the primary reasons of establishing a innovative venture. Inspite of the challenges face in the process, their innovative leadership qualities and a strong urge to give back to society at large motivates them in their undaunted march for development thus creating transformative relationships with the community. Such organizations create more employment opportunities for women thus giving them a respectful livelihood, sanitation and
healthy living and focusing on education of adult and children in community around them. Their constant urge to develop and introduce sustainable and innovate product and services educates the society to adapt to a more environmentally friendly and healthy lifestyle. They see environmental and societal challenges as opportunities for growth which can be capitalized through innovative business solutions that benefit the environment, create jobs, and generate wealth.

Figure 1.0: Women led sustainable entrepreneurial development process

The new face of women entrepreneurship in India is a blend of social motives in conjunction with economic prosperity. Their transformative journey is not only bringing revolutionary changes in the livelihood of the communities and but is instrumental in nation building. The society has started recognizing their business acumen and leadership qualities and standing in support with them to celebrate their success stories. The journey has started but there is lot do and achieve.

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