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How These Women Entrepreneurs Are Breaking Stereotypes in Entrepreneurship? Mar 7, 2022 - 30 min read

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not a myth now but in fact, breaking the stereotypical boundaries built by a regressive world that was male-dominated. StartupTalky salutes all the women entrepreneurs this Women's Day, who have successfully come out of all the past prejudices and are breaking stereotypes in entrepreneurship! Here's a list of all the women entrepreneurs of India, who are making a mark in the growing startup

commanding the startup ecosystem much like their male counterparts. Women entrepreneurs are

are not only reigning in the sphere of businesses but also appearing as a powerful force

Nupur Khandelwal | Co-Founder, Navia Life Care Dimpy Dewan | Co-Founder, Hanchens

ecosystem of the country. So, without further adieu, let's hear it from them ahead.

Sharmilee Kapur | Founder & Director, Atmantan Wellness Centre Megha Asher | COO & Co-Founder, Juicy Chemistry

Chaitali Das | Associate VP, Sprink.online, India Ramya Venkataraman | Founder & CEO, CENTA Pvt Ltd. Neha Bagaria | Founder & CEO, JobsForHer Raksha Kothari | Co-founder & Head of Sourcing, Go Desi Aarti Gill | Co-founder, OZiva Supriya Kulkarni | MD, Kyzer Software Arushi Jain | Executive Director, Stayhappi Pharmacy Bhagyashree Singh | Director & CEO, Merakii Mansi Vyas | Director, Azafran Akshaara Lalwani | Founder & CEO , Communicate India Nidhi Ojha | Co-Founder, Premium Bionaturals Harleen Gulati | Founder, Totally Infuzd Mehar Gulati | Founder, Scarlet Relations Namrata Agarwal | Co-founder, Abbzorb Nutrition Kavitta Bedi | Co-founder, xtraview.in Katherine Ernst Meht | Co-founder, xtraview.in Nidhi Yadav | Founder, Aks Clothings

Dr. Meenu Kumar | Founder, Cosmo Arts Geeta Singh | Founder & Director, The Yellow Coin Communication Dr Malini Saba | Founder & Chairman, Saba Group & Anannke Foundations Amarpreet Rai | Co-Founder & Director of Operations and Development, Sanrai International Nupur Khandelwal | Co-Founder, Navia Life Care

has been extraordinary and the startup learnings are incomparable.

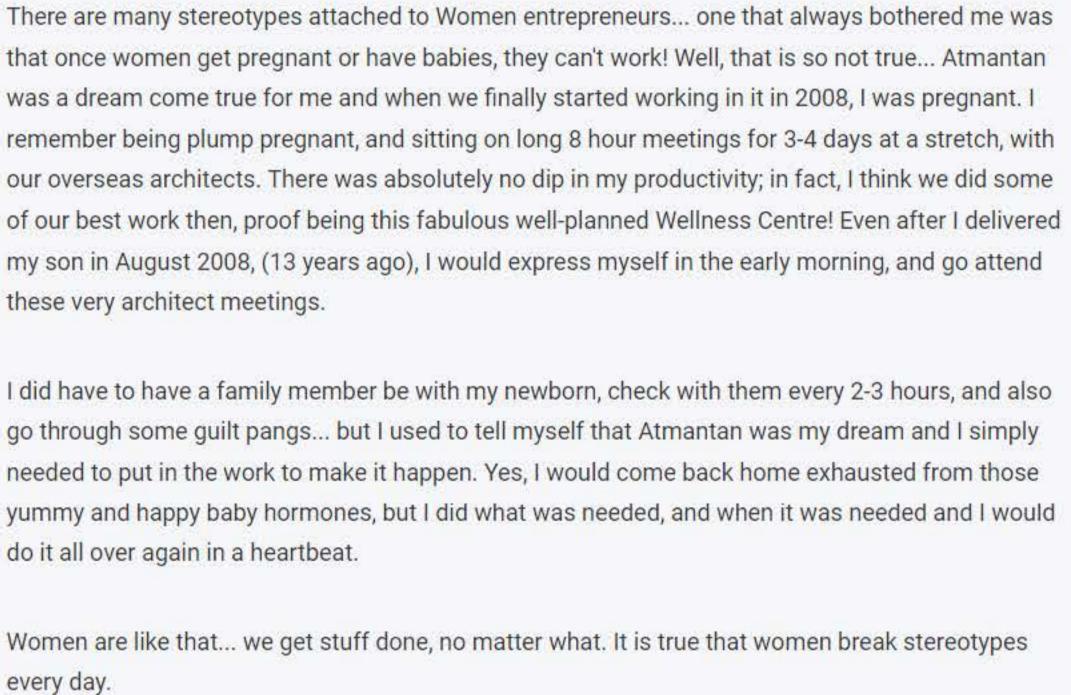
hats, and taking extra responsibility, especially after working in a stable and structured corporate environment can be very stressful at times. However, what has always kept me going is the impact that we've been able to create in the healthcare ecosystem, by digitizing thousands of doctors and hence touching the lives of millions of patients. Dimpy Dewan | Co-Founder, Hanchens

Nupur Khandelwal | Co-Founder, Navia Life Care

anchens



Wellness Centre



Dr Malini Saba | Founder & Chairman, Saba Group &

Anannke Foundation

women: sexual harassment, domestic violence and other gender-based violence, bullying at the workplace, and rape. We want to change the perception of what masculinity means, what is permissible and what is not. This International Women's Day, I want to tell each woman out there to stop being sorry for no reason, exude confidence and command the respect that you deserve.

Amarpreet Rai | Co-Founder & Director of Operations and

Development, Sanrai International

leading by example.

Conclusion

Opinions /

Women entrepreneurs of India

women entrepreneurs

Amarpreet Rai | Co-Founder -Sanrai International

Recognizing that commitment and perseverance can overcome all of the hurdles can be the key to success of women entrepreneurs. Signing that first contract in a male dominated medical industry, gave a boost to my confidence as I could convince my counterparts to take a chance by showing our commitment and by preserving. Thesedays, women are taking up such challenging roles and are

Women have indeed progressed long enough from the dark days when they were restricted to their houses, tied to the usual chores inside them. They have indeed lighted up the startup ecosystem with their own entrepreneurial sparks. However, there is always some room for more development when it comes to startups, which aims to build a world convenient for the end-users and profitable for the entrepreneurs but that demands both men and women working hand in hand.

Entrepreneurship

Women Entrepreneurs Success Story



Women's day

Women's Entrepreneurship Day

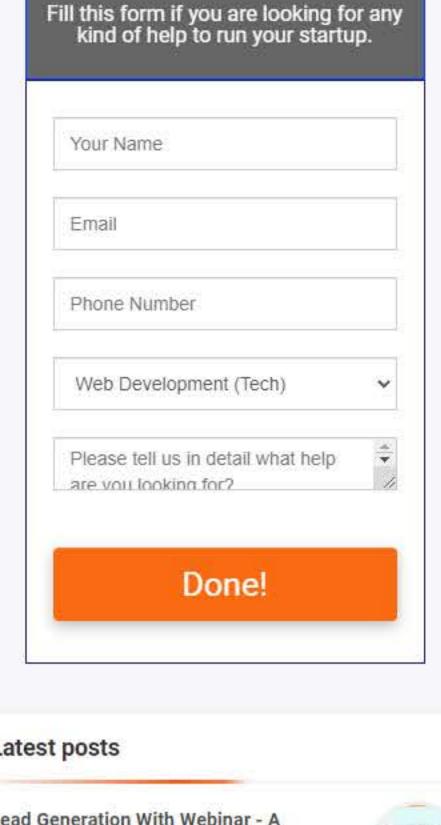
Women Success Story

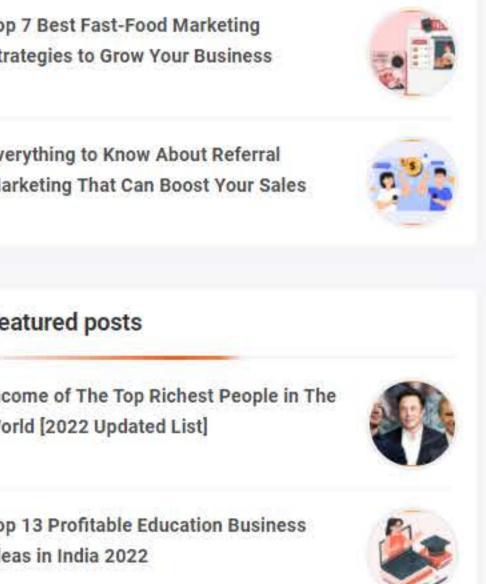
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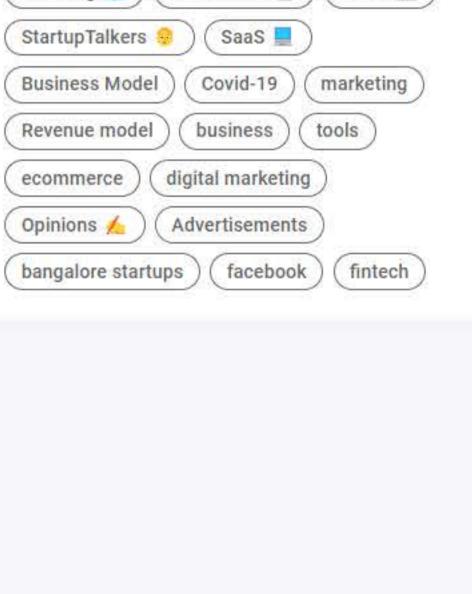
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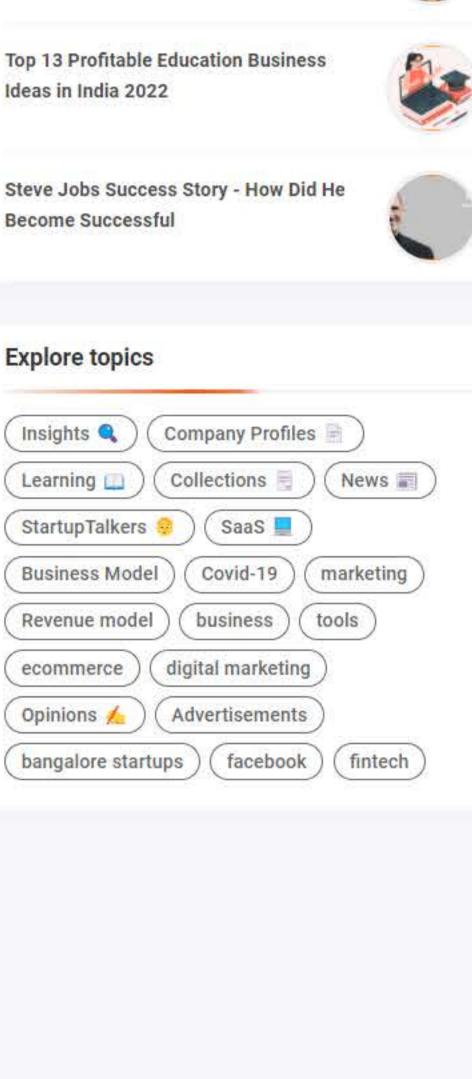
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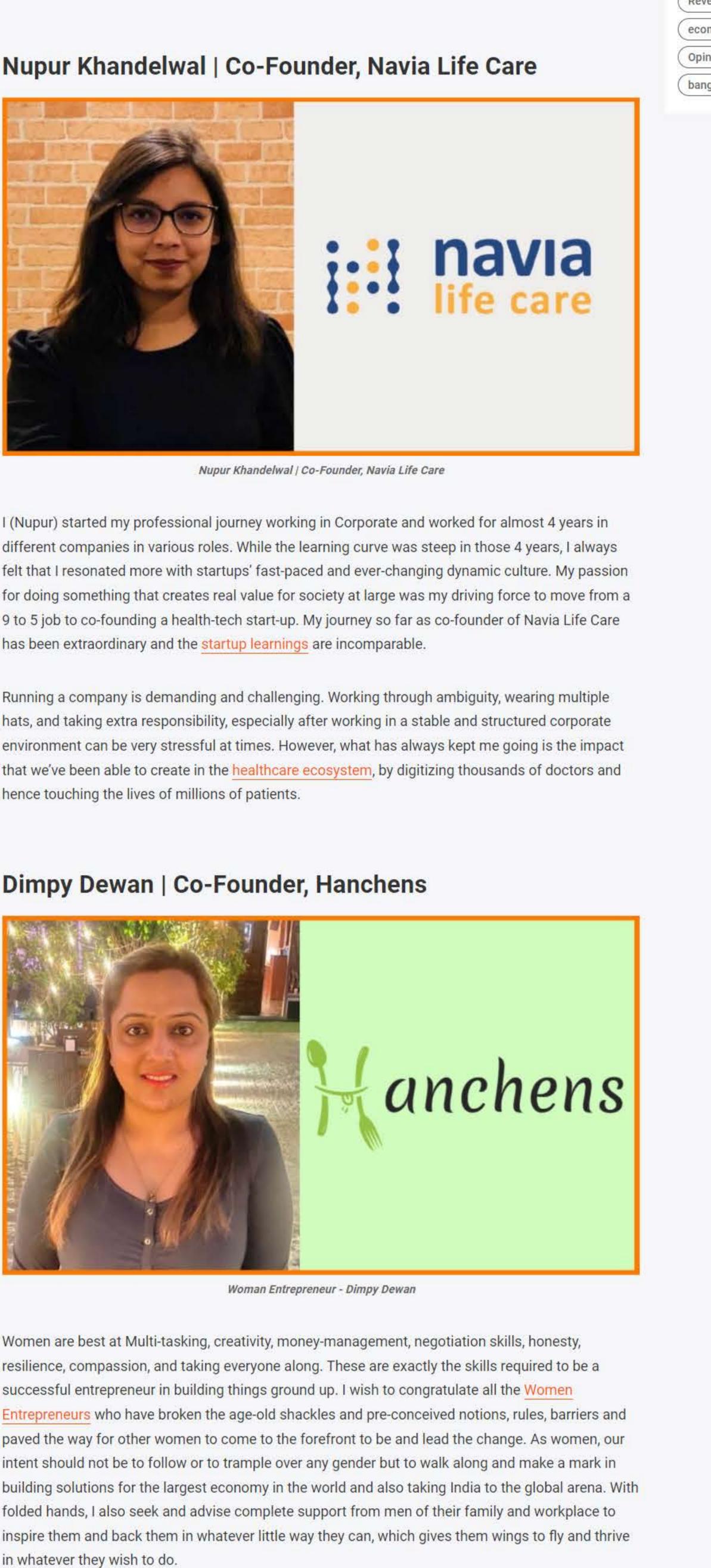
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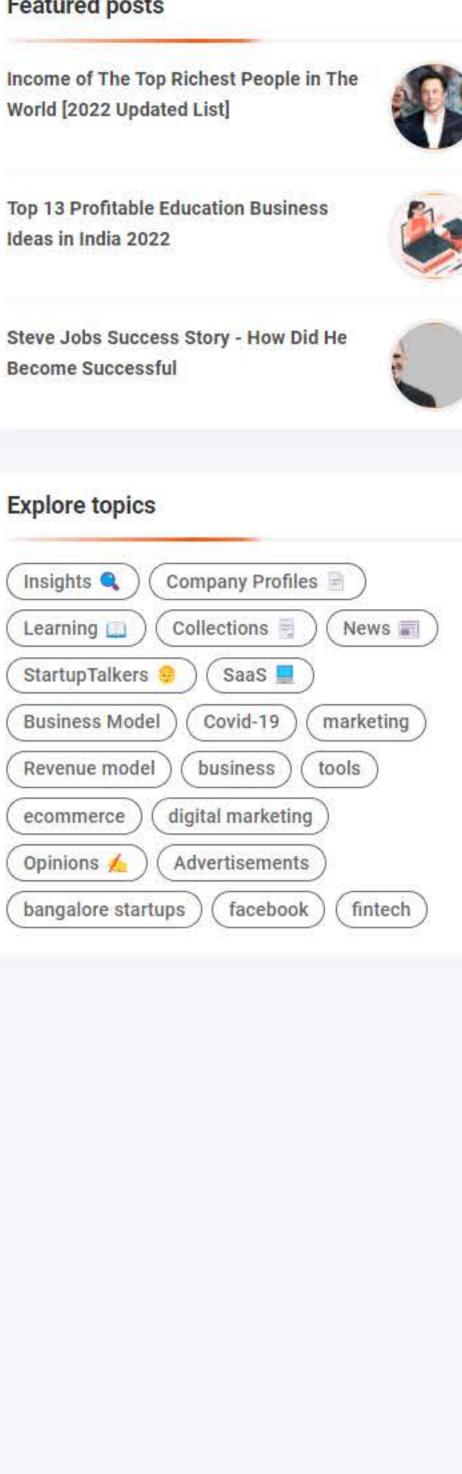








navia





Dr Malini Saba, Founder & Chairman, Saba Group & Anannke Foundation The thought that women are weak and that they should be protected creates an environment that daunts women from taking charge of their lives. Women are bad at tech, women are terrible drivers, and white women are beautiful, these are the common stereotypes women of all cultures face daily. I want to create and foster a culture for women in male-dominated areas, so I focus on hiring women in my companies. I have experienced that women are more assertive, passionate, and persuasive. They have a stronger need to get things done and are good at benchmarking their ideas to set a goal. Through our vocational training and awareness-raising campaigns targeted at ground level, we are making attempts to change mind-sets and bring people's attention towards the problems that plague

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