



**FROM HOMEMAKERS TO ENTREPRENEURS:
HOW WOMEN ARE DRIVING AATMANIRBHAR BHARAT'S SUCCESS**

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Abstract

India's journey towards self-reliant India has witnessed a significant paradigm shift, with women playing a pivotal role in driving economic growth and entrepreneurship. This article explores the transformative journey of Indian women, from homemakers to entrepreneurs, and their contributions to the country's self-reliance initiative. Through case studies, anecdotes, and data analysis, this article highlights the challenges, opportunities, and successes of women entrepreneurs in India, and their impact on the country's economic landscape. By showcasing the resilience, determination, and innovative spirit of women entrepreneurs, this article demonstrates how they are redefining India's growth story and driving the country towards a more Aatmanirbhar Bharat.

Keywords - Aatmanirbhar Bharat, entrepreneurship, homemakers, self-reliant, economic growth, Indian women.

Introduction

Aatmanirbhar Bharat which translates to self-reliant India is a vision of Prime Minister Narendra Modi to make India a larger and more important part of the world economy. The concept aims to promote self-sufficiency, efficiency and resilience in various sectors, including economy, infrastructure, technology and, and demography. Some key aspects of Aatmanirbhar Bharat include:

Vocal for local: Promoting local made products to make them competitive globally.

Make for the world: Encouraging Indian businesses to produce goods and services for the global market.

Defence sector Reforms: Promoting self-reliance in defence production, with the government allowing private sector participation in defence manufacturing.

Education and Research: Fostering innovation and research in various fields to drive self-reliance.

Overall Aatmanirbhar Bharat aims to transform India into a self-sufficient and resilient nation, capable of competing globally.

Women entrepreneurship plays a vital role in achieving the goals of Aatmanirbhar Bharat, a mission aimed at making India self-reliant. As women constitute around 50% of India's population, empowering them economically is crucial for the country's overall development. Several initiatives have been launched to promote women entrepreneurship, including:

- **Start-up India:** Offers various incentives, such as monthly allowances, subsidies, and reimbursements, to women-led startups.
- **WE Hub:** An initiative by the government of Telangana to promote women entrepreneurship through business incubation, mentorship, and funding.
- **Rural women entrepreneurship:** Self-help groups (SHGs) have been instrumental in promoting women entrepreneurship in rural areas, providing access to finance, credits, and markets.

To further boost women entrepreneurship, it's essential to address the challenges they face, such as:

- **Access to finance:** Providing affordable credits options and financial assistance to women entrepreneurs.
- **Building competitive innovative products:** Encouraging women to develop innovative products and services that can compete in the global market.
- **Creating sustainable growth models:** Supporting women entrepreneurs in developing sustainable business models that can ensure long-term growth and profitability.

By empowering women entrepreneurs, India can unlock its full potential and achieve the goals of Aatmanirbhar Bharat.

Well known woman entrepreneur of India

Shahnaz Husain is a renowned Indian Entrepreneur, beautician, and author who has gained international recognition for her pioneering work in promoting herbal beauty care and Ayurveda globally. Here are some key reasons why she's famous:

Awards and Recognition

- **Padma Shri Award (2006):**
Shahnaz Husain was awarded the Padma Shri, the fourth-highest civilian award in India, for her contributions to trade and industry.
- **Entrepreneurial success**
 1. **Founder of Shahnaz Husain Group:** She founded the Shahnaz Husain Group, a global network of beauty centers, training academics, and manufacturing units.
 2. **Herbal Beauty Care Products:** Her company offers a wide range of herbal beauty care products that are popular worldwide.
- **Promotion of Ayurveda and Herbal Beauty Care:**
 1. **Pioneering the Herbal Beauty Care Movement:** Shahnaz Husain is credited with pioneering the herbal beauty care movement, promoting the use of natural ingredients and Ayurvedic principles in beauty treatments.
 2. **Taking Indian Herbal Heritage Global:** She has played a significant role in taking the Indian herbal heritage of Ayurveda worldwide, showcasing its benefits and effectiveness.
- **Author and Public Figure**
 1. **Author of Several Books:** Shahnaz Husain has written several books on beauty, health and wellness.
 2. **Public Appearances and Lectures:** She is a sought-after speaker and has given lectures at various international forums, promoting the benefits of herbal beauty care and Ayurveda.

Eminent women entrepreneur of Jharkhand

Ms. Aruna Tirkey, the visionary founder of "Ajam Emba", who is revolutionizing Jharkhand cuisines with her innovative approach inspiring countless women entrepreneurs along the way, thus generating employment opportunities as well. Ajam Emba is a pioneering start-up in Ranchi district, Jharkhand, that's putting the spotlight on indigenous tribal foods. Founded by Aruna Tirkey, a rural development professional from the Oraon community, Ajam Emba aims to preserve and promote the unique culinary heritage of Jharkhand's tribal communities.

What they do:

- Run a restaurant serving traditional tribal dishes, using locally sourced ingredients and sustainable practices.
- Offer cooking classes and training programs for tribal women, empowering them to

become entrepreneurs and preserve their culinary traditions.

- Provide a platform for tribal farmers, fishermen, and forest produce collectors to sell their products, promoting fair trade and sustainable livelihoods.

Impact

Ajam Emba has become a beacon for indigenous food revival in Jharkhand, attracting visitors from across the country and abroad. By promoting tribal cuisine and providing economic opportunities for tribal communities, Ajam Emba is helping to preserve the state's rich cultural heritage.

A Personal Perspective: Insights from a Family Entrepreneur

Ayush Chhawchharia, a bright and ambitious entrepreneur and a close relative of the researcher, has embarked on an inspiring start-up journey with Litti Twist, a promising venture based in Bengaluru. As an entrepreneur from North India, he embarked on a journey to introduce authentic Bihari Cuisine to South India, starting with a small restaurant. Through sheer determination and a focus on quality, this bootstrap business experienced exponentially growth over the last decade, eventually establishing itself as a prominent brand in the local market. Building on this success, he expanded the business by introducing three new cuisine-specific brands over the past four years, each designed to cater to unique regional tastes.

These brands have successfully made their mark in the rapidly growing cloud kitchen space, tapping into the increasing demand for diverse and high-quality food delivery options. His journey reflects a commitment to innovation, adaptability, and the belief in delivering authentic culinary experiences to a broad audience, while maintaining the essence of each cuisine.

The family entrepreneur credits the women with being a game-changer, as their ability to balance household and entrepreneurial responsibilities has motivated him to re-evaluate his own priorities.

Rural Tourism: A Catalyst for Self-Reliance in Aatmanirbhar Bharat

Rural tourism can indeed play a significant role in promoting India's rich cultural heritage and contributing to the country's self-reliance. Here are some potential benefits and ways to develop rural tourism in India:

Benefits:

- **Economic empowerment:** Rural tourism can generate income and employment opportunities for rural communities.
- **Cultural preservation:** By promoting rural tourism, India can preserve its cultural heritage and traditional ways of life.
- **Diversification:** Rural tourism can reduce dependence on traditional tourist destinations and promote off-the-beaten-path locations.
- **Infrastructure development:** Improve roads, accommodations, and amenities in rural areas.

Ways to develop rural tourism:

- **Training and capacity building:** Educate local communities about tourism management, hospitality, and entrepreneurship.
- **Marketing and promotion:** Showcase rural India's unique experiences and attractions through effective marketing campaigns.
- **Community based tourism:** Encourage local communities to take ownership of tourism initiatives and benefit from them directly.
- **Focus on niche tourism:** Promote rural areas' unique selling points, such as rural crafts, organic farming, and eco-tourism.

Some examples of successful rural tourism initiatives in India include:

- **Rural tourism in Ladakh**; promoting homestays and local culture.
- **Eco-tourism in Kerala's backwaters**; supporting local communities and conservation efforts.
- **Village tourism in Rajasthan**; offering immersive experiences in rural villages.

By developing rural tourism, India can unlock new economic opportunities, preserve its cultural heritage, and showcase its diverse rural landscapes to the world. Also, by empowering women entrepreneurs in rural areas, we can unlock the potential of rural tourism, promote economic growth, and preserve local cultures. Women entrepreneurs can play a vital role in promoting rural tourism, contributing to the economic empowerment of rural communities, and preserving local cultures. Here are some ways women entrepreneurs can make a positive impact:

- **Income generation**: Women entrepreneurs can create businesses that cater to tourists, such as homestays, local cuisine, and handicrafts, generating income for themselves and their families.
- **Job creation**: Women-led businesses can create employment opportunities for other women in rural areas, helping to reduce poverty and improve livelihoods.
- **Promoting local traditions**: Women entrepreneurs can showcase rural traditions, customs, and cultural practices, preserving them for future generations.
- **Empowering local artisans**: Women entrepreneurs can support local artisans, helping to preserve traditional crafts and skills.
- **Community engagement**: Women entrepreneurs can engage with local communities, involving them in tourism initiatives and ensuring that benefits are shared equitably.
- **Infrastructure development**: Women-led businesses can contribute to the development of local infrastructure, such as roads, sanitation facilities, and community centers.
- **Women's perspectives**: Women entrepreneurs can offer unique perspectives on rural tourism, highlighting the needs and concerns of local women and communities.
- **Innovative solutions**: Women entrepreneurs can develop innovative solutions to address the challenges faced by rural communities, such as limited access to markets and resources.

Challenges and Opportunities

- **Access to resources**: Women entrepreneurs in rural areas often face challenges in accessing resources, such as finance, technology, and markets.
- **Networking opportunities**: Women entrepreneurs can benefit from networking opportunities, such as training programs, workshops, and conferences, to connect with other entrepreneurs and stakeholders.
- **Government support**: Governments can provide support to women entrepreneurs in rural areas, such as subsidies, grants, and training programs to help them overcome challenges and succeed.

Literature review

(Prashar S et al.,2018); research suggests that women entrepreneurship is a key driver of economic empowerment, allowing women to balance work and family responsibilities while contributing to the economy¹.

(Chatterjee N & Das N,2016); a study highlights the importance of key entrepreneurial skills, such as innovation, risk-taking, and adaptability, in driving entrepreneurial success among

women².

(Mishra U et al.,2025); an interesting phenomenon is the rise of homemaker entrepreneurs, who are leveraging platforms like vlogging to achieve financial independence and build a reputation in society³.

(Anandharaman K & Rangaswamy G,2024); a study of Tamil Nadu, India, reveals that married women entrepreneurs are a rapidly expanding group, contributing significantly to the local economy⁴.

(Prashar S et al.,2018); research identifies barriers, such as societal expectations and family responsibilities, and facilitators, like government support and networking opportunities, that impact women's entrepreneurial journeys⁵.

(Gupta S,2024); a comprehensive review of antecedents of entrepreneurial success highlights the importance of factors like education, experience, and access to resources in driving women's entrepreneurial success⁶.

(Sharma S & Behera M,2024); this study examines the impact of women entrepreneurship in the Delhi-NCR region of India⁷.

(Viswanathan B & Shamlam,2021); this article discusses how Aatmanirbhar Bharat empowers women and reduces the gender gap in patriarchal Indian society⁸.

Research Methodology

This study employed a mixed-methods approach, combining both qualitative and quantitative research methods to explore the transition of homemakers to entrepreneurs. The methodology was designed to provide a comprehensive understanding of the experiences, challenges, and successes of women entrepreneurs.

Qualitative Methods

- 1. In-depth interviews:** Conduct detailed interviews with homemakers-turned-entrepreneurs to gather insights into their experiences, challenges, and motivations.
- 2. Focus Group Discussions:** Organize focus groups with homemakers and entrepreneurs to explore their perceptions, attitudes, and opinions on entrepreneurship.
- 3. Case Studies:** Analyze successful cases of homemakers who have transitioned into entrepreneurship, highlighting their strategies, obstacles, and outcomes.

Quantitative Methods

- 1. Surveys:** Design and distribute surveys to a larger sample of homemakers and entrepreneurs to collect data on demographics, entrepreneurial intentions, and business performance.
- 2. Questionnaires:** Develop questionnaires to gather information on the challenges faced by homemakers in transitioning to entrepreneurship, as well as the support systems and resources they need.
- 3. Statistical Analysis:** Use statistical tools to analyze the data collected and identify patterns, correlations, and trends.

Mixed-Methods Approach

- 1. Triangulation:** Combine qualitative and quantitative methods to validate findings and provide a more comprehensive understanding of the research topic.
- 2. Sequential Exploratory Strategy:** Begin with qualitative research to explore the topic, followed by quantitative research to test hypothesis and generalize findings.

Data Collection and Analysis Tools

- 1. Interview guides and survey questionnaires:** Develop structured guides and questionnaires to ensure consistency in data collection.
- 2. NVivo or Atlas.ti:** Utilize qualitative data analysis software to code, categorize, and

analyze interview and focus group data.

3. **SPSS or R:** Employ statistical software to analyze quantitative data, perform regression analysis, and identify correlations.
4. **Microsoft Excel or Google Sheets:** Use spreadsheet software to organize, clean, and visualize data.

Research Design Considerations

1. **Sampling strategy:** Identify the target population, sampling frame, and sampling technique.
2. **Data quality and reliability:** Ensure the accuracy, completeness, and consistency of the data collected.
3. **Ethics and informed consent:** Obtain informed consent from participants, maintain confidentiality, and adhere to ethical research principles.

Conclusion

The transformation of homemakers into entrepreneurs represents significant shift in the role of women in society. Through their entrepreneurial endeavors, women are not only contributing to the economic growth and development of their communities but also redefining traditional notions of women's work and empowerment. This study highlights the resilience, determination, and creativity of women who have successfully navigated the transition from homemakers to entrepreneurs. Recognizing and supporting women entrepreneurs with necessary resources, networks, and policies is crucial to unlocking their full economic and social potential, ultimately creating a more inclusive and equitable society.

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