



A Case Study of Women Youtuber Entrepreneurs who created a niche in social media platform

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Abstract

India is a country where women have not only contributed as homemakers but, when given a chance or when required, have proven themselves to be effective leaders. As of today, many women leaders have demonstrated their true potential in corporates; for instance, Kiran Mazumdar Shaw of Biocon Limited, Radhika Gupta of Edelweiss Asset Management Limited, Vineeta Singh, co-founder of Sugar Cosmetics, and Ghazal Alagh, co-founder of Mama earth, are some of the prominent names who have showcased their capabilities. The world is connected through social media, and YouTube is a revolution in this chapter. In the present case study, we will discuss YouTubers who started their channels with minimal investment and, through their invaluable content, they have not only connecting with common people, but have gathered millions of followers. Some of the individuals we will highlight in our case studies include Kanchan Kesari, who owns the YouTube channel English Connection, and CA Rachana Ranade, who offers vital information to the public about the stock market. Deepti Gaur-Sengupta, a certified trainer and nutritionist, operates a YouTube channel called Dance with Deepti that promotes fitness and makes it enjoyable for all.

Keywords: Women Entrepreneur, leadership, social media, Youtubers

Entrepreneurship in early times dominated by males, reason being mans are the bread earners of the family and the role of female was limited to taking care of family, kids and senior members of the family. In India females are often called “Grihalakshmi” because they not only take special care of loved ones, but manages all the issues swiftly pertaining to any matter and that is one of the critical reason male businessman or entrepreneurs flourish because their family life was smooth and due to less interference in homely matters (issues) they focussed on their business and multiply their business exponentially. In early times women were neither allowed to join family business, nor were involved in any kind of business decisions. But with the passage of time, now things were changed the women’s are now not only educated but majority of the women’s are doing some sort of work and putting their effort to support their family financially .

Women’s contribution to Indian economy

In India, 20.37% of women are MSME owners, accounting for 23.3% of the labour force. They are regarded as the backbone of the economy. According to McKinsey Global, India could potentially add US\$ 700 billion to global GDP by enhancing women’s participation in the labour force. The percentage of women employed in the manufacturing and agriculture sectors surpasses that of men. These sectors are often credited with helping families escape poverty and contributing to increased household income. Furthermore, literacy rates among women rose by 8.8% in FY21, which further highlights the promising prospects of the country. (Verma, 2023)

Rise of Women Entrepreneurs – Early Times to Modern Era

The concept of entrepreneur developed in the nineteenth century, specifically the term "Women Entrepreneurs." The origin of entrepreneurship may be traced back to ancient India.

Eighteenth 18th Century: The Beginning

In the mid-eighteenth century, Indian women were not only engaged themselves in traditional retail shops (neighbour shops) but succeeded in managing retail shops, with the shortage of manpower they involve themselves in small handloom enterprises and succeeded significantly and women engaged in many more related businesses. More women liberated themselves from societal

constraints and began to rise into the spotlight during the 18th and 19th centuries. However, prior to the twentieth century, women enhanced their income by creating new businesses.

Nineteenth 19th Century: The Journey continues

In the Nineteenth century women's were encouraged to establish small businesses from the comfort of their homes during this time period. Many of them launched their own small enterprises. To enhance and to boost their income, they engaged in activities such as making wafers, papad, pottery, bangles and various handicraft products of daily use and thus targeting the right audience they sustained essential business. During this historical period, not only these women's felt the need to educate their girl child and thus began sending their daughters to school with their sons.

Twentieth 20th Century: The Journey progresses

Women's participation and contributions were highly evident in the early twentieth century. The number of businesswomen increased significantly, particularly during the 1990s. Women's not only invest their time to learn new skills but also took the initiative to apply new skills, identify market niches, and create substantial employment and other opportunities. Females began to run small businesses such as art-based shops and grocery stores. This decade saw remarkable advancements and the greatest successes for women in business. (Dr, 2023)

Women Entrepreneurs Strengthens India's Entrepreneurial Ecosystem in Modern Day

Women in India have come a long way as entrepreneurs, standing shoulder to shoulder with some of the most influential men in today's business world. They have overcome several gender inequities and beyond the bounds of housework, not only by working but also by becoming employers throughout the years. They are no longer strangers to business! Women have broken through all the barriers by finding success with start-ups and begin on a new road to become independent consultants, from operating home-based enterprises to growing established firms. A substantial portion of this transition may be ascribed to fintech businesses that provide equal growth opportunities to women and encourage them to become job creators. Indifi Technologies, one of India's top MSME lending platforms, is one such firm that is expediting women's entrepreneurial journeys by effortlessly giving them capital to establish or expand their enterprises. Indifi technologies has successfully granted over 38,000 loans to various enterprises since its start, with about 20% of the loans going to companies with female promoters. 75% of the loans went to women entrepreneurs in tier 1 cities, while the remaining 25% went to women entrepreneurs in tier 2/3/4 cities, with an increase in women-led enterprises in metros and tier 1 cities. As more

women-led firms emerge from smaller cities, the mix is projected to shift . (Women Entrepreneur Shaping the future of India)

THE BOOMING WOMEN ENTREPRENEURSHIP ON SOCIAL MEDIA

Social media not only serves as a voice for common people; on the contrary, it acts as a medium to connect individuals around the world and strengthen their voices. Social media also provides an opportunity for billions of people globally to start their own YouTube channels and target interest-based content that resonates with audiences worldwide. Self-interest varies from person to person, and these YouTubers-turned-entrepreneurs not only serve society with their invaluable content but also operate business models based on distinct consumer interests. A few days ago, I struggled with formatting text in MS Word and logged into one of the YouTube channel, where I found several videos that helped me out. People often seek guidance on how to obtain a passport, and there are numerous YouTubers who not only serve the society with their helpful videos but also encourage others to start their own channels based on common interests. This creates opportunities for many potential male and females in our society, allowing them to showcase their skills through YouTube channels. In YouTube channel, they have the freedom to develop content that meets the unique needs of society, and by providing innovative material, one of the reason being low mobile tariff by Jio, Airtel and other telecom subscribers. The youth of India is always fascinated by any kind of innovative content provided by social media influencers / YouTube channels that brings some value to them and thus connect billions of Indians. Social media and YouTube users are always eager to engage with new content online. Billions of people in the world are busy browsing every time something new on Google, YouTube, Facebook, and Instagram to share our thoughts and views on common interests.

The role of women in society is indispensable; without women, we cannot envision a culturally rich civil society. Their responsibilities extend beyond carrying distinct cultures, families, and relationships; they also elevate our generation by contributing significantly as mothers, sisters, wives, aunts, grandmothers, and in various positions within the corporate world. In this case study, we will discuss the role of women entrepreneurs who have not only contributed to society but have also created numerous businesses for themselves and future generations, paving the way for other entrepreneurs to follow and explore a world of opportunities.

Women Entrepreneur & Youtuber Kanchan Kesari “English Connection” & “Vidya Connection”

English language in India is often regarded as a second language, subordinate to Hindi (especially in Hindi Belts) and other regional languages dominates in South, Eastern and western part of India. Understanding and speaking fluent English is consistently viewed as a challenge for the majority of people in India. Many YouTubers have grabbed this challenge as an opportunity to reach out to those who feel shy about speaking English in front of others. YouTubers are generally seen as entrepreneurs who have taken risks to start their channel with the knowledge of videography and content writing, they strive hard to connect with the audience through fresh content. By linking common people with her innovative content, which connected positively with the viewers. Making the content interesting, relatable, and connecting the audience from any state and cities.

On 8th August 2015 Kanchan Kesari (MA English) CEO of YouTube Channel “English Connection” started her journey of educating common man with a pen, paper and mobile videography and her efforts have been taken extremely positive by the audience. With the passage of time she uploaded more than 1000 videos and gradually got a support from more than 11 million subscriber. English connection have not only helped more than millions of people to understand and speak fluent English language but in addition to that she also helped millions to boost their career especially for competitive examination. Extracting the viewers need, lots of research, speaking to people, understanding their difficulty and making the content according to the requirement of viewers and present the content, cake walk for them, is a real challenge for Youtubers. Bringing fresh content almost every day is a challenge because they have to connect millions by understanding the needs. In addition to the success of “English Connection” YouTube channel, she has started one more YouTube channel “Vidya Connection” on 27th August 2019 which has over 3.57 million followers and she has uploaded more than 900 videos this channel. The Content remains the same made the audience understand English language to the next level and made English language friendlier and more comfortable. The other video channel she launched in the year Nov 2020 is “Knowledge Connection”, which has 1.22 Million subscriber on present day. On this channel the youtuber uploads Vlogs & shorts for entertainment purpose only. The content is engaging and learning. Knowledge is Power and with this power Youtuber Kanchan Kesari is making headlines and with her dedication and hard work taking her business model to the next level by adding more video channel to her portfolio.

Kanchan Kesari has achieved a remarkable milestone by being included in the International Edition of the World Book of Records for her exceptional contributions as the Best English Trainer on YouTube. With an impressive following of over 11 million subscribers, she has established

herself as the expert in English language instruction. Her primary YouTube channel, aptly named "English Connection," holds the record for the highest number of subscribers for a single subject, reaching an impressive milestone of over 11.20 million dedicated followers. The impact of her teachings is evident in the staggering 1.8 billion views her channel has garnered, further solidifying her status as a leading authority in the field.

Kesari's expertise has gathered recognition from esteemed figures in Indian politics. During her visit to Rashtrapati Bhavan, she received commendation from Lok Sabha Speaker Shri Om Birla, further validating her significant contributions to the field of English education. Acknowledgment of Kesari's excellence extends beyond the online realm. In 2022, she was awarded the title of Best English Trainer at the Social Media Growth Conclave held in New Delhi. The Youtuber dedication to education goes beyond her digital platform, as she has authored the best-selling educational book "5000+ Daily Use English Sentences," further solidifying her expertise in the subject matter.

Kesari's influence transcends her professional achievements, as she has nurtured her daughter's talents to extraordinary heights. Her daughter has also achieved remarkable success, becoming the youngest educational author and trainer, earning her a place in the World Book of Records. Kanchan Kesari's inclusion in the International Edition of the World Book of Records is a testament to her unparalleled impact as the Best English Trainer on YouTube. Her immense following, accolades, and contributions to the field of education have made her a revered figure in English language instruction and an inspiration to aspiring learners worldwide. (World book, 2022)

The Rise of Youtubers Fin Educators & Analysts in India: The Middle-Class Dilemma of EMIs, Wishlist and shortage of funds.

Everyone in this world aspire to live in luxury, to live king size lifestyle, each one us like to purchase the best of Cars, to avail the best of education for their loved ones in India and abroad, to enjoy the world class vacations in different parts of the world and to purchase the best of properties in India & in rest of the world. Every one of us like to make money by doing different economic activity but many of us don't even have money to enjoy anything of their wish list. The basic difference between rich and poor people in the world is to build passive income, rich people have different source of income and they keep on multiplying this income by reinvesting in different projects. There is a apologue in investment that "do not put all your eggs in one basket", to multiply your earnings one has to build passive income, where your money will work for you and to have a good understanding of Financial literacy and personal finance management.

Financial literacy is a crucial life skill, yet it's rarely taught in schools. Many people graduate without knowing how to budget, save, or invest, which can lead to financial struggles later in life.

A simple budgeting method that works for many is the **50/30/20 rule**:

- **50%** of income goes to **necessities** (rent, utilities, groceries, transportation, etc.).
- **30%** is for **wants** (entertainment, dining out, hobbies, etc.).
- **20%** is for **savings and investments** (emergency funds, retirement, stocks, etc.).

However, this can vary based on income levels, cost of living, and financial goals. The key is **awareness and planning**—understanding where your money goes each month and making informed decisions.

The Indian middle class has become increasingly aware of personal finance, investments, and wealth-building, especially since COVID-19. The surge in demat accounts clearly indicates a shift towards stock market participation, as people look beyond traditional savings and fixed deposits to grow their money.

The accessibility of financial knowledge through YouTube and social media has been a game-changer. Earlier, stock market investing was seen as something only for experts, but now even beginners are getting access to valuable insights, strategies, and stock market analysis. Many young Indians are even considering full-time careers in trading and investing, drawn by the flexibility and potential financial freedom it offers.

However, while the excitement is high, financial literacy and risk management are equally important. Many new investors jump into trading without understanding market risks, leading to losses. Learning about fundamental and technical analysis, diversification, and long-term investing strategies is crucial.

CA Rachana Ranade a Youtuber fineducator and Expert who cracked esteemed CA examination in her first attempt and chosen teaching as her career and spreading financial literacy among youth is her passion. She is one of the well-known names in the social media for spreading financial knowledge through her YouTube channel “Rachana Ranade”, language is not barrier for understanding since the knowledge can be disseminated in Hindi, English and Marathi language. Spreading knowledge about NSE, BSE, Mutual funds, IPO, Future Markets and Crypto are some

of the areas where CA Rachana Ranade intervene and provides expert advice to common man who is interested in share market and interested in investing in different kind of financial instruments.

Her distinct teaching methodology includes

To simplify complex financial jargon into easy-to-understand content and covers even basic financial vocabulary to help the common man understand its significance. She has built a strong community of learners by making financial education engaging and accessible. Her courses and YouTube content focus on practical knowledge, real-world case studies, and hands-on investment strategies. With her simplified teaching methods, she has empowered many individuals to take control of their finances and make informed investment decisions. Her objectives to start YouTube channel is to spread financial literacy to make investors prudent and make their future secure by making them invested in right financial instruments. To spread financial literacy in Marathi language as in Maharashtra, Marathi being a local language of Maharashtra and locals feel very much connected to get information in their own language. To cater a mass who are interested in understanding financial nuances and to get the insight about market. (Rachana Ranade)

She introduced many courses on Basics of share market, mutual funds and mastering money management. She also offers programs on fundamental and technical analysis of stock market; decoding price action analysis also offers program on future and options market and art of investing.

These courses not only provide value education but also educate how to trade in volatile market and she also provides daily market updates and how to take proactive steps in volatile market like present times where market is falling every day. What will be investors strategy to cope up with present kind of situations.

Equity Trade has shown a decent growth from 2003 to 2019 and after Covid 19 fall in the market after 2020, Nifty and Sensex have taken a good rally and has recorded a new high 85,978 back in September, and Nifty all time high touches at 26227.

The retail revolution

Perhaps the most stunning development of the post-COVID period is the dramatic increase in participation of retail investors.

This had long been a headache for the Indian markets: retail participation in the markets had been rising excruciatingly slowly in the decade before COVID-19. Because of this shallow

participation, liquidity remained thin, and companies had to think twice before investing in IPOs. Before COVID, it took 8 years for the number of unique investors in our markets to double. There were 1.5 crore unique investors in the Indian stock market in 2013, and that only doubled in 2020. But the next doubling just took two years. And now, as 2024 has closed, we have almost 11 crore unique investors. The surge is stunning. (Joseph, 2024)

The retail revolution perhaps the most remarkable development of the post Covid period is the significance increase in the participation of the retail investors, due to wrong perception, majority of the investors are not participating in the share market. The surge in retail investors in India's stock market has been incredible. The acceleration post-COVID shows how market participation has evolved. Easier access to trading apps, increased financial literacy, and better disposable income among young investors have fuelled this shift.

With more retail investors, the market could become less volatile in some ways, as domestic participation can cushion against FIIs pulling out. But at the same time, retail investors sometimes follow trends and momentum rather than fundamentals, which can create sharp swings. (India, 2021)

Number of Equity Trades — NSE

■ No. of trades(in Lakhs)

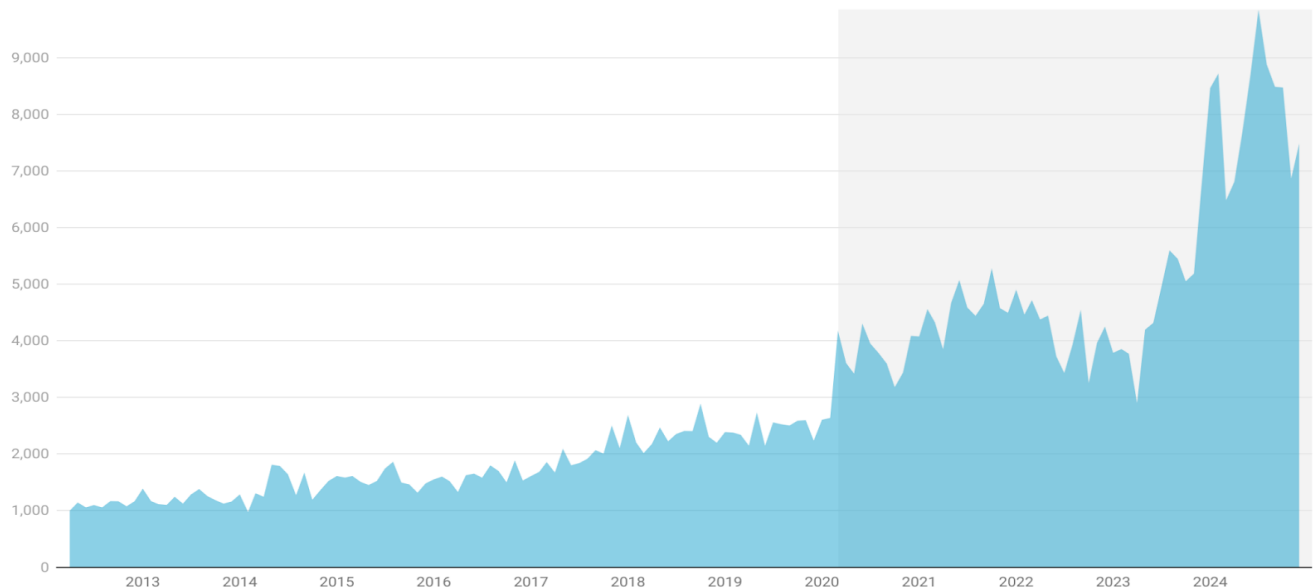
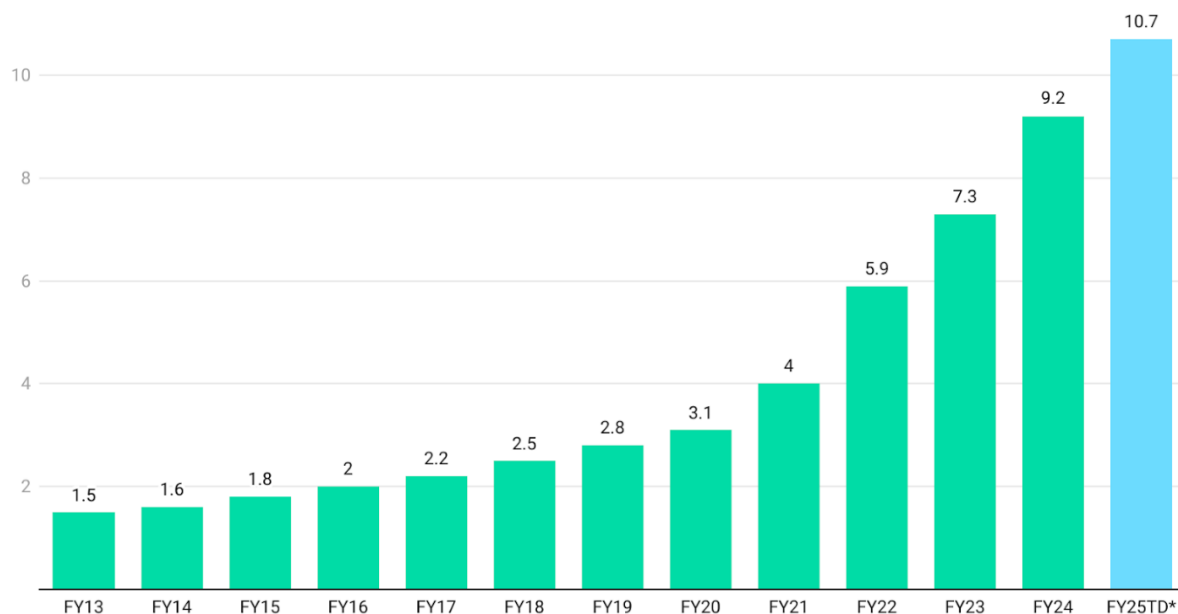


Chart: Zerodha • Source: NSE • Created with Datawrapper

Unique investors registered with NSE (In crores)



*As of November 2024
Created with Datawrapper

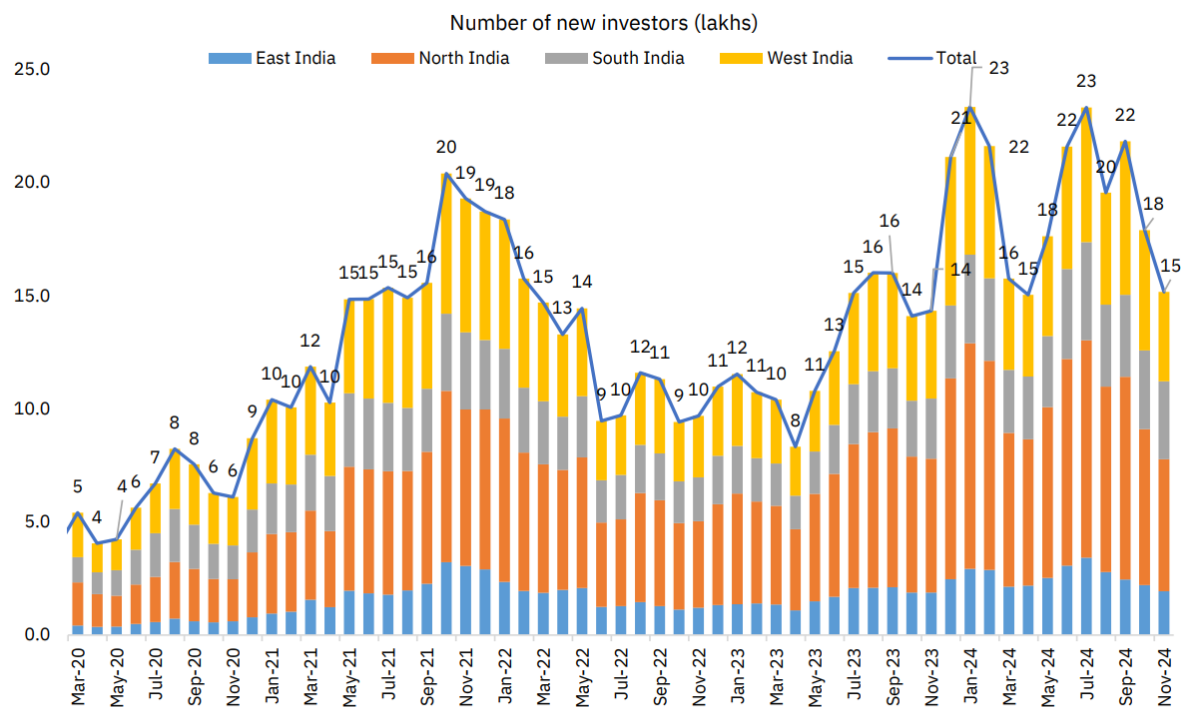
Growth in demat accounts

Fiscal Year	CDSL(Million)	NSDL (Million)	Total Demat Accounts (Million)	Penetration Rate (%)
FY13	8	13	21	1.6%
FY14	9	13	22	1.7%
FY15	10	14	23	1.8%
FY16	11	15	25	1.9%
FY17	12	16	28	2.1%
FY18	15	17	32	2.4%
FY19	17	19	36	2.6%
FY20	21	20	41	3.0%
FY21	33	22	55	3.9%
FY22	63	27	90	6.4%
FY23	83	32	115	8.1%
FY24	115	36	151	10.6%

Table: Zerodha Markets • Source: NSE • Created with Datawrapper

There was a widespread increase in new investors from across India, with much of this fresh enthusiasm originating from North and West India.

Figure 218: Region-wise distribution of new investors registered each month



The above table shows the region-wise breakdown of total investors from May 2020 to November 2024. Five years ago, North India's contribution to our markets was nearly negligible. Now, it accounts for almost 30% of our total registered investor base.

The rise of personal finance experts through social media channel brings positive change in financial markets, educated youths now are thinking about passive income and investment in share market, as it brings good amount of passive income if invested wisely and if route through financial experts and by following financial experts . (Tondon, 2025)

Youtuber Entrepreneur Deepti Gaur Sengupta : “Dance with Deepti

Health is one of the greatest forms of wealth. If a person possesses all the riches but cannot enjoy them due to poor health, then that wealth is of no use. Staying healthy and fit is essential at all ages, but due to busy schedules and the demands of life, we often struggle to find time to prioritize our fitness. For many fitness enthusiasts, staying fit is a true passion. We have seen athletes and numerous film stars who are very particular about their gym routines, yoga, and other fitness programs. Staying fit not only boosts confidence but also enhances one's appearance. Nowadays, it is considered a necessity for the majority of health-conscious individuals. Stress is a part of today's life; students, working men and women, and even senior citizens often feel stressed due to a lack of understanding and support from their loved ones, often stemming from a generation gap.

Many people are facing obesity and other health-related issues due to unhealthy eating habits, and the consumption of fast food has become a trend, with youth increasingly fascinated by dining out and favouring fast food options.

To alleviate your stress and help individuals become fit, Deepti Gaur Sengupta celebrates the beauty of natural living, positive thinking, and the limitless potential of the fitness journey through her YouTube channel “Dance with Deepti.” She simplifies fitness, making it super fun and easily accessible from the comfort of your home. Before entering the fitness world, she served as the Director of IT at a global MNC and holds a Master's degree in Computer Applications. Deepti is a healthy living enthusiast who believes in natural living and positive thinking. Her simplicity and passion are reflected in her workout styles and her connection with her fitness followers. Currently she has over 1.92 million YouTube subscriber and it is increasing day by day due to innovative content and consultancy by the Youtuber. (Sengupta, 2025)

The present paper focussed on multifaceted role of social media, particularly platforms like YouTube. It has indeed transformed the way people access knowledge, entertainment, and guidance. Beyond being a voice for the masses, YouTubers have emerged as key influencers, catering to diverse niches.

Some focus on:

- **Self-Improvement:** Enhancing language skills or offering life hacks that help individuals grow.
- **Financial Literacy:** Guiding people on investment strategies and smarter financial decisions.
- **Health and Fitness:** Promoting wellness through practical tips and motivation.

Many youtubers explore Tech and Travel: Exploring the latest gadgets or showcasing awe-inspiring destinations for those with wanderlust.

Some youtubers talks on Lifestyle Choices: From real estate advice to vehicle reviews, they simplify big decisions.

Social media's capability to democratize information while entertaining has created a unique ecosystem where creators and audiences mutually inspire and empower. It's fascinating to see the impact these digital platforms have on individuals and society.

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