



A Study of Successful Women Entrepreneur Towards Entrepreneurship Development: Case Study of Vandana Luthra – Founder of VLCC

Dr. Madhuri P Kamble

Mpkamble0430@gmail.com

Sterling College of Arts, Commerce and Science
Nerul, Navi Mumbai

Abstract:

In the 21st century women entrepreneurs are probably surfacing as an able, robust human source. The elementary objective of this paper is to strike out the status of women entrepreneurs in India and also to review the triumph story of Vandana Luthra – Founder of VLCC, one of the successful women entrepreneurs of India. Women of 21st century is no more a customary source cramped to homes only rather an scholarly, well taught and innovative part of the overall population cultivating the capacity to Revoltionze economies into developing enterprises. On the basis of this findings some opinions are given to ratify spirit of women entrepreneurship and an aid for women to become a successful entrepreneur.

Keywords: Women, Entrepreneur

Introduction:

Entrepreneurship relegate to the act of erecting a new business or rejuvenating an existing business so as to take leverage from new opportunities. An entrepreneur is a person who inaugurates an enterprise. He scout for change and acknowledgeit. several definitions have been framed of an entrepreneur- The economists view him as a fourth factor of production along with land labour and capital. The sociologists believe that certain communities and culture encourage entrepreneurship like for example in India we say that Gujaratis and Sindhis are very enterprising. Still others feel that entrepreneurs are innovators who come up with new ideas for products, markets or techniques. Thus, entrepreneurs shape the economy by creating new wealth and new jobs and by inventing new products and services. However, an deep and through study bring to light that it is not about minting money, having the greatest ideas, knowing the best sales pitch, applying the best marketing strategy. It is indeed an posture to create something unique and an activity which creates value in the entire social eco-system. It is the subconscious configuration of a person. It is a state of mind, which evolves instinctively, based on his/ her surrounding and experiences, which makes him/ her think about life and career in a given way. Entrepreneurship has been a male-dominated phenomenon from the very early age, but time has Metamorphosed the plights and brought women as today's most memorable and inspirational entrepreneurs. It is estimated that women entrepreneurs presently comprise about 10% of the total number of entrepreneurs in India, with the percentage amplifying every year. If the prevailing trends continue, it is likely that in another five years, women will comprise 20% of the entrepreneurial force (Saidapur et.al, 2012).

Status Of Women Entrepreneurs In India:

Entrepreneurship is appraised as one of the most vital source giving to the advancement of society. India has been top among the calamitous operating countries in the area of women entrepreneurship in gender-focused global entrepreneurship survey, released in July 2013 by PC

