

## **STARTUP WOMEN IN STARTUP INDIA: A STUDY OF WOMEN ENTREPRENEURS IN INDIA**

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### **ABSTRACT**

Now days, Indian women are becoming digital women and they are doing extraordinary in their own way, by not only managing family and work both, but also by contributing to the economic development of the country. Due to the increased level of education they are reflecting their power in the startup scenario. Women entrepreneurs are coming forward with their innovative and creative ideas for successful startups and achieving their dreams and aspirations in a man dominated world. Despite several hurdles like family obligation and funding issue, etc., women successfully challenged the world and made their own identity.

This study is an attempt to analyze the contribution of women startups in economic development, and to know the various factors responsible for encouraging women to become entrepreneurs. This study also gives an insight into opportunity and prospect from start-up India, stand-up India scheme of government to women entrepreneurs and challenges they face.

**KEYWORDS:** Women Entrepreneur, Startup India, Stand Up India, Economic Growth