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The emerging trend: women leading the economy “from women empowerment to entrepreneurship: rise of grassroots women-led enterprises in India”

Abstract:

This paper explores the transformative journey from women empowerment to the rise of women-led enterprises in India, with a particular focus on nano-entrepreneurship as a catalyst for economic and social change. Nano-entrepreneurship empowers women at the grassroots level by providing opportunities to create and manage small-scale economic ventures. These ventures not only generate income but also contribute significantly to local economies, promoting sustainable development and reducing gender disparities. By breaking traditional gender stereotypes, nano-entrepreneurship enhances human capital through skill acquisition, leadership development, and increased financial autonomy.

Biography

Priya Kothari graduated from the prestigious Symbiosis Institute of Computer Studies and holding an MBA in marketing and advertising, is a well-rounded professional with deep knowledge and expertise in her field of sustainability and doing fellowship on International Development in USA. She is a passionate and dedicated member of Entrepreneurship community, with a focus on creating positive social change. As the youngest EC member of CYDA, she brings fresh perspectives and innovative ideas to the table. With a strong 11 years background in Entrepreneurship development & a decade of experience in social Entrepreneurship, Priya has made significant contributions in the field. She is currently serving as the CEO of Youth Aid World Wide and Board Director with Formal CEO of the Youth Aid Foundation, an organization that promotes entrepreneurship in India and the USA. She is organizing committee member of DC Startup week, USA. She is also Executive Committee Member of CYDA.