

Women Entrepreneurs Driving Innovation in Business Models for Positive Social Impact

INTERNATIONAL WOMEN'S DAY

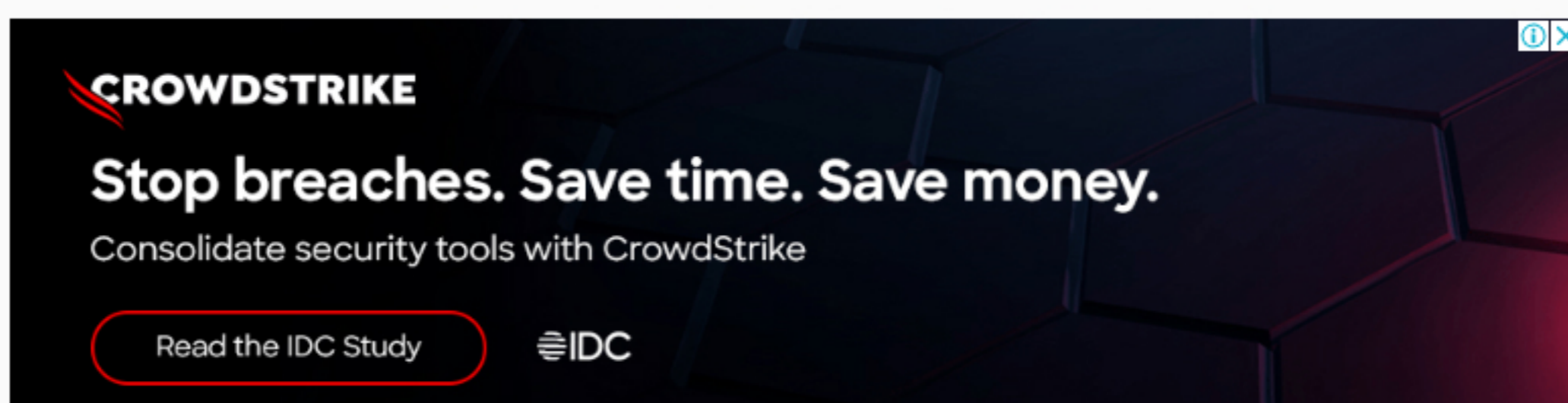
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Women Entrepreneurs Driving Innovation in Business Models for Positive Social Impact

It is the perfect time to highlight the incredible progress women entrepreneurs are making in the business world, as we mark the celebrations of International Women's Day. Through innovation and original thinking, women are pouring meaning into their business models with unique approaches, contributing to a positive societal impact.

Women entrepreneurs don't just stick to the usual business stuff; they're going the extra mile to make a positive social impact. In tune with this, we have had the privilege of connecting with some amazing women entrepreneurs and gaining an understanding of how they integrate social impact into their business model, and what positive changes they observed as a result.



Now, let's explore what these remarkable women have to say and gain some valuable learning from them.



Devidutta Dash, Founder and CEO, Lemme Be

We at Lemme Be are dedicated to providing organic, sustainable, and body-safe period products and intimate massagers for all menstruators while believing in the importance of sexual health for individuals, couples, and communities. **Our business model integrates social impact by offering diverse products such as menstrual cups, tampons, and heat patches, all FDA-approved, certified organic, and cruelty-free.** We educate customers on sex and sexuality support causes promoting reproductive health. We support various causes and initiatives by collaborating with Corporates and NGOs that provide menstrual hygiene products and services to underprivileged communities.

Dr. Malini Saba, Founder and Ex-Chairman, Saba Group; Founder and Chairman, Anannke Foundation



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As an entrepreneur who charted a course of business with a heart, I firmly believe that the true essence of success in entrepreneurship extends far beyond financial gains. It's about the impact we create, the doors we open, and the empowerment we ignite. For me, being a woman in business means wielding our ventures as instruments of change, weaving together commerce and compassion to shape a more equitable world.

The transformations we witness aren't just numbers on a report; they are the stories of resilient women breaking barriers, of communities flourishing from our enterprises, and of generations inspired by our journey. This isn't just about business; it's about building legacies of empowerment, marking our presence in boardrooms and hearts alike. **On this International Women Entrepreneurs Day, let us celebrate not just our achievements, but the ripple effects of our courage, determination, and unwavering commitment to a future where every woman's potential knows no bounds.**

Riena Shetty, Founder and CEO of Divaaglam



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We at Divaaglam believe it is not just the responsibility of corporates to contribute to society but it is the very reason for its existence.

The **beauty industry**, which we belong to empowers women and also gives us the chance to support women immensely. Every employment policy we have in place keeps in mind the diversity, gender ratio, flexibility in work hours and location, in-house counselling, respect for individuals, education support, and more which helps empower our team members. Our policies are crafted carefully to see how we can be an ongoing growth enabler for women who come from different walks of life.

We have a **high retention rate** in the organization, and we pride ourselves on our exceptional work environment. Our resources are the very reason for our fast growth to date. We are aware of the immense potential in women and plan to offer training, education, and employment opportunities to as many of them as possible in the times to come.

