

# How These Women Entrepreneurs Are Breaking Stereotypes in Entrepreneurship?

Mar 7, 2022 – 30 min read



We are long past the old wives' tale of the pathetic patriarchal society of the past which forced the idea that women cannot be founders, co-founders, or manage businesses successfully. Now, women are not only reigning in the sphere of businesses but also appearing as a powerful force commanding the startup ecosystem much like their male counterparts. Women entrepreneurs are not a myth now but in fact, breaking the stereotypical boundaries built by a regressive world that was male-dominated.

StartupTalky salutes all the women entrepreneurs this Women's Day, who have successfully come out of all the past prejudices and are breaking stereotypes in entrepreneurship!

Here's a list of all the women entrepreneurs of India, who are making a mark in the growing startup ecosystem of the country. So, without further adieu, let's hear it from them ahead.

- [Nupur Khandelwal | Co-Founder, Navia Life Care](#)
- [Dimpy Dewan | Co-Founder, Hanchens](#)
- [Sharmilee Kapur | Founder & Director, Atmantan Wellness Centre](#)
- [Megha Asher | COO & Co-Founder, Juicy Chemistry](#)
- [Chaitali Das | Associate VP, Sprink.online, India](#)
- [Ramya Venkataraman | Founder & CEO, CENTA Pvt Ltd.](#)
- [Neha Bagaria | Founder & CEO, JobsForHer](#)
- [Raksha Kothari | Co-founder & Head of Sourcing, Go Desi](#)
- [Aarti Gill | Co-founder, OZiva](#)
- [Supriya Kulkarni | MD, Kyzer Software](#)
- [Arushi Jain | Executive Director, Stayhappy Pharmacy](#)
- [Bhagyashree Singh | Director & CEO, Merakii](#)
- [Mansi Vyas | Director, Azafran](#)
- [Akshaara Lalwani | Founder & CEO, Communicate India](#)
- [Nidhi Ojha | Co-Founder, Premium Bionaturals](#)
- [Harleen Gulati | Founder, Totally Infuzd](#)
- [Mehar Gulati | Founder, Scarlet Relations](#)
- [Namrata Agarwal | Co-founder, Abbzorb Nutrition](#)
- [Kavitta Bedi | Co-founder, xtraview.in](#)
- [Katherine Ernst Meht | Co-founder, xtraview.in](#)
- [Nidhi Yadav | Founder, Aks Clothings](#)
- [Dr. Meenu Kumar | Founder, Cosmo Arts](#)
- [Geeta Singh | Founder & Director, The Yellow Coin Communication](#)
- [Dr Malini Saba | Founder & Chairman, Saba Group & Anannke Foundations](#)
- [Amarpreet Rai | Co-Founder & Director of Operations and Development, Sanrai International](#)

## Nupur Khandelwal | Co-Founder, Navia Life Care



Nupur Khandelwal | Co-Founder, Navia Life Care

I (Nupur) started my professional journey working in Corporate and worked for almost 4 years in different companies in various roles. While the learning curve was steep in those 4 years, I always felt that I resonated more with startups' fast-paced and ever-changing dynamic culture. My passion for doing something that creates real value for society at large was my driving force to move from a 9 to 5 job to co-founding a health-tech start-up. My journey so far as co-founder of Navia Life Care has been extraordinary and the [startup learnings](#) are incomparable.

Running a company is demanding and challenging. Working through ambiguity, wearing multiple hats, and taking extra responsibility, especially after working in a stable and structured corporate environment can be very stressful at times. However, what has always kept me going is the impact that we've been able to create in the [healthcare ecosystem](#), by digitizing thousands of doctors and hence touching the lives of millions of patients.

## Dimpy Dewan | Co-Founder, Hanchens



Woman Entrepreneur - Dimpy Dewan

Women are best at Multi-tasking, creativity, money-management, negotiation skills, honesty, resilience, compassion, and taking everyone along. These are exactly the skills required to be a successful entrepreneur in building things ground up. I wish to congratulate all the [Women Entrepreneurs](#) who have broken the age-old shackles and pre-conceived notions, rules, barriers and paved the way for other women to come to the forefront to be and lead the change. As women, our intent should not be to follow or to trample over any gender but to walk along and make a mark in building solutions for the largest economy in the world and also taking India to the global arena. With folded hands, I also seek and advise complete support from men of their family and workplace to inspire them and back them in whatever little way they can, which gives them wings to fly and thrive in whatever they wish to do.

## Sharmilee Kapur | Founder & Director, Atmantan Wellness Centre



Sharmilee Kapur | Founder, Atmantan Wellness Centre

There are many stereotypes attached to Women entrepreneurs... one that always bothered me was that once women get pregnant or have babies, they can't work! Well, that is so not true... Atmantan was a dream come true for me and when we finally started working in it in 2008, I was pregnant. I remember being plump pregnant, and sitting on long 8 hour meetings for 3-4 days at a stretch, with our overseas architects. There was absolutely no dip in my productivity; in fact, I think we did some of our best work then, proof being this fabulous well-planned Wellness Centre! Even after I delivered my son in August 2008, (13 years ago), I would express myself in the early morning, and go attend these very architect meetings.

I did have to have a family member be with my newborn, check with them every 2-3 hours, and also go through some guilt pangs... but I used to tell myself that Atmantan was my dream and I simply needed to put in the work to make it happen. Yes, I would come back home exhausted from those yummy and happy baby hormones, but I did what was needed, and when it was needed and I would do it all over again in a heartbeat.

Women are like that... we get stuff done, no matter what. It is true that women break stereotypes every day.

## Dr Malini Saba | Founder & Chairman, Saba Group & Anannke Foundation



Dr Malini Saba, Founder & Chairman, Saba Group & Anannke Foundation

The thought that women are weak and that they should be protected creates an environment that daunts women from taking charge of their lives. Women are bad at tech, women are terrible drivers, and white women are beautiful, these are the common stereotypes women of all cultures face daily. I want to create and foster a culture for women in male-dominated areas, so I focus on hiring women in my companies. I have experienced that women are more assertive, passionate, and persuasive. They have a stronger need to get things done and are good at benchmarking their ideas to set a goal.

Through our vocational training and awareness-raising campaigns targeted at ground level, we are making attempts to change mind-sets and bring people's attention towards the problems that plague women: sexual harassment, domestic violence and other gender-based violence, bullying at the workplace, and rape. We want to change the perception of what masculinity means, what is permissible and what is not.

This International Women's Day, I want to tell each woman out there to stop being sorry for no reason, exude confidence and command the respect that you deserve.

## Amarpreet Rai | Co-Founder & Director of Operations and Development, Sanrai International



Amarpreet Rai | Co-Founder -Sanrai International

Recognizing that commitment and perseverance can overcome all of the hurdles can be the key to success of women entrepreneurs. Signing that first contract in a male dominated medical industry, gave me to my confidence as I could convince my counterparty to take a chance by showing our commitment and by preserving. Thesedays, women are taking up such challenging roles and are leading by example.

## Conclusion

Women have indeed progressed long enough from the dark days when they were restricted to their houses, tied to the usual chores inside them. They have indeed lighted up the startup ecosystem with their own entrepreneurial sparks. However, there is always some room for more development when it comes to startups, which aims to build a world convenient for the end-users and profitable for the entrepreneurs but that demands both men and women working hand in hand.



Opinions women entrepreneurs Entrepreneurship Women's day Women's Entrepreneurship Day Women entrepreneurs of India Women Entrepreneurs Success Story Women Success Story

**StartupTalky Newsletter**

Get the latest insights directly to your inbox!

**SUBSCRIBE**

**Happy to help you!**

Fill this form if you are looking for any kind of help to run your startup.




Web Development (Tech) ▾

Please tell us in detail what help are you looking for?

**Done!**

- Latest posts**
- Lead Generation With Webinar - A Complete Guide
  - Top 7 Best Fast-Food Marketing Strategies to Grow Your Business
  - Everything to Know About Referral Marketing That Can Boost Your Sales

- Featured posts**
- Income of The Top Richest People in The World [2022 Updated List]
  - Top 13 Profitable Education Business Ideas in India 2022
  - Steve Jobs Success Story - How Did He Become Successful

## Explore topics

- Insights
- Company Profiles
- Learning
- Collections
- News
- StartupTalkers
- SaaS
- Business Model
- Covid-19
- marketing
- Revenue model
- business
- tools
- e-commerce
- digital marketing
- Opinions
- Advertisements
- bangalore startups
- facebook
- fintech