

International Women's Day: Businesses, Experts Takes Notice As Women Create Digital Selves

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Women are no pushovers in the corporate world and digital marketplace. Be it the start-up world or established businesses, every entity wants to cater to this segment, while women assume leadership roles in the new economy.



A Self-Made Business Woman

Armed with digital ammo, the Indian woman consumer is poised to capture the universe—offline and online. She is creating several niches for herself and exploring uncharted waters, be it through her online shopping and investing behavior or zeal for online learning—both of which are aptly reflected in the burgeoning numbers. Having said that, while she has come a long way, there is a long way to go.

Dr. Malini Saba, Founder & Chairman, Saba Group & Anannke Foundation says: *"The last 30 years, operating in the male-dominated business there were instances of not being taken seriously, considered 'high-risk' by potential funders, restrained access to; network, education, social expectations & mentors, challenges were endless. When I launched my own commodities start-up, I had to run from pillar to post to raise finances for my business as banks were unwilling to lend to me because of my gender! Thankfully it's not the same anymore."*



"The time is just right for women entrepreneurs to flourish in India, all that is needed is for the women to be innovative, use their instinct, intellect, and commitment to tap the enormous opportunities unfolding before them. I want to create a culture for women in male-dominated spaces 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. 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."

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