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## A Study of Social Innovation with Sustainable Development by Women Entrepreneurs in India

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### ABSTRACT

Online startups play a very vital and important part in developing economies. These kinds of organizations have an innovation focus for the whole society. In India a lot of women entrepreneurs are join the world of online startups and emerging as dynamic and smart entrepreneurs. In this research paper, the collaboration between social innovation and the sustainable development of online startups is studied. This study also tries to find out how online digital startups stimulate sustainability. By using a social viewpoint, the role of women entrepreneurs in digital startups will be studied through content analysis. The online startups pay attentiveness to sustainability and social innovation in different ways. The 3 pillars of sustainable development are economic, environment and social.

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### INTRODUCTION

Social innovation means social processes of innovation that respond better to social needs than existing solutions. This is beneficial for society, especially in the ordinary and poor or underserves population. Social innovation has large-scale applications rather than innovative, practical, sustainable and market-oriented approaches. Challenges related to environmental and social issues lead to a new role for innovation in sustainable development. Sustainability represents a new paradigm of sustainable ways of dealing with environmental, economic and social factors. For enhancing sustainability, One of the dimensions of sustainable development is to change On-existing and create new social practices through

Social innovation. The digital economy uses information technology to provide entrepreneurs with a level playing field in the World market, which is clear in the case of electronic commerce. Digital entrepreneurship creates Value through self-employment and can transform significant socio-economic. Development the Government of India has defined Entrepreneurship as “a company that owned and is controlled by a woman, whose financial share is at least 51% of the capital and that provides at least 51% of the capital employment Generation companies. To women The main goal of entrepreneurship is the establishment, organization and management of a \company to achieve independent economic independence , or taking responsibility for personal, family and social life..

### **Objectives of the study**

- 1.To explore the concept of social innovation.
2. To Understand the role of women Entrepreneurs digital start-up
3. To explore the social aspects of digital companies of women entrepreneurs.
4. To understand sustainability achieved through social innovation.

### **Literature Review**

- Manisha Parnami and Dr. Tripti Bisawa Stated that there should be continuous efforts To inspire and encourage women entrepreneurs.Amazon, Flipkart, and Snapdeal must Organize programs and workshops to give Training to women entrepreneurs regarding Various marketing processes, delivery processes, Packaging methods, and other managerial Aspects. They suggested that government and non-government agencies also help and encourage women entrepreneurs.
- Desislava Asenova and Zoya Damianova Suggested that social innovation enables one To contribute towards better understanding The innovation process. Also, the focus of Social innovation should be on a new paradigm Of sustainability. Social innovation Plays an important role in sustainability.
- Alex Haxeltine, Julia Wittmayer, and Flor Avelino Erasmus, in their research, tried to Find that the analysis of social innovation is Related to system changes and societal challenges. According to them, social innovation Is re-conceptualized in relation to systematic Change. Social innovation emphasized the Important roles of empowerment, transformative Discourses, and game-changing Developments.



- Akhila Pai H. Concluded that the digital Ecosphere gave opportunities to women entrepreneurs to show their feminine spirit, Intellect, talent, and creativity. With the help of the digital ecosphere, they can transform Their ideas into realities. Digital start-up's Enable women entrepreneurs to conduct their Businesses entirely on the internet and provide Virtual work spaces and a digital lifestyle.
- Loly A. And Gaitan G. Explained about Ongoing initiatives at regional, national, and Global levels about women entrepreneurs. These are contributing factors in positioning Women entrepreneurs in the digital arena by Providing visibility and technical education. It helps to connect women entrepreneurs With institutional ecosystems, which work Through a holistic approach to meet the needs Of women entrepreneurs in the online world.
- Michela Piccarozzi stated in the article that Innovative startups with a social vocation are of particular interest as they are working in a Social context. Innovative startups produce Extensive and long-term effects as potential Benefits through their activities. Changes With regards to knowledge, attitudes, states Living g conditions, and values in the community Were initiated by the innovative start-ups.

### **Research Methodology**

Since the study is based on secondary data, data was collected through journals, Newspapers, literature reviews, websites, and related published articles.

### **Role of women entrepreneurs Indian digital startups**

In the ever-evolving IndianStartup system, a large number of women entrepreneurs choose an online Retail system (e-taling). This motivates other Indian women who still find themselves in the traditional role of housewife. They use online shopping sites to shop in various fields such as healthcare, \home decor, jewellery, fashion, craft, \homemade snacks, etc.More and more women are pursuing their dreams of Self-employment and Independence. It creates a sense of independent life and career decisions. In some parts of India, especially Rural areas, women are not encouraged to work But every successful woman Entrepreneur has overcome obstacles and challenges in her life. As a result, with strong support from the Indian government, it is gaining a foothold in the start-up ecosystem. There are

inspiring stories of the inspiring and dedicated achievements of every successful female entrepreneur. Some of the best Indian entrepreneurs are Aditi Gupta, Anisha Singh, Shraddha Sharma, Upasana Taku, Ruchi Garg, Ankita Gaba, Ashwini Asokan, GurlinKaur, Jay a Jha, Megha Malik and manyMore. Every year the number of women entrepreneurs increases and they Set their own trends that inspire millions of people in the country.

### **Interesting Findings regarding women entrepreneurship in India**

Indian Women Entrepreneurs Based on feedback from tech giant Dell and consulting firm HIS,Market conducted a study measuring a city's ability to Etch and support women who want to develop their businesses. According to the report, only two Indian cities are among the most affordable places to work for women globally, namely Bengaluru, which was 40<sup>th</sup>, and Delhi, 49. place out of 50. According to a national sample survey, only 14% of Indian businesses are run by women entrepreneurs. According to the report, there are about 126 million women entrepreneurs worldwide, of which \about 8 million are Indian women. This \shows the remarkable growth of women \entrepreneurship in India. About 58 per cent of all women entrepreneurs are in the age group of 20-30 years, while 73 per cent of The women entrepreneurs report an annual turnover of Rs.10 lakh. About 57% of women started Without a partnership, i.e. alone, and 35% of women were founders. About 71% of women entrepreneurs in India do not employ more than five.

### **Social innovation and sustainability**

Social innovation and sustainability complement each other. It mutually supports the ethical overlays of these sustainable social changes through Social regulations and Local opportunities. The concept of sustainable development has Three dimensions, ie. Social, economic and Environmental dimensions. They can be described as the“3 P's”, ie. People, profit and planet.Simultaneous consideration of these three Factors for digital start-ups by women Entrepreneurs in India demonstrates responsiblDevelopment. Vibrant cultural and social Values, technical literacy and the general\development of women in India contribute to the social perspective of sustainable development of women entrepreneurs Digital start-ups. Many women have stepped out of their comfort zone and stepped into their lives. New ideas. It improved the quality of life of women in India by creating self-employment. The responsible use of renewable natural resources, the protection of Environmental threats and Natural spaces, and biological diversity guide the Environmental perspective. The next

generation Creating financial benefits, Income and jobs and Promoting the innovative power of the economy will realize the economic side of Sustainable development.

### **Challenges faced by women entrepreneurs**

Digital start-ups Most women entrepreneurs are Housewives. And considering the various aspects of a housewife Responsibilities, the amount of liquids limits their opportunities to Innovate and expand your business. Training in specific digital skills (eg e-payments, online marketing, etc.)Has proven to be a challenge for the Women's community due to the inherent risks the Internet and threats to the privacy and security of Networks. Growing a business for women entrepreneurs is a challenge, Requires finding the right market niche, acquiring customers, a good supply chain, reliable logistics, getting sufficient funds, providing good and efficient customer service, etc. The most important reason among these obstacles is the lack of language skills of women, because the Internet is Mainly in English. The majority of female entrepreneurs are Housewives, and considering the various responsibilities of being a housewife, The amount of liquids limits their ability to innovate and expand their business. Training in specific digital skills (eg e-payments, online marketing, etc.) Has proven to be a challenge for the Women's community due to the inherent risks the Internet and threats to the privacy and security of Networks. Growing a business for women entrepreneurs is a challenge because it requires finding the right market niche, getting customers, a good supply chain, reliable logistics, getting enough funds, providing good and efficient customer service, etc. In addition to these obstacles, Most important is the lack of language skills of women, because the internet is Mainly in English.

### **Conclusions and findings**

Social innovation activities and services should be developed to meet social needs. Business innovation primarily aim to maximize profits; therefore it differs from social innovation. Social innovation has several aspects, such as institutional aspects, social goals and public goods, which have not yet been considered in the current market. So social innovation is a broad concept. It has various objectives. Improving ICT-based skills, productivity\ and livelihoods of women entrepreneurs in India Integrated Development Program Sai Institute of Rural Development has been implemented a Varanasi-based Rana ICT-based Integrated Development Program \Women Empowerment in Lallapura Craft Cluster 20 and in ICT based ZariZardos.The main partner of this project is Ministry of Science and technology, Government of India, Ministry of Science and Technology. Various partners in India's mobile ecosystem are coming together to provide technology, networking and

finance training to women entrepreneurs. The mission 'Start-up India' adopted by the Modi government has introduced several schemes to develop entrepreneurship among women. Government of India has launched several financial schemes like Mudra Yojana Scheme, TREAD, Mahila Udyam Nidhi Scheme, Street Shakti Package for Women Entrepreneurs, Udyogini Scheme, Dena Shakti Scheme etc. The application of the minister of internal affairs. \provides a platform for home use, for small.

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