



WOMEN PASSIONPRENEURS: ADDRESSING THE CALLING

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ABSTRACT

Turning something close to your heart into something that makes you money may not be as difficult as you think. A "passionpreneur" is a portmanteau of "passion" and "entrepreneur," and it describes someone who has harnessed their passion or deep-seated interests to create a profitable business while also making a positive impact on the lives of others. The research paper is an attempt to bring to light two leading ladies passionpreneurs who have navigated their way to being successful in their business by not giving up on their passion and reaffirming the belief of 'Doing what you love and being in love with what you do' as an anecdote to those in search of a ray of hope and idea. The study explains the journey of selected women entrepreneurs who have decided to follow their passion and monetize it and brings to light the schemes of Central Government and banks promoting passionpreneurs.

Keywords- Passionpreneur, Monetize, Schemes, Banks, Women

INTRODUCTION

Passionpreneurs are individuals are not only driven by the desire to make money but are also motivated by a genuine enthusiasm for their chosen field. They find ways to leverage their passions, skills, and knowledge to create businesses that provide value to customers or society as a whole, all while pursuing their own fulfilment and financial success. Passionpreneurs are often dedicated, innovative, and deeply committed to what they do, making their work both personally rewarding and beneficial to those they serve. The passionpreneurs form part of a modern entrepreneurial landscape where individuals can leverage their passions and skills to create businesses and income streams. It has been enabled by digital technology and platforms, providing opportunities for creative and niche-focused entrepreneurs to thrive in various industries. The modest study includes the journey and approach of two leading women passionpreneurs of India and also brings to light the Central Government schemes and Banks promoting women passionpreneurs.

OBJECTIVES:

- To highlight the success selected stories women passionpreneurs of India.
- To highlight the driving forces behind the success.

- To highlight Central Government schemes and Banks promoting women passionpreneurs.

LITERATURE REVIEW

There are a few works that addresses the topic of passionpreneur except some books intended for the public and other articles combined between passion and the entrepreneurial spirit among ambitious people.

Dr. G. China Babu (2012): The study points that women participation in the field of entrepreneurship is increasing at a considerable rate, efforts are being taken at the economy as well as global level to enhance woman's involvement in the enterprise sector. The research also acknowledges that women entrepreneurs do face lot of problems at professional as well as personal front.

Mohamad Meri (2017): This study delves into the "passionpreneur culture" and offers a practical model for creating and integrating the culture into business and economy. The author suggests that business schools should consider developing curricula or teaching programs to nurture the passionpreneur culture among aspiring entrepreneurs.

Mohammed Meri, Taher Alkhalaf (2019): This research focuses on the correlation between the variables of passion and entrepreneurial intention. It reveals that creativity and self-efficacy play mediating roles in strengthening the relationship between passion and entrepreneurial intent. The study proposes a practical model based on its findings, which can be applied in both research and practice to promote entrepreneurship driven by passion.

Ritwik Saraswat and Remya Lathabahvan (2020): The researchers concluded that women of different sections of society how should change their mindset from being confined to walls to take up entrepreneurship.

Dr. Pallavi Deka, Himadri Rabha, Ipsita Ojah, Dr. Pradip Rajbangshi, Kapil Deb Nath, and Dr. Debasish Borah (2023): The study highlights the need for support and assistance for rural women entrepreneurs to help them establish their brands and give their products distinct identities. It emphasizes the role of mentoring, training, and resources in empowering rural women entrepreneurs.

These studies collectively highlight the significance of the passion-driven entrepreneurial culture and the importance of supporting entrepreneurs, particularly women in rural areas. They also stress the role of education and training in fostering a culture of passion-driven entrepreneurship and suggest practical models and recommendations for achieving these goals.

RESEARCH METHODOLOGY

This paper is completely descriptive and analytical in nature. The data used for research is purely collected from secondary as per the requirement of paper.

Case Study #1

Suta

The story of Sujata and Taniya Biswas and their fashion brand, Suta, is a remarkable example of how passion, creativity, and digital marketing can come together to create a successful business while preserving traditional crafts and empowering artisans. Suta's journey is a testament to the power of combining business acumen, technology, creativity, and a commitment to preserving cultural heritage. It's a model of how entrepreneurial endeavors can not only generate healthy revenues but also create a positive social impact by empowering artisans and weavers in rural India.

The key drivers:

1. **Passion-Driven Entrepreneurship:** Passion for artisanal heritage and fashion, leaving behind corporate careers to start their e-commerce fashion brand.
2. **Business and Technology Expertise:** A sound knowledge of business and technology facilitated the necessary skills to establish and manage the e-commerce venture beneficially.
3. **Personal Branding:** Leveraging personal branding on social media platforms helped to connect in a better way with the target audience and build a strong online presence leading to a loyal customer base.
4. **Preservation of Traditional Crafts:** The case study of Suta demonstrates how a fashion brand can play a crucial role in preserving traditional crafts and supporting artisans. By showcasing the artistry of rural Indian weavers and artisans, they contribute to the preservation of heritage.
5. **Inclusive Growth:** The growth of the brand not only benefits the business but also has a positive impact on rural artisans. With 17,000 artisans, of whom 60 percent are women, the organization is contributing to economic empowerment and inclusivity.
6. **Effective Digital Marketing:** Marketing success is attributed to a strong social media presence. The unique art of storytelling sets the brand apart from competitors with deep rooted nostalgia which customers like to revisit.
7. **Visual Storytelling:** The distinctive visual imagery of adds a personal touch to the brand. This helps customers connect on a deeper level and creates a sense of authenticity.

Case Study #2

Umang Shridhar Designs

Umang Shridhar and her company, Umangshridhar Designs Pvt. Ltd. (USDPL), represent a socially conscious enterprise with a focus on empowering women artisans in rural India. Umang Shridhar and USDPL exemplify how a combination of passion, entrepreneurship, social responsibility, and innovation can lead to the creation of a successful business that not only thrives in the market but also makes a positive impact on society.

The key drivers:

1. **Social Entrepreneurship:** The company is dedicated to social impact and empowerment. By supporting women artisans in rural India, USDPL contributes to economic and social development.
2. **Empowering Women:** The brand aims to help individuals discover their personal style and confidence through its designs. By providing employment opportunities to women artisans, it promotes gender empowerment and economic independence.
3. **Preserving Cultural Heritage:** USDPL celebrates the artistry of textiles while preserving cultural heritage. The commitment to traditional craftsmanship and sustainable practices is vital for the preservation of India's rich cultural traditions.
4. **Start from Scratch:** The brand's humble beginnings with a loan of INR 30,000 from mother demonstrate how entrepreneurship can start with limited resources but grow into something substantial.
5. **Expansion and Clusters:** The presence of clusters in Bharatpur, Tarapur, Maheshwar, and Morena indicates the brand's efforts to collaborate with artisans from various regions and promote their crafts.
6. **Supply to Big-Box Stores:** Partnering with significant retailers like highlights the brand's success in bringing its products to a broader market and reaching a wider customer base.
7. **IoT Integration:** The brand's plan to use the Internet of Things (IoT) to create a single platform for artisans is an innovative step. It demonstrates a commitment to improving the livelihoods of weavers by providing them with real-time data and a fair marketplace.



States with Start up policies for Women

Andaman Nicobar Islands	Gujarat	Puducherry
Andhra Pradesh	Haryana	Punjab
Assam	Himachal Pradesh	Rajasthan
Bihar	Jharkhand	Tamilnadu
Jammu & Kashmir	Karnataka	Telangana
Orrisa	Kerela	West Bengal
Uttarakhand	Maharastra	Dadra and Nagar Haveli & Daman and Diu
Chhattisgarh	Manipur	Tripura
Goa	Nagaland	Ladakh

Source: https://www.startupindia.gov.in/content/sih/en/women_entrepreneurs.html



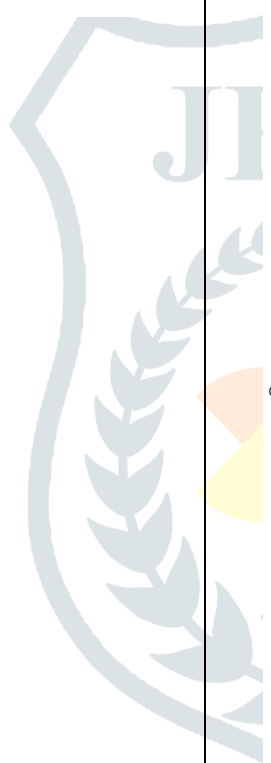
Schemes of Central Government: A bird's eye view

Scheme	Ministry	Department	Benefit of the scheme	Eligibility Criteria
Skill Upgradation and Mahila Coir Yojana	Ministry of Micro, Small and Medium Enterprises	Coir Board	It is an exclusive training programme aimed at the skill development of women artisans engaged in the coir industry. Two months of training in coir spinning is imparted through this programme. The candidates who undergo this training are given a stipend of Rs. 3000/- per month. The trained artisans under the scheme are encouraged to avail assistance through Prime Minister's Employment Generation Programme (PMEGP) scheme to set up coir units.	Rural women artisans in regions producing coir fibre.
Mahila Samridhhi Yojana	Ministry of Social Justice and Empowerment	National Scheduled Castes Finance and Development Corporation	It is a Micro Finance scheme for women with a rebate in interest. Financial Assistance up to the cost of Rs. 1,40,000/- is provided.	Women belonging to backward classes, as per the government norms, and whose family income is less than Rupees three lakhs per annum.
Women Entrepreneurship Platform (WEP)	Niti Aayog		<ul style="list-style-type: none"> As an aggregator platform, WEP hosts information and services relevant to women entrepreneurs. It enables key partnerships to bring crucial content, workshops, campaigns, and other avenues of learning and growth to its users from trailblazers in the industry. 	Existing and aspiring women entrepreneurs.

			<ul style="list-style-type: none"> ○ Through its partnerships, services are provided in 6 main focus areas ○ Community and Networking ○ Funding and Financial Assistance ○ Incubation and Acceleration ○ Compliance and Tax Assistance ○ Entrepreneur Skilling and Mentorship ○ Marketing Assistance 	
Trade Related Entrepreneurship Assistance and Development (TREAD)	Ministry of Micro, Small and Medium Enterprises		<p>Assistance in the form of the Government of India (GoI) grant of up to 30 percent of the total project cost, as appraised by the lending agency is provided to the Non-Governmental Organisations (NGOs) for promoting entrepreneurship among target groups of women. The remaining 70 percent of the project cost is financed by the lending agency as a loan for undertaking activities as envisaged in the project. The NGOs can utilise the grant for training, counselling, tie-ups for marketing on behalf of the beneficiaries, etc. besides their capacity building for assisting women. Selected training institutions and NGOs conducting training programmes for the empowerment of women beneficiaries identified</p>	<p>Be a legal entity with a minimum registration of three years. Having experience in thrift and saving programmes with Self-Help Groups (SHGs).</p> <p>Be engaged in income generation activities for women entrepreneurs. Have basic infrastructure, qualified support staff, and services to undertake micro-enterprise development for women.</p> <p>Prior experience in preparing project proposals on behalf of women entrepreneurs/women SHGs for income generation activities and taking loans</p>

			under this scheme can also avail of GoI grant of up to Rs. 1.00 lakh per programme, for imparting training to the women entrepreneurs, provided such institutions also bring their share of at least 25 percent of the grant.	from financial institutions for onward disbursement to them.
Support to Training and Employment Programme for Women	Ministry of Women and Child Development		The scheme has 2 fold objectives viz. To provide skills that give employability to women. To provide competencies and skills that enable women to become self-employed/entrepreneurs.	Women of age 16 years and above across the country
Mudra Yojana for Women/Mahila Udyami Yojana	Ministry of Finance	Department of Financial Services	Loans up to Rs 10 lakh are provided to women entrepreneurs, without any collateral, and with low interest with flexible repayment tenure. Other terms and conditions: There is no requirement of collateral, for availing Mudra loan for women, Loans can be only allocated for non-corporate, non-farming and non-agriculture based business, which is headed and run by women entrepreneurs, Total tenure for loan repayment for women is a maximum of 5 years, and a minimum of 3 years.	Women entrepreneurs who are heading and managing any manufacturing or production business are eligible to get loans up to Rs 10 lakh, without any collateral. Examples being artisans, weavers, craftsmen etc. Other small and micro-scale businesses which qualify for Mudra loans for women are phone repairing, auto-repairing, tailoring, photocopying, servicing centers for electronics appliances, spa, beauty parlor services. Loans under Mudra Yojana Scheme for women can be used to set up a new business, expand an

				existing business or modernize existing business with the latest technology and tools. The age limit for women who can avail of loans under the Mudra scheme is 65 years. The minimum age requirement is 18 years.
Stand-Up India	Small Industries Development Bank of India (SIDBI)	Small Industries Development Bank of India (SIDBI)	<ul style="list-style-type: none"> ○ Stand-Up India (SUI) scheme for financing SC/ST and/or Women Entrepreneurs has been launched by Hon'ble Prime Minister (PM) on April 05, 2016. ○ The objective of the SUI scheme is to facilitate bank loans between Rs.10 lakh and Rs.1 Crore to at least one Scheduled Caste (SC) or Scheduled Tribe (ST) borrower and at least one woman borrower per bank branch for setting up a greenfield enterprise. This enterprise may be in manufacturing, services, agri-allied activities or the trading sector. In case of non-individual enterprises at least 51% of the shareholding and controlling stake should be held by either an SC/ST or 	<ul style="list-style-type: none"> ○ SC / ST and /or Women entrepreneurs, above 18 years of age. ○ Loans under the scheme is available only for Green Field Projects. Green Field signifies, in this context, the first time venture of the beneficiary in the manufacturing or services or agri-allied activities or trading sector. ○ In case of non-individual enterprises, 51% of the shareholding and controlling stake should be held by either SC/ST and/or Women Entrepreneur.

			woman entrepreneur.	○ Borrower should not be in default to any Bank / Financial Institution.
Nai Roshni-Scheme for Leadership Development of Minority Women	Ministry of Minority Affairs		<ul style="list-style-type: none"> ○ Empowers and instills confidence among minority women, including their neighbours from other communities living in the same village/locality, by providing knowledge, tools and techniques for interacting with Government systems, banks and other institutions at all levels. ○ Nai Roshni programme is run with the help of NGOs, Civil societies and Government Institutions all over the country. It includes various training modules like Leadership of women, Educational Programmes, Health and Hygiene, Swachh Bharat, Financial Literacy, Life Skills, Legal Rights of Women, Digital Literacy and Advocacy for Social and behavioural change. 	Women belonging to minority communities/ rural areas
Mahila Shakti Kendra	Ministry of Women and Child		The Mahila Shakti Kendra (MSK) Scheme was approved in November, 2017 as a centrally	Rural women

	Development		sponsored scheme to empower rural women through community participation. The scheme is envisaged to provide an interface for rural women to approach the government for availing their entitlements and for empowering them through training and capacity building.	
Nari Shakti Puraskars	Ministry of Women and Child Development		Nari Shakti Puraskars confer to eminent women and institutions in recognition of their service towards the cause of women empowerment. 20 Nari Shakti Puraskars are conferred every year on 8th March on the occasion of International Women's Day. Institutional category awards include: Rani Rudramma Devi Awards, Mata Jijabai Award, Kannagi Devi Award, Rani Gaidinliu Zeliang Award, Devi Ahilyabai Holkar Award, and Rani Lakshmibai Award each carrying a certificate and cash amount of rupees two lakhs . Individual category awards include: Award for Courage & Bravery and Seven Awards for making outstanding contributions to women's endeavour/community work/making a difference/women empowerment each carrying a certificate and cash amount of rupees one lakh.	The Puruskars are open to all Indian Institutions, organisations and individuals without any distinction or discrimination on ground of race, caste or creed. In case of Individual category, the awardee must be above 30 years of age on 1st January of the year for which the award is to be given. The applicant should have worked in the relevant field for at least last 5 years. She should not have been a recipient earlier of the award (including Stree Shakti Puruskars).

<p>Women Scientists Scheme</p>	<p>Ministry of Science and Technology</p>	<p>Department of Science and Technology</p>	<ul style="list-style-type: none"> ○ This initiative primarily aimed at providing opportunities to women scientists and technologists between the age group of 27-57 years who had a break in their career but desired to return to mainstream. Under this scheme, women scientists are being encouraged to pursue research in frontier areas of science and engineering, on problems of societal relevance and to take up S&T-based internship followed by self-employment. Following three categories of fellowships, with research grants, are available for Indian citizen: ○ Women Scientist Scheme-A(WOS-A): Research in Basic/Applied Science ○ Women Scientist Scheme-B (WOS-B): S&T interventions for Societal Benefit ○ Women Scientist Scheme-C (WOS-C): Internship in Intellectual Property Rights (IPRs) for the Self-Employment ○ This scheme will provide a research grant for a well-defined project proposal (under 	<p>The scheme is meant to encourage women in S&T domain, preferably those having a break in career and not having regular employment, to explore possibility of re-entry into the profession.</p> <p>Qualifications:Minimum Post Graduate degree, equivalent to M.Sc. in Basic or Applied Sciences or B.Tech. or MBBS or other equivalent professional qualifications</p> <p>M.Phil/M.Tech/M.Pharm/M.VSc or equivalent qualifications</p> <p>Ph.D. in Basic or Applied Sciences</p> <p>Age:The minimum age to apply in WOS-A & WOS-B is 27 years and maximum age is 57 years. Age relaxation of 5 years would be given to candidates belonging to SC/ST/OBC and physically challenged category. Attested copies of supporting documents in this regard must be enclosed.</p>
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				WOS-A and WOS-B) for a period of maximum three years. This grant will cover the fellowship of the applicant and cost of small equipments, contingencies, travel, consumables, etc. Institutional overhead charges will be extra.	
National Startup awards	Ministry of Commerce and Industry	Department of Promotion of Investment and Internal Trade	Entities benefit in various aspects of their business, including but not limited to, business, financing, partnerships and talent, role model for other entities and budding entrepreneurs, and will inspire them to be purposeful and responsible about creating a socio-economic impact.	<ul style="list-style-type: none"> ○ Startups are eligible to apply under special categories (mentioned below). A single winner will be declared under each special category ○ Women led Startups ○ Impact in Rural Areas ○ Campus Startup ○ Manufacturing Excellence ○ Innovation tackling the pandemic (preventive, diagnostic, therapeutic, monitoring, digital connect, work from home solutions etc.) ○ Solution delivery or business operations in Indic languages ○ Startups from North-East 	

				(Arunachal Pradesh, Assam, Manipur, Meghalaya, Mizoram, Nagaland, Sikkim, and Tripura) and Hilly States/ UT (Himachal Pradesh, Jammu & Kashmir, Ladakh and Uttarakhand)
BIRAC-TiE WinER Awards	Ministry of Science and Technology	Department of Biotechnology	15 selected women entrepreneurs will receive seed funding of INR 5 lakhs each; access of expert mentor network of TiE and BIRAC, one year membership of TiE Delhi NCR, showcase opportunities at TiE, Access to TiE Startup Accelerator programme, opportunity to go through an intensive accelerator programme.	A women entrepreneur in the area of life sciences/ biotech/ pharma with an exciting entrepreneurial idea. The woman entrepreneur should be: an Indian citizen, one of the promoters of an Indian company in existence for less 10 years as on date of closure of call, the Proincipal Investigator of the idea/ project being pitched for.
BIRAC Regional Entrepreneurship Centre East and North East region (BRTC-E & NE)	Ministry of Science and Technology	Department of Biotechnology	<ul style="list-style-type: none"> ○ Mining and assessment of Techno-commercial resource pool in East & North East Region ○ Roadshows on essentials of Techno-Entrepreneurship ○ Capacity building training programs for rural women entrepreneurs ○ North East Immersion Program 	Citizens of Assam, Bihar, Chhattisgarh, Jharkhand, Manipur, Meghalaya, Odisha, Sikkim, Tripura, West Bengal.


			<ul style="list-style-type: none"> ○ North East showcase Event ○ Design Workshop ○ Incubation Practice School 	
Credit Guarantee Scheme for Micro & Small Enterprises	Ministry of Micro, Small and Medium Enterprises		Credit facility upto INR 5 Lakhs at 1% interest rate to women, micro enterprises and units covered in Northeast region, Above INR 5 Lakhs and up to INR 50 Lakhs at 1.35% interest rate to women, micro enterprises and units covered in Northeast region, Above INR 50 Lakhs and up to INR 200 Lakhs at 1.80% to women, micro enterprises and units covered in Northeast region.	New and existing Micro and Small Enterprises engaged in manufacturing or service activity excluding Agriculture, Self Help Groups (SHGs), etc. As of now, all activities that come under service sector as per MSMED Act, 2006 are eligible for coverage under the scheme.
Self employment Lending Schemes – Credit Line 1 – Mahila Samridhi Yojana	Ministry of Minority Affairs	National Minorities Development and Finance Corporation	<ul style="list-style-type: none"> ○ Training is given to a group of around 20 women in any suitable women friendly craft activity. The group is formed into Self Help Group during the training itself and after the training, micro-credit is provided to the members of the SHG so formed. ○ The maximum duration of the training is of six months with maximum training expenses of INR 1,500 p.m. per trainee. ○ During the training a stipend of Rs. 1,000 p.m. is also paid to the trainees. 	Applicable for Self Help Groups. Credit Line 1 is the existing stream of concessional credit, being disbursed on the basis of income limits of Rs.98,000 p.a. for rural areas & Rs.1.20 lacs in urban areas.


			<ul style="list-style-type: none"> ○ The training cost and stipend is met by NMDFC as grant. ○ After the training, need based micro credit subject to a maximum of INR 1 lac is made available to each member of SHG, so formed at an interest rate of 7% p.a. 	
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Source: https://www.startupindia.gov.in/content/sih/en/women_entrepreneurs.html

Schemes for Women by Banks

Name of the Scheme	Name of the Bank	Benefit of the Scheme	Eligibility Criteria
Mahila Udyam Nidhi Yojana	Punjab National Bank and Ministry of Finance	The women entrepreneurs will be assisted in setting up new projects in the tiny /small-scale sector and rehabilitation of viable sick SSI units. Existing tiny and small-scale industrial units and service industries undertaking expansion, modernization technology up gradation & diversification can also be considered. A soft loan limit of up to 25% of the project cost, subject to a maximum of Rs.2.5 lakhs per project is provided for deserving women entrepreneurs. The soft loan would be repayable within 10 years (inclusive of an initial moratorium period of not more than five years).	All existing and new MSME or Tiny Units promoted exclusively by women entrepreneurs or a business consisting of a majority of women entrepreneurs are eligible. The cost of the project must not exceed Rs.10 lakhs.
Dena Shakti	Dena Bank	The following are the benefits of the Dena Shakti Scheme:	Any women involved in retail, service

Scheme		<ul style="list-style-type: none"> ○ It is the combination of the term loan and the working capital. Women entrepreneurs are eligible for 25 % concessional rates in the loan. ○ The term of loan provided to the women entrepreneurs is from one to three years. 	<p>activities, manufacturing will be eligible for the loan in the Dena Shakti Scheme. Women who are working under self-employment such as architects, Chartered Accountants, doctors, etc, will also be eligible for the benefits of the Dena Shakti Scheme. The loan will be provided to such women entrepreneurs that are holding the business all by themselves or at least have more than 50 % stake in the business.</p> <p>The women applying for the Dena Shakti Scheme must be a part of or pursuing the Entrepreneurship Development Programs (EDP) which is organized by various state agencies to avail the loan under the Dena Shakti Scheme.</p>
Stree Shakti Package for	State Bank of India	<ul style="list-style-type: none"> ○ Loan in the form of term loan or working capital can be provided under the Stree Shakti package. The quantum of loan 	Businesses operated by women entrepreneurs are eligible to receive a

Women Entrepreneurs		<p>provided would be based on the borrower profile and the following guidelines:</p> <ul style="list-style-type: none"> ○ Retail traders:Rs. 50000 to Rs.2 Lakhs ○ Business enterprises:Rs.50000 to Rs.2 Lakhs ○ Professionals:Rs.50000 to Rs.25 Lakhs ○ SSI:Rs.50000 to Rs.25 Lakhs ○ As the package is aimed at Women Entrepreneurs, concessions or relaxations in the margin is in-built into the scheme along with the low floating rate of interest, linked to the base rate of the bank. 	<p>loan under Stree Shakti Package. a Women Entrepreneur business is “A small scale industrial unit/industry related service or business enterprise managed by one or more women entrepreneurs in proprietary concerns or in which she/they individually or jointly have a share capital of not less than 51% as partners /shareholders/Directors of Private Limited Company/Members of Co-operative Society.</p> <p>Thus, women entrepreneurs or women entrepreneur business in retail trade, manufacturing or services are eligible for the scheme. Also, Women professionals like Doctors, Beauticians, Architects and Chartered Accountants can avail loan under the Stree Shakti package.</p>
Cent Kalyani	Central Bank of	The scheme aim is to encourage Women Entrepreneurs to start new	Target Group-New as well as Existing

Scheme	India	<p>project or expand / modernise the existing unit.New as well as Existing Women entrepreneurs for her Micro / Small enterprise .i.e engaged in manufacturing and service activity for eg. Handloom weaving Handicraft, Professionals & Self employed women - Doctors, Chartered Accountants, and Engineers or trained in Art or Craft etc.</p> 	<p>Women entrepreneurs for her Micro / Small enterprise (as defined under MSME Act- 2006) .i.e engaged in manufacturing and service activity for eg. Handloom weaving Handicraft, Food-Processing, Garment making etc. etc. Professionals & Self employed women - Doctors, Chartered Accountants, and Engineers or trained in Art or Craft etc. Health /Beauty clinics/Dieticians/Fashion Designing Beauty Parlors .Small Business-Small lunch/canteen, mobile restaurant, circulating library/ tailoring /Day Creaches for children ,Tailoring, Typing / STD/ Zerox booth etc.Transport Operators- Three wheeler /Four wheeler . (Retail Trade/ Education and training Institute/ Self Help Group not eligible)</p>
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Source: https://www.startupindia.gov.in/content/sih/en/women_entrepreneurs.html

Findings:**1. Roadmap connecting passion with monetization:**

The paper indicates that Identification of true passion is the key and if it is fuelled by expertise, research and skill it can definitely be monetized. There is a market for everything out there.

2. Acknowledge the gut feeling, get rid of self doubt:

Most people are not even able to start with the exploration of their hobby or passion because of self doubt. The two significant cases discussed as success stories will motivate the learners and seekers to believe in the inner calling and taking steps to translate dream. This will be their unique selling proposition (USP).

3. Personal Planning:

Developing a personal plan, setting clear goals, timelines, budgets, and defining ones own definition of success helps in staying organized and focused.

4. Social Media:

Importance of social media in current times cannot be over looked. Several home grown brands are also flourishing through social media. Maintaining a social media presence and connecting with the followers leads to the possibility of converting them into potential customers.

5. Lead generation and expanding the tribe: Implementing an effective system for collecting information, lead generation and creating a strategy for meaningful communication about the products offered keeps the customers connected with the brands.

6. Keeping an eye on Government schemes: Time and again Governments and Banks are making continuous efforts through to increase the role of women in nation building through a number of schemes specially for women entrepreneurs. Anyone thinking on the same line should be observant and avail the benefits.

These steps provide a structured approach to transitioning from a passionate individual to a successful entrepreneur in your chosen field.

CONCLUSION:

The emergence of the passion economy in India, with both entrepreneurs and brands actively participating, reflects a growing trend where personal connections with communities hold significant value in the digital age. With the increasing presence of women as entrepreneurs has led to significant business and economic growth in the country. Women-owned business enterprises are playing a prominent role in society by generating employment opportunities in the country, bringing in demographic shifts and inspiring the next generation of women founders.

With a vision to promote the sustainable development of women entrepreneurs for balanced growth in the country, Startup India is committed towards strengthening women entrepreneurship in India through initiatives, schemes, creation of enabling networks and communities and activating partnerships among diverse stakeholders in the startup ecosystem. Overall, the passion economy is an exciting development in India's entrepreneurial landscape, emphasizing the power of personal connections, community building, and leveraging individual passions to create successful businesses. Additionally, the growing presence of female entrepreneurs is contributing to the diversification and expansion of the Indian economy.



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