



# International Journal of Research in Academic World

Received: 24/June/2024

IJRAW: 2024; 3(7):203-205

Accepted: 29/July/2024

## The Empowered Ecosystem Leadership Model: A Novel Approach for Women Entrepreneurs in India

\*<sup>1</sup>Dr. Archana Tiwari\*<sup>1</sup>Associate Professor, Department of Business Administration, SPC Government College, Ajmer, Rajasthan, India.

### Abstract

The Empowered Ecosystem Leadership Model, created especially for Indian women entrepreneurs, is presented in this study article. The goal of the approach is to create an all-encompassing atmosphere that strengthens the leader and the ecosystem as a whole, which includes the community, partners, and workers. This essay covers the main ideas of the model, talks about its theoretical underpinnings, and offers real-world examples to show how it might be used. The approach places a strong emphasis on inclusive growth, a collaborative network, holistic well-being, adaptable strategy, and community-centric vision.

**Keywords:** Women entrepreneurs, leadership model, inclusive growth, holistic well-being, community-centric vision

### Introduction

Entrepreneurial enterprises effectiveness and sustainability are significantly influenced by their leadership paradigms. India has particular difficulties for female entrepreneurs, such as societal prejudices, restricted finance availability, and juggling work and domestic obligations. In order to overcome these obstacles, the Empowered Ecosystem Leadership Model promotes a dynamic, inclusive, and encouraging work atmosphere.

### Objectives

In order to empower women entrepreneurs in India, this article presents the Empowered Ecosystem Leadership Model. It offers a thorough framework to handle their unique requirements and difficulties, promoting a diverse and dynamic workplace.

**Foundations in Theory:** The Empowered Ecosystem Leadership Model is based on multiple theoretical frameworks.

**Transformational leadership:** It places a strong emphasis on creating a supportive organisational culture, encouraging innovation, and inspiring and motivating staff members.

**Inclusive Leadership:** Creating an atmosphere where diversity is respected and each team member feels empowered and included is the main goal of inclusive leadership.

**Community-Centric Leadership:** Creates value for the company as well as the community by integrating social and economic goals.

### Key Components of the Empowered Ecosystem Leadership Model

#### i). Community-Centric Vision

- **Definition:** An emphasis on merging social and economic goals while adding value for the community.
- **Example:** A digital firm is owned by a woman entrepreneur who supports education for poor girls by donating a portion of her start-up's earnings to neighbourhood schools.

#### ii). Adaptive Strategy

- **Definition:** Business strategy should be adaptable and agile to deal with changing conditions and obstacle.
- **Example:** During the COVID-19 pandemic, a fashion brand driven by women changes its business strategy by going online and launching a collection of chic yet cosy work-from-home clothes.

#### iii). Network of Collaboration

- **Definition:** Creating solid alliances and networks to take advantage of information, resources, and assistance.
- **Example:** A woman entrepreneur works with nearby companies and trade associations to establish a platform where resources can be shared, marketing campaigns can be coordinated, and mutual growth can be fostered.

#### iv). All-Inclusive Development

- **Definition:** Promoting an inclusive and diverse workplace by guaranteeing growth opportunities for all, especially marginalised groups.
- **Example:** a woman-led start-up in Chennai uses inclusive recruiting procedures, gives women and other under-represented groups equal opportunity, and offers mentorship programs to aid in the advancement of their careers

#### v). Access to Finance

- **Definition:** Women are provided with various financial resources, including microloans, venture capital, and government grants.
- **Example:** Financial stability boosts business growth and sustainability.
- Each component is crucial for the holistic development and success of women entrepreneurs. The model is designed to ensure sustainability, inclusivity, and scalability.

### Relevance of the Empowered Ecosystem Leadership Model for Women Entrepreneurs in India

The Empowered Ecosystem Leadership Model (EELM) is highly relevant for women entrepreneurs in India due to several socio-economic and cultural factors. Here are key aspects highlighting its significance:

#### 1. Addressing Gender Inequality

- **Current Scenario:** Women in India face significant barriers to entrepreneurship, including gender bias, limited access to education, and restricted financial opportunities.
- **Model's Contribution:** The EELM promotes gender equality by providing targeted support, resources, and opportunities specifically designed for women entrepreneurs.

#### 2. Enhancing Economic Growth

- **Current Scenario:** Although women entrepreneurs play a critical role in economic progress, their potential is still not fully realised
- **Model's Contribution:** By empowering women to start and grow businesses, the EELM contributes to overall economic development, increasing GDP and creating jobs.

#### 3. Leveraging Demographic Dividend

- **Current Scenario:** India has a sizable and expanding working-age population, with a high proportion of potential-starved women.
- **Model's Contribution:** The EELM harnesses this demographic dividend by integrating women into the entrepreneurial ecosystem, driving innovation and productivity.

#### 4. Promoting Social Inclusion

- **Current Scenario:** Women frequently do not have access to business opportunities, particularly those from marginalised and rural communities.
- **Model's Contribution:** The EELM fosters social inclusion by providing equitable access to resources and support, enabling women from diverse backgrounds to succeed.

#### 5. Boosting Innovation

- **Current Scenario:** Diverse perspectives lead to greater innovation, but women are underrepresented in entrepreneurial ventures.
- **Model's Contribution:** By encouraging women to enter and thrive in entrepreneurship, the EELM enhances innovation across various sectors.

#### 6. Facilitating Sustainable Development

- **Current Scenario:** Sustainable business practices are essential for long-term development, but awareness and implementation are limited.
- **Model's Contribution:** The EELM emphasizes sustainability, ensuring that women-led businesses adopt environmentally and socially responsible practices.

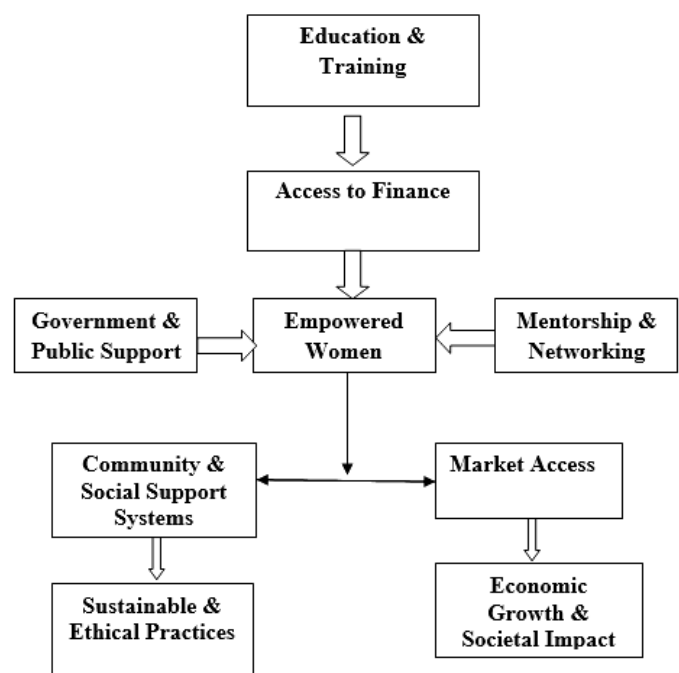
#### 7. Aligning with Government Initiatives

- **Current Scenario:** The Indian government has launched several initiatives to support women entrepreneurs, such as the Stand-Up India scheme and the Mahila E-Haat platform.
- **Model's Contribution:** The EELM aligns with and enhances these government efforts by providing a structured, holistic approach to empowering women entrepreneurs.

Model is crucial for fostering a conducive environment for women entrepreneurs in India. By addressing specific challenges and providing comprehensive support, the EELM not only empowers women but also drives economic growth, innovation, and social inclusion.

### Unique Diagrammatic Model for the Empowered Ecosystem Leadership Model for Women Entrepreneurs in India

Below is a unique and comprehensive diagrammatic representation of the Empowered Ecosystem Leadership Model for Women Entrepreneurs in India. This model integrates various components to create a holistic support system for women entrepreneurs, promoting their success and sustainability.



## Explanation of the Diagram

### 1. Education & Training

- **Role:** This component is the foundation where women entrepreneurs gain essential business skills, technical expertise, and digital literacy.
- **Examples:** Skill development programs, entrepreneurship courses, and workshops.

### 2. Access to Finance

- **Role:** This component provides women entrepreneurs with the financial resources needed to start and scale their businesses.
- **Examples:** Microloans, venture capital, angel investments, government grants, and subsidies.

### 3. Government & Policy Support

- **Role:** This component ensures that women entrepreneurs benefit from favorable policies, tax incentives, and a simplified regulatory environment.
- **Examples:** Government incentives, policy awareness programs, and empowerment campaigns.

### 4. Mentorship & Networking

- **Role:** Mentorship and networking provide guidance, support, and opportunities for collaboration.
- **Examples:** Experienced mentors, networking events, and peer support groups

### 5. Community & Social Support Systems

- **Role:** This component focuses on building a supportive community and social network for women entrepreneurs.
- **Examples:** Local community initiatives, family support, and societal encouragement.

### 6. Market Access

- **Role:** Facilitates entry into domestic and international markets, enhancing sales and business growth.
- **Examples:** E-commerce platforms, trade fairs, and exhibitions.

### 7. Sustainable & Ethical Practices

- **Role:** Promotes sustainability and ethical business practices to ensure long-term viability and social responsibility.
- **Examples:** Environmental sustainability initiatives, ethical sourcing, and corporate social responsibility programs.

### 8. Empowered Women Entrepreneurs

- **Role:** This central component represents the result of the integrated support system, where women entrepreneurs are empowered, successful, and sustainable.
- **Impact:** Leads to increased business success, innovation, and economic contribution.

### 9. Economic Growth & Societal Impact

- **Role:** The ultimate goal of the model, where empowered women entrepreneurs contribute to economic growth and positive societal impact.
- **Examples:** Job creation, poverty alleviation, and enhanced social welfare.

## Overall Impact

This innovative diagrammatic model demonstrates how several elements work together and complement one another to form an all-encompassing ecosystem that supports female entrepreneurs in India. Women entrepreneurs are empowered when education, funding, mentorship, policy support, community support, market access, and sustainability are all integrated. This results in substantial economic development and societal impact for women entrepreneurs.

## Conclusion

The Empowered Ecosystem Leadership Model provides Indian women entrepreneurs with a thorough framework for developing a welcoming, inclusive, and dynamic corporate environment. Women entrepreneurs can generate corporate success and positive community impact by emphasising community-centric vision, adaptable tactics, holistic well-being, collaborative networks, and inclusive growth. This concept encourages sustainable growth and development in addition to addressing the particular difficulties experienced by female entrepreneurs. The Empowered Ecosystem Leadership

## References

1. Agarwal S, Lenka U. Women entrepreneurship in India: A review of literature. *Journal of Business and Management*. 2018; 20(5):44-59.
2. Bass BM, Riggio RE. *Transformational Leadership*. Psychology Press, 2006.
3. Brush CG, De Bruin A, Welter F. A gender-aware framework for women's entrepreneurship. *International Journal of Gender and Entrepreneurship*. 2009; 1(1):8-24.
4. Desai V, Patel R. Ecosystem approach for women's entrepreneurship development in India. *International Journal of Entrepreneurship and Innovation*. 2020; 21(1):54-65
5. Ferdman BM, Deane BR. *Diversity at Work: The Practice of Inclusion*. Jossey-Bass, 2014.
6. Government of India. *National Policy for Women Entrepreneurs*. Ministry of Women and Child Development, 2022.
7. Gupta V, Fernandez C. Cross-Cultural Leadership: Prevalence and Perspectives in Global Organizations. *International Journal of Cross-Cultural Management*. 2009; 9(2):217-239.
8. Rao S, Srivastava S. Women Entrepreneurship in India: Issues and Challenges. *Journal of Business Management & Social Sciences Research*. 2020; 9(1):15-25.
9. Sharma S. Holistic Well-being: A Paradigm Shift in Leadership Practices. *International Journal of Organizational Leadership*. 2021; 10(2):23-35.