

Women Entrepreneurs of Karnataka-A Case Study of Successful Women Entrepreneurs of Hubballi-Dharwad

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Abstract: Since long time various movements have been taking place to enhance the position of women in the society. Women empowerment is given much importance. Even though Women empowerment has various dimensions, economic empowerment is of fundamental significance. A woman can be economically empowered either taking a job or by starting her own venture. In this chapter some of the success stories of Women Entrepreneurs who in spite of facing various troubles in their lives, come up with their own solutions to problems and they emerged as successful Women Entrepreneurs. In this chapter success stories of seven Women Entrepreneurs in diverse fields in Hubballi-Dharwad have been traced.

Key Words: women entrepreneur, women empowerment, success stories, position of women, economic environment, profit.

INTRODUCTION

Starting from the times of Manu who remarked “Na stree svaatantryam arhati” (Woman does not deserve to get freedom as in her childhood she is under the protection of her father; after marriage under the protection of her husband; and in their old age under the protection of her son), various movements have gone on taking place to enhance the position of women in the society and presently we have reached the stage of women empowerment. Women empowerment has various dimensions like political empowerment, social empowerment, economic empowerment, legal empowerment etc. Among all these dimensions, economic empowerment is of fundamental significance. If a woman is economically empowered, other dimensions will follow automatically. Economic empowerment of women can boost productivity in the economy, bring diversity into the labor force and eventually contribute to build a more harmonious society.

A woman can be economically empowered either taking a job or by starting her own venture. In this chapter some of the success stories of Women Entrepreneurs who in spite of facing various troubles in their lives, come up with their own solutions to problems and they emerged as successful Women Entrepreneurs. This chapter has been specifically included to learn from the experiences of Women Entrepreneurs as to how they crossed through the barriers and proved their worth in the entrepreneurial field. These success stories may motivate young women job seekers to establish their own business instead of working for a salary elsewhere.

In this chapter success stories of seven Women Entrepreneurs in diverse fields in Hubballi-Dharwad have been traced. Here profit is not the only measuring rod to evaluate success. But their service to society, their operations since longtime, consumer satisfaction, discovery of unexplored fields etc. have been taken into consideration, while selecting the successful Women Entrepreneurs.

OBJECTIVES OF THE STUDY

1. To examine the various aspects of Women Entrepreneurs in the study area.
2. To examine how women entrepreneurs become successful in their field.

METHODOLOGY

A. Selection of Study Area

In terms of Geographical area, Hubballi-Dharwad is the second largest city of Karnataka next to Bengaluru and in terms of industrial development, it is the third important city next to Bengaluru and Belagavi. In Hubballi-Dharwad large number of Women Entrepreneurs are found. Till 1990 women showed preference to salaried jobs but from 1990 onwards

women are showing interest in start-ups. Hubballi-Dharwad provides better opportunities and facilities to Women Entrepreneurs to settle in self-employed ventures. Both the central and state Governments are encouraging women to enter the small-scale industrial sector. As such, the number of Women Entrepreneurs in the study area is increasing day by day. Hence Hubballi-Dharwad has been selected as the study area to examine how women entrepreneurs become successful in their field of business.

B. Technique Adopted

Interview method is adopted to get data for including the success stories of few Women Entrepreneurs in the study area. The researcher was present at all the places of the respondents and interviewed in all aspects of their life and business.

ANALYSES OF SUCCESS STORIES OF FEW WOMEN ENTREPRENEURS IS AS FOLLOWS:

Seven Women Entrepreneurs were selected for interview and researcher asked several questions regarding their struggle for becoming successful entrepreneurs and also their suggestions to future entrepreneurs.

G. DEVAKI YOGANANDA

A civil contractor, an entrepreneur, a social worker, a social activist, an educator, and a woman working for a prominent political party Mrs. G. Devaki is a multifaceted personality working for women empowerment. After working in several jobs, she started her own business

In 1991 she started data processing centre at Hubballi in the name of Austrix computer to cater to the needs of off set and screen printers. After some years she also introduced sales and services of computers, data processing, rental of audio-visual equipment and event management. In the year 2005, she started an Austrix call centre and BPO training centre to cater to the needs of the unemployed youths of the north Karnataka. As she is basically civil engineer, she started her own construction company and consulting services called M/s. Suryadeva Construction Engineers and Contractors. She has got license from Zilla Panchayat, Karnataka Urban Waters Supply and Drainage Board serving as a contractor and took up tenders to the tune of 2 crores per annum. It is proud to say that She the first lady contractor doing civil construction works in Karnataka.

Mrs. Devaki's important construction works are

- Construction of overhead tank at Astikatti village, Bendalgatti, in Kalaghatagi Taluk.
- Construction of all components at rural water supply scheme under Jal Nirmal at Bagwad, Pale, Belagali, Inamaveerapur etc.
- Recharging of ground water for existing borewells and drilling of proposed borewells for water supply scheme.
- Construction of roads and concrete drains of Zilla Panchayat at Varur village, Yerikoppa etc.
- Construction of gabion structures as chekdams at Belagali and Inamveerapur villages for nalas.
- Construction of filtration unit and barbed wire fencing from Saundatti to Aminabhavi.
- Consulting services to residential buildings.
- Construction of Ashraya houses at Anand Nagar of Hubballi.
- Construction of Samudaya Bhavan at Inamveerapur under Sujal scheme. Etc.

She founded an NGO (Non-Government Organization) called WEKAS (Women Entrepreneurs Karnataka Association) in the year 2000. Shree Surya Kiran Welfare Association. Kara Kushal and Karnataka State Federation of Shree Shakthi Sangha's and Swa Sahayak Gumpu etc. WEKAS was founded to focus on the upliftment and empowerment of women on the whole and particularly destitute women, divorced, widows, women from slum areas and Orphan children. They are being trained in different income generation activities. At present, WEKAS has promoted 300 SHGs Shree Shakti Sangha's. Under WEKAS she also started Family Counselling Centre for empowerment of women on social justice. She also started company as M/s. Dave Export Garments and Apparel Manufacturers. At present this company has given employment to 500 women and is manufacturing formal and casual shirts for Aditya Birla Group and School Uniform for Karnataka Government School. She is planning to start new industry i. e. Automatic Silk Reeling industry at Rayapur.

Mrs. Devaki has conducted many skilled training programmes funded by DIC, CEDOK, MSME etc. for poor rural women and children. She has organized free courses on beautician training, computer hardware and networking, mobile phone repair training, candle

making etc. She also organized skill training programmes for BPL and APL family beneficiaries at villages in the field of Kasuti, embroidery, zardosi, fashion designing and tailoring. She also actively organized exhibitions on state level for only women manufacturers and sellers. She has given training to many people in corporate sector like Raichur Super Thermal Power Corporation, Malaprabha Grameen Bank, SDM dental and medical colleges etc. She actively participated in politics also.

Awards and Recognition

- ❖ Recognized as Best Social Worker by Government of Karnataka from Women and Child Welfare Department and was awarded KITTUR RANI CHENNAMMA AWARD.
- ❖ Recognized and conferred as a social worker and was awarded VEER VANITE RASHTRIYA PRASHSTI AWARD by Veer Vanite Kittur Rani Chennamma Sankrutik Pratishthana, Bengaluru.
- ❖ Awarded “BEST ENTREPRENEUR” and “BEST STALL AWARD”, “JYOTHIRMAHI PRASHASTHI” by Karnataka Raita Mahila Sarvathomuka Abhivrudhi Sansthe, Kudala Sangama.
- ❖ Awarded “VEERA RANI KITTUR CHENNAMMA AWARD” by Vishwa Manu Seva Samsthe Charitable Trust at Mahila Vidyapeeth, Hubballi.
- ❖ Awarded “BEST STATE LEVEL SOCIAL WORKER AND WOMEN ENTREPRENEUR” by Giants International Group and Giants Parivar, Giants Saheli.

Challenges Faced by Her Enterprise

- In her construction company, she was discriminated and discouraged by the men folk to get civil contract license. It was hard task to get realised funds from the Government contracts as she is female contractor.
- In running her garment factory, the females troubled a lot and did not tolerate Mrs. Devaki to attain success in her field.
- In running her NGO, it was very difficult to get funds periodically from various sources, organize women to take up productive activities and create awareness among economically weak females to know about their rights.

Tips to New Entrants in business

“It is better for the women to set up their own businesses. Dedication, attention, sincerity and hard

work are the qualities which will take women higher in their business. In handling any business, women should not neglect their family roles and must discharge their multiple roles effectively.”

DEEPALI GOTADKI

A computer science engineer Mrs. Deepali Gotadke is a leading woman entrepreneur in North Karnataka. Since 2001, she is certified by the Indian School of Business Hyderabad. She is successfully implemented her business model in e-commerce. As she has strong expertise in the field of e-commerce, she is India’s top e-commerce and digital marketing consultant. Her LinkedIn profile is ranked on 5th position for e-commerce consultancy. She designed and launched her e-commerce site i.e.clickhubli.com in the year 2000. At present her firm has 12 e-commerce portals like clickroses.com, giftwithlov.com and network of bakers and florist across the country which it delivers gifts, cakes and flowers at door step. Deepali has got 18 years of long experience in web designing and development. she has served more than 2000 customers all over the world in the field of commerce and web development.

Mrs. Deepali got married at the age of 23. Her husband is mechanical engineer. She is computer savvy and she has craze for computer. Instead of jewelry, Mrs. Deepali wanted to purchase computer. She developed one software called FoxPro. When she got pregnant, she was not allowed to sit in front of computers and at that time she felt that she was behind technology. For some time, she worked as a guest lecturer. Her mother-in-law was not much supportive. Mrs. Deepali loved what she did. She developed many websites for many important organizations in Hubballi-Dharwad such as the Hubli -Dharwad Municipal Corporation (HDMC), Hubli-Dharwad Police Commissionerate and North-west Karnataka Road Transport Corporation etc. She always wants to do something new and try for self-identity. When she started portal for selling goods, she used to handle 50-60 calls per day single handed. It made her to suffer from migraine. In spite of her health issue, she never thought of leaving her business. She visited many countries. She is having craze for contributing soothing to society specially for women empowerment. She conducted many training programmes for women. At present, her turnover is 40-50 lakhs. She has got vision of becoming reputed

entrepreneur. According her, women are blessed to do multiple tasks.

Mrs. Deepali's passion is to bring more and more Women Entrepreneurs online and her mission is to mentor and empower 500 women with commerce and digital marketing training and support them through her portal wesellonline.org.63 women have been already trained by Deepali in digital marketing and selling online. Wesellonline is Women Entrepreneurs sell online is a training platform, designed to build the capacity of women entrepreneur in South Asia to leverage the potential of e-commerce for expanding their business.

Mrs. Deepali Gotadke got various Awards like

- She got High performing IT entrepreneur award from STPI and Dept of IT and BT. Government of Karnataka in the year 2010.
- She has been selected by US consul General for Global Entrepreneurship Summit 2017 at IIT Madras.
- She got Kittur Rani Chennamma Award from the Women and Child Development Department, Government of Karnataka in March,2020
- She has been awarded Shrama Sadhana, Uttar Uttunga, Pratibha Puraskar, Best Mother etc.
- She has been selected by Golden Sachs and leads University, UK as a case study for their education material on entrepreneurship in the year 2018.
- She has participated in International Women Entrepreneurs Summit in 2018 organized by South Asian Women Development Forum Kathmandu Nepal.
- She is working with the United Nation's ESCAP for e-commerce capacity building for Women Entrepreneurs in Nepal, Bhutan, Bangladesh and Afghanistan.

Challenges Mrs. Deepali Gotadke is facing are

- Lack of funds for running organization.
- Labor attrition.
- Inability to get committed persons.
- Balancing work and personal life.

Tips for New Entrants to business

"Womanhood is something which we should feel proud of. We have everything within us but are not provided with opportunities to explore ourselves.

Women should not become homebound but must enter the entrepreneurial field to realize their dreams".

SHRAVANI PAWAR

Shravani Pawar is the first Woman Entrepreneur in North Karnataka in the security sector. A graduate in social works from Dharwad Mrs. Shravani deciphered a new field of enterprise that is security field which was untouched by women before. She comes from a middle-class family with two brothers. She started her career by working with an NGO. Working with the NGO, she travelled extensively in the villages and semi-urban areas and got firsthand knowledge about the plight of women with no education or less education. She also realized how women were exploited both in the family and in the places where they worked. At this juncture, she wanted to experiment with a new idea of empowering women by providing employment to less educated and uneducated women. In this direction she took social entrepreneurship training from Deshpande Foundation Hubballi.

Discussion with her close friends and also consultation with experienced persons in different enterprises, she finally thought of starting her enterprise in the service sector that to in the security field. In 2009 she started her organization Safe Hands 24x7 with women working under her. The organization something new unique caught the attention of the public and various organizations needing security persons. Now her organization has expanded its business with several branches in several cities both within and outside the state. At present it is providing employment to 1000 persons (400 Females and 600 Males). Safe- Hands 24x7 provides security guards to IT industries hotels, financial institutions, small medium and large businesses, NGOs, malls, residential complexes, buildings, Government entities, guest houses and hostels. While recruiting security guards in her organization, she gives preference to women and more so with divorcee, widows, destitutes and unmarried women. On request, her enterprise provides security guard to the various organizations from whom the demand comes. Her organization provides initial training to all the personnel, who are newly recruited. Her organization is known for its honesty, sincerity, integrity and punctuality. Safe Hands by providing the most efficient service, has earned a very good name in the field of security all over the state.

As founder and promoter, Mrs. Shravani at present is the CEO of the organization. She is a licensed trainer approved by the Government of India to train security guards. Starting her entrepreneurial journey at the age of 23 in 2009, she has established herself a well-known woman entrepreneur in the security field. She has published number of articles in popular magazines and she has been invited by many TV shows as a resource person.

Special Features of the Organization:

- It is the only service industry in Karnataka to offer women security guards for both organizations and homes.
- It provides employment to women from marginalized sections of society which will enable them to become economically independent.
- It has broken the barrier in business of entrepreneurship by finding niche in the male dominated territory.
- It is an ISO 9001 2015 certified social enterprise.

Awards won by Mrs. Shravani Pawar are as follows.

- She has been chosen as one among the five heroes you must know in Tata salts 'main desh ka Namak Khaya hai contest'.
- She won 'Emerging Women Entrepreneur of the year 2011 by TIE Mumbai.
- She also won the 'Women Entrepreneur Award 2015' She got 'Amit Popat Award for the Entrepreneur of the year 2017'.
- She is one of the 'Amazing Indians' the show featured by Times Now TV.

Tips to New Women Entrants in Business

"By using your creativity, explore something new and contribute something worthwhile to the society. Women are to realize their potential and become economically and socially independent. If you have a passion to do anything, do not wait for tomorrow; but do it today itself".

SADHANA RAO

Sadhana Rao is the only female entrepreneur in North Karnataka who entered into the manufacturing of special oil (Re-refined Oil which is used in Industries as a lubricant). By breaking the glass ceiling, she

succeeded in entering the male dominated field. Hailing from the entrepreneurs' family, she is born and brought up in Hubballi. Her father who had transportation business, expired when Sadhana was in school. To take care of her and her two sisters, her mother started a boutique. Along with her mother, she used to look after her mother's boutique. After completing her B. Sc degree, she was married to Mr. Rao, who was scientist working in Baba Atomic Research Centre, Trombay. Mr. Rao at BARC gained some knowledge about environment friendly products. After two years, he left the job and came to Hubballi to look after his parents. When Mrs. Sadhana Rao was 23 years old, her husband started a special oil unit at Hubballi. Along with her husband, Mrs. Sadhana started involving herself in the management of special oil unit. When she was 40, she found herself completely competent to manage her husband's unit on her own. At that time her husband shifted himself to consultation work because of his health problems. As such Mrs. Sadhana Rao was forced to handle this unit independently. She entered this field fearlessly because of her technical background and her long standing experience in this unit. From 1995 to till to-date she is managing this business successfully. This does not mean that she did not incur loss any time. In 2005 when she experienced huge losses, she even thought of closing the unit. But with the support of family members and with the assistance and technical guidance provided by the Chamber of Commerce and Industry Hubballi, she fought back and again within a span of 3 years she retained her original position in her business.

Special oil unit has given employment for 10 workers. All these workers are looked after well and are provided with Social Welfare Benefits. When her workers were interviewed, they said that they were very much satisfied with their working environment that they would always stand by their unit in times of its difficulty. Starting with the investment of Rs.3 lakhs, the unit has the capital investment of Rs.10 Crores at present. Her unit has a manufacturing capacity of 1500 KL per year. In 2019 the turnover of the unit was Rs.1.5 Crores.

In the initial years of independent charge, she faced many challenges as this field was entirely new and even now a male dominated industry. In the beginning the male clients did not readily accept a female sitting on the chair of CEO of the industry. At that time, it

was a difficult task for her to convince her clients about the quality of her product.

The problems faced by her Unit are

- The raw materials used in this Industry is to be purchased through online tender wherein she cannot test the quality of raw materials before she purchases it.
- Banks provided loans for fixed capital requirements of the unit but did not readily grant loans to meet the working capital requirements of the unit. In this direction the Government also did not provide any financial assistance to the unit under any schemes.
- Marketing product is a very big challenge to this unit. Because it is highly expensive and sample of special oil cannot be provided to the customers before they purchase this product. As such it is big task for the unit to make the customer informed and convinced about the quality of the product, it sells.

With ups and downs, she has faced all the challenges and hardships courageously and has established herself as a successful entrepreneur in Hubballi-Dharwad. Her uniqueness can be noticed in the fact that she is the only lady re-refiner in India who has registered with Re-refine Association of India.

Tips of Mrs. Sadhana Rao to the New Entrants in Business:

“If you have ideas, go for it, don’t wait. A lot of schemes are available for women, make use of them. Put your passion and work hard, you will be successful entrepreneur. More women folk should come forward and undertake business and create employment opportunities for unemployed educated youths of the country”.

SAUBHAGYA ELIGAR

Saubhagya Eligar is a self -made person, who became an entrepreneur at the age of 24. runs her own business in the field of handlooms and handicrafts. Unhappiness in her family life forced her to take a job. She changed her job several times but was not happy with any one of them. Later on, she thought of starting her own computer center. At that time two ladies

approached her for some work to do under her. Her inability to provide any work within her computer center made her to contact Charaka Society, Bengaluru and succeeded in getting them some work. At that time, she came in contact with official of Charaka Society who motivated her to take up handloom business in 2010. She took guidance from him and purchased 12 handlooms out of her hard -earned money for the start of her business. A B. Com graduate with NIIT certificate Mrs. Saubhagya did not have much knowledge about handloom business, but she took it as a challenge and within a few years she established her business on sound lines. Irregularity, non-punctuality, unauthorized absence of the workers forced her to switch over from handloom to power looms business. In her business at present, she has 50 workers working under her directly and 150 workers indirectly. She manages her business single handed and also looks after her old mother.

At present she is the owner of Rhythm Handloom and Madhurya Textiles and Village Crafts. Against order, she gets done various artistic products by entrusting that work to the specialized persons in the field residing in various places. The products sold by her unit are handloom, traditional, handicrafts, paintings, carpets, Indian embroidery, pottery, jute crafts, cane crafts/furniture’s, handicraft jewelry, traditional Latin’s and sarees of different types. In 2019 her annual turnover was Rs.50 lakhs. Her main customers are in the twin cities of Hubballi-Dharwad. She also sells her products in the neighboring states of Karnataka, Maharashtra and Andhra Pradesh. She regularly participates in exhibitions organized in different places both within and outside the state. To the exhibitions where she participates, she takes her skilled workers and also the weaving machines along with her in order to attract the artisans of different places. Smt. Saubhagya has entered the field of business not entirely for the sake of profit but out of passion she handles it. She says that she is very much satisfied in her business. To encourage the women to enter the field of entrepreneurship, she conducts workshops in various educational institutions in Hubballi-Dharwad and Belgaum. Art and Crafts are the fields of her special interest.

Challenges faced by her Enterprise

- It is very difficult to make the workers produce the products of her expectations.
- Discovering specialized workers and getting perfect work done is hard task. In this context, she is made to visits several places and sometimes even several states to search for expert artisans.
- Retaining skilled laborers is also a challenging task.
- Frequent fluctuations in demand for her products will not prevent her from incurring losses in some years.

Awards and prizes received

- Best stall prize at the exhibition titled “INCOMEX” conducted at Hubballi in 2014.
- Best Woman Achiever of the year Awarded by Chamber of Commerce, Hubballi in the year 2020.

Tips to New Entrants in business

“Women should enter the field of business boldly. They should not bother about what others say but should move ahead fearlessly. To avoid their exploitation from men folk, they should become job creators but not job seekers. It is said that ‘woman thy name is jealousy’, but we should disprove it by growing ourselves and at the same time helping other women to grow.

JYOTI HIREMATH

A master degree holder in Anthropology, Mrs. Jyoti Hiremath left her earlier jobs and became an entrepreneur at the age of 36. Her father was business man. With business skill in her blood, Smt Jyoti was not satisfied with the jobs which she was occupying before. She had intense desire of starting her own business and providing employment for others. When she was thinking of various business proposals, her brother initiated her to take up the paper bag business. Her sister also motivated her in this connection. As such in 2013 she underwent a business Training Program at Coimbatore where she learnt about business skills. After completing her training program under the scheme of MSME she got loan of Rs.10 lakhs from the Government, out of which she received a subsidy of 20% as an urban entrepreneur and 5% as a women entrepreneur. Her micro enterprise named “Shri Sai Enterprises” employs 4 women workers

regularly and a few contract workers as and when she gets bulk orders. The unique feature of this enterprise is that they prepare paper bags of different sizes and of different colors with different designs done manually. Because of manual work, the product is more durable and more attractive when compare to that of machine-made paper bags. These bags are ecofriendly and cater to the diversified needs of the customers. She also prepares grocery brown bags which are in great demand in Hubballi-Dharwad city limits. They undertake preparation of bags only against orders. She displayed her products in various regional and state level exhibitions. Her products have online demand and are sold in different states of the country. This enterprise has no competitors in North Karnataka in respect of paper bags but the strong contender for this product is from the plastic bags. The paper bags produced by this enterprise are used in the food industry, gift centers, footwear, textiles etc. The turnover of the enterprises was Rs.18 lakhs and Rs.15 lakhs respectively for the years of 2018 and 2019.

Mrs. Jyoti’s husband works in military force and stays far away from Dharwad. Hence Mrs. Jyoti has to take care of her two daughters single handed and at the same time she has to manage her business. Therefore, she rejects very big orders and says that she is comfortable with her unit as a micro unit. She is a member of WEDA (Women Entrepreneurs Dharwad Association), Shree Shakti Group.

1. Mrs. Jyoti received Woman Achiever of the year- A special recognition Award from State Police Department,
2. She received Best Entrepreneur in the District Award from District Industry and Commerce Department in 2014,
3. She also received Best Stall Award in INCOMEX in 2016
4. She received Best Stall Award in Yaashodarshini Exhibition organized by North Karnataka Women Entrepreneur Development Association Dharwad in 2018.
5. 4.She also received Best Business Award from NK WEDA IN 2019.

The Challenges in her business are

1. She is compelled to work tirelessly day and night when she has to supply bulk orders within stipulated period.

2. In online selling when the product is rejected after home delivery is done, it becomes very difficult to withstand the loss incurred.

3. The lengthy procedure involved in the sanctioning of the loans discourages the enterprise to move away from it and hence the expansion of the unit gets affected.

4. Delayed payments received by the enterprise demotivates the enterprise to work with enthusiasm and care.

5. Balancing of personal life with business life is another challenge faced by the unit.

Within a span of 7 years, through her hard work, devotion, dedication, innovative ideas, she has established herself as a successful woman entrepreneur in her own way.

Tips of Mrs. Jyoti to the New Entrants in Business

“More number of women should come forward to enter business field as it is first step towards women empowerment. Women should start business and take decisions independently. Budding entrepreneurs should have confidence in themselves and patience, flexibility and communication skills to succeed in business life”

OBSERVATIONS:

Going through these success stories, we can notice one common feature about all these successful women that

- These women entrepreneurs started their ventures out of passion and out of their choice and not through compulsion.
- They have ventured to enter into business despite the fact that they had the option of getting good job either in the government or in the private sector.
- They have revealed the fact that they don't want to become job seekers but wanted to become job creators.
- Their experience brings to the fore the fact that their ability to learn quickly from their failures, persuasiveness, open style of problem solving, willingness to take risk, ability to motivate people, knowing how to win and lose gracefully, patience, hard work etc. have helped them to face the challenges in the entrepreneurial field boldly.

- These women have shown to the society that if determined, they can achieve their goal in any odd situation.
- These women viewed any challenge as an opportunity and developed positiveness in their thinking process to find meaningful solutions to their problems.

Conclusion: We can conclude that these stories are inspiring and provide enthusiasm to start something new with small investment instead of sitting idle at home. These experiences pass on a message to the young women graduates that they can discover their abilities and talents and their creativity by starting their own ventures independently and become victorious.

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