
Impact of Innovative Shecopreneurs on Social and Sustainable Development: A Study about their Factors, Challenges, and Contributions in Sambhal DistrictOPJU BUSINESS REVIEW
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(<http://www.opju.ac.in/opjubr/>)**Yashi Varshney and Dheeraj Kumar Maddeshiya**
Mahatama Gandhi Kashi Vidhyapith, Varanasi (U.P.)**Abstract**

The term "Shecopreneur" blends "she" (representing women) and "entrepreneurs," emphasizing businesses led by environmentally conscious women entrepreneurs, known as ecopreneurs. This research delves into the multifaceted impact of these visionary entrepreneurs in the specific context of Sambhal District. Employing a descriptive research approach and utilizing primary data collection methods like questionnaires and semi-structured interviews directly from Shecopreneurs in the district, this study unveils a compelling narrative centered on innovation, eco-awareness, community growth, and economic advancement. The study underscores that a significant portion of Shecopreneurs in Sambhal District are at the forefront of innovation, crafting sustainable products that adhere to ecological principles. Their innovative spirit is boundless, as they continually introduce fresh, sustainable products to the market. Notable examples encompass lighting lamps fueled by cow dung, environmentally-friendly cotton attire, biodegradable items crafted from horn bones, and an array of other sustainable innovations. Nonetheless, the path of Shecopreneurs in Sambhal District is not without formidable challenges. The research illuminates that these remarkable women grapple with issues such as limited financial resources, gender biases, and a dearth of business acumen. Nevertheless, their determination and resilience shine through as they harness familial support and leverage governmental initiatives to overcome these obstacles. They assume a pivotal role in educating their communities about sustainable practices. Additionally, their ventures serve as catalysts for economic development by generating employment opportunities and invigorating the local economy.

Keywords: *Shecopreneur (Women Entrepreneurs), Innovation, Sustainable development, Social Development*

Introduction

The word "Shecopreneur" is a combination of three words; That is, She + eco + entrepreneur. Here 'She' refers to 'Women', 'Eco' refers to 'products that are environment friendly' and 'Entrepreneur' refers to those 'businessmen' or 'business women' who produce products or services for consumption'. Therefore, Shecopreneurs refers to those women entrepreneurs who

are producing eco-friendly products or services. Along with this, these women are oriented towards the consciousness of social and sustainable development.

Today, the global scenario is changing at a very rapid pace. Be it technical, social, political or economic field, everything is dynamic. Women are also playing an important role in these changes. The changes taking place in the economic and industrial sectors have broken the traditional and conservative boundaries of entrepreneurship. There was a time when a strong belief had developed in the public mind that only the male section of the society could carry out industrial activities in the most efficient manner. But today this notion has been proved false by the emerging shecopreneurs on the basis of their courage. Women have come forward and taken the reins of entrepreneurship into their hands and are playing a transformative role, challenging traditional gender roles. These shecopreneurs are not only making an invaluable contribution to the Gross Domestic Product (GDP) of the country by producing eco-friendly products and services, but are also working towards economic empowerment, social transformation and sustainable development by providing employment opportunities to the unemployed people around them. They are also making their own way towards development.

Today, at the beginning of the 21st century, a remarkable change can be clearly seen in the socio-economic patterns at the global level. Those women who were imprisoned within the walls of their homes by the male ruling class of the society (Milkie & Peltola 1999; Vinnicombe & Singh 2002), are today emerging as powerful agents of change. This change is not limited only to the urban areas of the country, but is also being seen in remote rural areas. This change is indicative of the fact that women are not inferior to men at any level. Some research shows that these shecopreneurs did not have an easy beginning. They have to face a lot of problems at the initial stage, like; problem of social conservative structure, problem of finance, lack of knowledge, lack of encouragement etc (Baughn et al. 2006; Prasad 2009; Welter & Smallbone 2011; Jennings & Brush 2013; Bullough et al. 2017; Gupta et al. 2019). If they get opportunities, facilities and encouragement, they can also do a lot for the welfare of the nation and the world. It has already begun in many parts of the country.

Handicraft products crafted from horn and bone in Sambhal enjoy widespread popularity. These art pieces are made using raw materials sourced from deceased animals, rendering the industry environmentally conscious. Sambhal's horn and bone creations are renowned globally, with exports to numerous countries. Sambhal boasts an extensive collection of ornamental horn and bone handicrafts available in a variety of appealing styles and designs.

According to the provisional 2011 Census figures, Sambhal demonstrates a satisfactory gender ratio, with a female population of 1,031,840 compared to a male population of 1,161,093. Sambhal district is home to approximately 404 registered industrial enterprises, with some being managed by women entrepreneurs. The majority of women in the region engage in horn and bone handicraft work, often operating from their homes and establishing a source of income for themselves.

Review of Related Literature

Brush, C. G., & Cooper, S. Y. (2012), this study has shown that women entrepreneurs start their businesses out of opportunity motivation in a developed economy, whereas those in less developed economies are motivated by necessity. According to the researcher, there is less research on women entrepreneurs, whereas they contribute positively to GNP, jobs, innovation, and societal welfare globally.

Rodgers, C., & Director, D. B. A. (2008, October), in their study, the researcher explored the concept of "Shecopreneurship." He described those firms whose entrepreneurs are not only ecologically oriented in the creation of their business and/or their products - ecopreneurship - but further narrowed their scope by focusing on cases in which these entrepreneurs are women - so shecopreneurship. This descriptive study shows how financial goals are overruled by the eco-conscious nature of business, which means that sustainability imperatives come first.

Rodgers, C. (2010), A sustainability-focused paper explores the modus operandi of ecopreneurship. This study shows that ecopreneurial small and medium-sized enterprises (SMEs) are looking for other goals in addition to financial ones and are willing to go to great lengths to achieve these objectives. Monetary measures are, of course, not completely absent, but are strongly influenced by the eco-conscious nature of business.

Lock, R., & Lawton Smith, H. (2016), In this research paper, a researcher identified a number of challenges faced by female entrepreneurs in the context of society, structure, or finance. This study provides a framework and scope for further research in order to identify more opportunities and measures to tackle these obstacles.

Mustapha, M. (2016), This study illustrates the success factors of women entrepreneurs in a developing country in Asia. In addition, this study examines the challenges faced by these women in running their businesses. The results indicate that support from family members is important and contributes to the sustainability of their businesses. This study also spread the light on government agencies about the training, support, and financial resources needed by this group of entrepreneurs.

Barrachina Fernández, M., García-Centeno, M. D. C., & Calderón Patier, C. (2021), This paper focuses on sustainability, which is a critical topic for the design of a future economy. The combination of female entrepreneurship and sustainability is a very interesting topic for evaluating sustainable development efforts. This study examines the relationship between female entrepreneurship and sustainability by analysing 28 different papers from the Web of Science (WoS). The main conclusion of this study supports the idea that women's awareness is relevant to sustainability when starting a new company.

Raman, R., Subramaniam, N., Nair, V. K., Shivdas, A., Achuthan, K., & Nedungadi, P. (2022), This study provides insights into the development of entrepreneurship in women, including a new analysis of sustainable development and the impact of the COVID-19 pandemic. The results show that the top three SDGs of interest to researchers are: SDG 8, decent work and economic growth; SDG 10, reducing inequalities; and SDG 5, gender equality. Within each SDG,

researchers find concentrated studies on topics related to socio-political and small-medium enterprises, including family business management, gender biases, and their implications for sustainable development.

Rosca, E., Agarwal, N., & Brem, A. (2020), Using a multiple case-study approach using four firms from two emerging markets, India and Colombia, the researcher analyzes how women entrepreneurs engage in social entrepreneurship processes in uncertain Base of Pyramid environments. Findings show, there is a subtle transition between causation and effectuation between women entrepreneurs during the venture creation process.

Sajjad, M., Kaleem, N., Chani, M. I., & Ahmed, M. (2020), The objective of this study is to explore the connection between women's entrepreneurship and global economic development. The findings highlight the substantial influence of women's entrepreneurial efforts on the world's economies. It was noted that women's involvement in entrepreneurial endeavors not only contributes to their family's financial well-being but also plays a crucial role in fostering economic development and enhancing societal welfare.

Ambepitiya, K. R. (2016), This study reveals that numerous thriving businesses are managed by women, with some demonstrating a high level of expertise in entrepreneurial activities. In many developing nations, women are at the helm of small enterprises, many of which have achieved notable success. Women entrepreneurs in both developed and developing countries wield significant social influence through their education and contribute positively to society. The study's ultimate finding underscores the crucial role of women's entrepreneurship in fostering socially, economically, and environmentally sustainable business practices in the developing world, given the constructive impact women have on the economy and overall development.

Objectives of the study:

- 1) Investigating the motivating factors that drive individuals to become Shecopreneur in Sambhal District.
- 2) Identifying and examining the obstacles and difficulties encountered by these women in Sambhal District.
- 3) Emphasizing the positive impact of their efforts on both social and sustainable development within the Sambhal District.

Methodology and the Model

This study seeks to assess the influence of female entrepreneurs, often referred to as "shecopreneurs," on fostering social and sustainable development within the Sambhal district. The research relied on data gathered from primary sources. To investigate the challenges, opportunities and contributions of women entrepreneurs and to analyses the impact on social and sustainable development, the questionnaires were distributed to female entrepreneurs in Sambhal

district, and informal interviews were conducted with a selection of them. This research focused on 11 female entrepreneurs within Sambhal District, which is relatively small in size as compared to female population in this district. However it's important to note that this study specifically focused on businesswomen who possess an understanding of sustainability and are actively creating innovative products. This highlights a shifting trend in entrepreneurship within this small town, indicating a growing awareness of sustainability. The sampling method employed was convenience sampling, chosen to yield scientifically valid results that could be considered representative of the entire population. The women entrepreneurs selected for this study had to have been involved in a business for a minimum of one year, specializing in socially and environmentally sustainable enterprises. The interviews took place in September 2023, with each interviewee participating for durations ranging from ten to fifteen minutes.

Scope of the study

This research project aims to thoroughly examine and assess the implications of the increasing number of female entrepreneurs, often referred to as "Shecopreneurs," on the dimensions of social and sustainable development specifically within the geographic context of Sambhal District. The overarching objective of this study is to delve into a multifaceted exploration, encompassing an in-depth investigation of the manifold factors that exert influence on women's entrepreneurial endeavors, a meticulous examination of the obstacles they encounter in their pursuit, and a comprehensive evaluation of the magnitude and nature of their contributions to the broader developmental landscape of Sambhal District.

Importance of the study

This research project, holds substantial relevance for a diverse array of stakeholders, including policymakers, scholars, female entrepreneurs, and the broader community. It highlights the pivotal role of Shecopreneurs in Sambhal District, particularly in the context of advancing women's empowerment by providing economic opportunities and financial independence. Furthermore, this inquiry into the sustainable practices and contributions of Shecopreneurs sheds light on how small businesses can embrace eco-friendly approaches. This heightened awareness, in turn, can act as a driving force for the promotion of sustainability within the entrepreneurial landscape throughout the region.

Limitation of the study

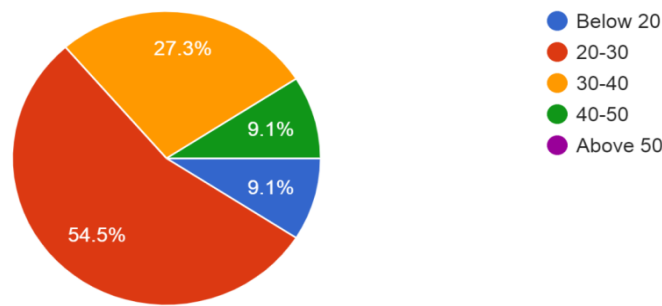
This study is unquestionably pertinent and substantial in the contemporary landscape. Nevertheless, akin to any research area, it possesses specific constraints. Limited data accessibility exists concerning the ramifications of shecopreneurs on social and sustainable development. These pioneering women represent the future of the community, inspiring the next generation to pursue innovative and sustainable development practices. Nevertheless, additional research is required to provide a more comprehensive analysis of the influence of these women

entrepreneurs on sustainability This matter is intricate, influenced by an array of factors encompassing economic, societal, and cultural contexts, rendering it challenging to disentangle the distinct impact of shecopreneurs from other variables. The study may predominantly emphasize immediate effects, yet recognizing long-term consequences remains pivotal for a thorough examination.

Findings

(1) Age: Figure 1 shows that out of total 11 Shecopreneurs, 6 Shecopreneurs are in the age group of 30-40, 4 Shecopreneurs are in the age group of 20-30 while the other Shecopreneurs are either below 20 years or others are in the age group of 40-50 or above 50 years of age. Hence, it is clear that women in the age group of 30-40 and women in the age group of 20-30 are more inclined towards innovative sustainable and social entrepreneurship.

Figure 1: Age of Shecopreneurs



(2) Education: The pie chart provided illustrates that among the total of 11 Shecopreneurs, 45.5% of them hold graduate degrees, another 45.5% possess postgraduate qualifications, and a mere 9.1% have completed only secondary education. Consequently, we can deduce that women with higher educational backgrounds exhibit a strong inclination towards entrepreneurship.

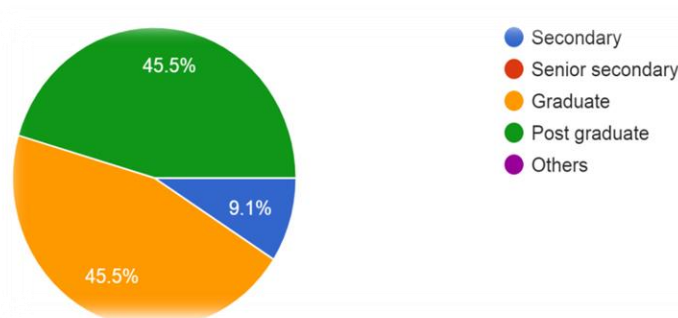
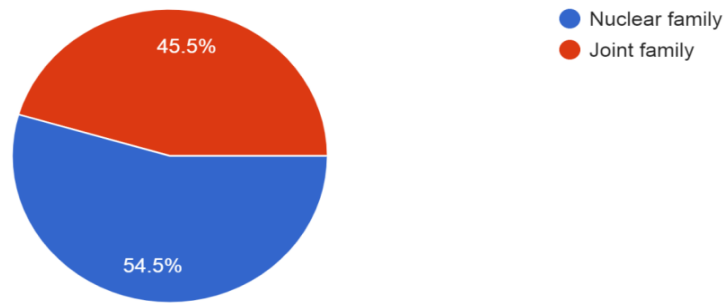


Figure 2: Education of Shecopreneurs

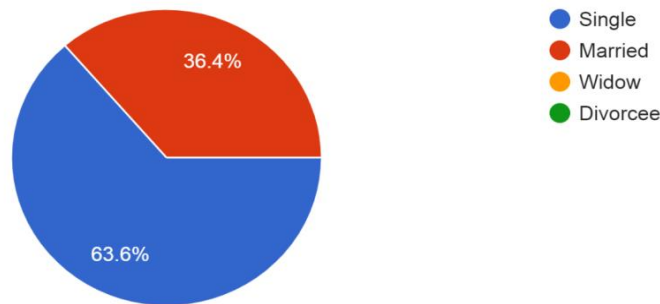
(3) Family Background: As depicted in Figure No. 3, the majority of the 11 Shecopreneurs are from nuclear families. This leads us to the conclusion that family background significantly influences the emergence of Shecopreneurs.

Figure 3: Family Background of shecopreneurs



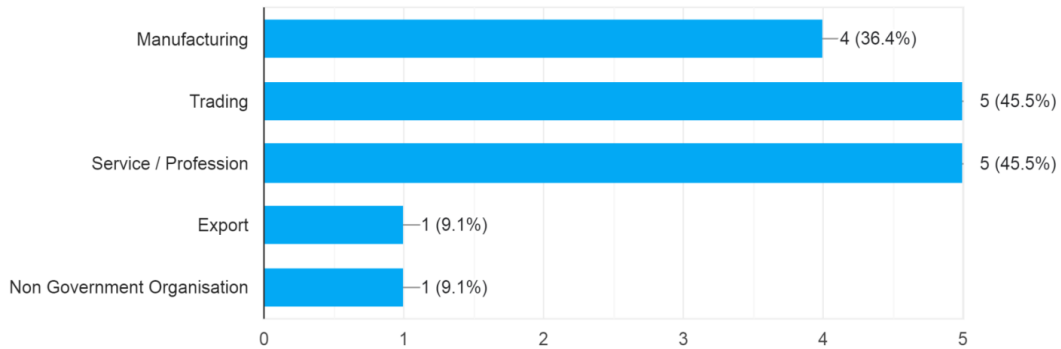
(4) Marital Status: Figure No. 4's pie chart provides a visual representation of the marital status of female entrepreneurs. The chart unmistakably illustrates that among the 11 surveyed female entrepreneurs, 63.6% are unmarried, while the remaining 36.4% are married. Consequently, it is apparent that single women exhibit a stronger inclination towards entrepreneurship compared to their married counterparts.

Figure 4: Marital status of shecopreneurs



(5) Nature of Enterprise/Business: The bar graph in Figure No. 5 provides a distinct insight into the primary business activities of the female entrepreneurs we surveyed in the Sambhal district. Predominantly, these entrepreneurs are engaged in trading and providing services. In addition to this, a minority of shecopreneurs operate within the manufacturing sector. On the other hand, there is a limited presence of female entrepreneurs in the areas of exports and non-governmental organizations (NGOs).

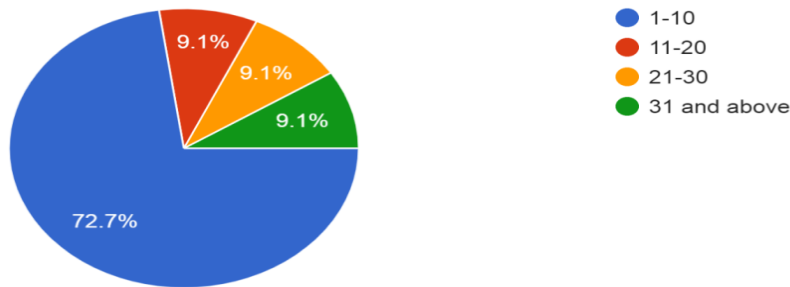
Figure 5: Nature of the enterprises



(6) Number of Employees Employed in Their Enterprise:

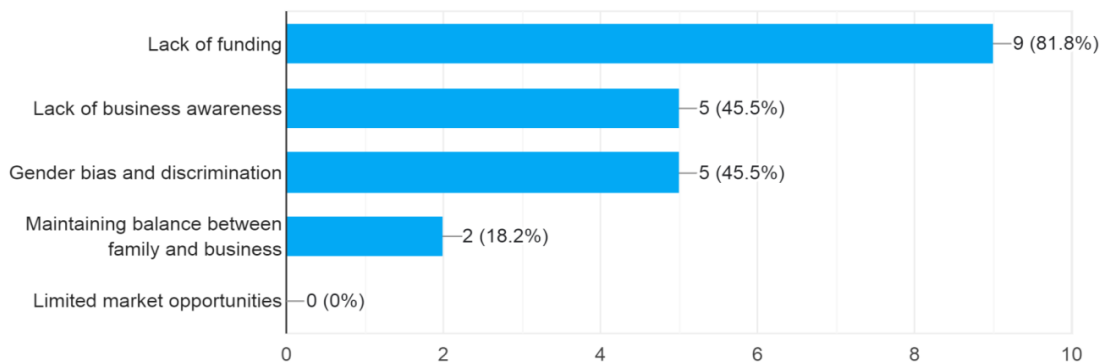
Figure 6 effectively conveys the number of employees working in shecopreneurs' enterprises. A close examination of the chart reveals that the majority of shecopreneurs have created job opportunities for approximately 1-10 employees.

Figure 6: Employment generated by shecopreneurs



(7) Obstacles and difficulties encountered by shecopreneurs:

Figure 7: Challenges faced by shecopreneurs



By the analysis of data, it is revealed that shecopreneurs in Sambhal district have to face various types of challenges from the beginning to the operating of the enterprise. These challenges act as a barrier to the progress and functions of these shecopreneurs. These challenges also negatively impact to their ability to contribute significantly to the social and sustainable development.

Collected data shows that the major problem faced by shecopreneurs is the problem of adequate finance. Due to lack of sufficient finance they are not able to expand their business as they want. Finance is the life blood of any business. A strong structure of business cannot be imagined without adequate finance because all the activities of the business are influenced by finance and are based on finance only. Even financial institutions provide loans or credits to these shecopreneurs in very small amounts. That is why financial challenge significantly impacts their ability to make a substantial contribution to social and sustainable development.

The second biggest challenge faced by shecopreneurs is the problem of gender bias and discrimination. This problem is seen before them in many forms; Such as men not giving much importance to their entrepreneurial ideas, discriminating or ignoring them in financial support or treating women according to conservative traditions even in today's modern times, etc. Due to such type of discrimination, the morale of shecopreneurs decreases. Gender bias hinders their growth and success.

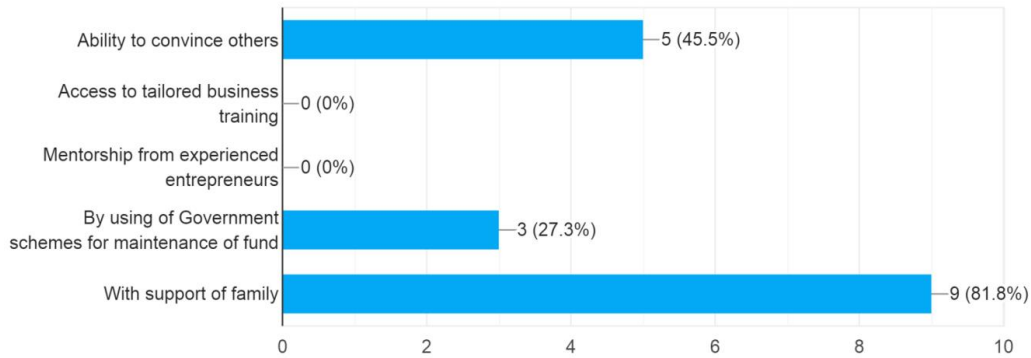
The problem of lack of awareness about initial business activities is an important challenge faced by emerging women entrepreneurs. It means, many women entrepreneurs have lack of awareness about the proper business promotion and management, due to which they face difficulties in giving the right direction to their business. Lack of these important informations affects their professional success. This acts as a hindrance to them in achieving success in aspects related to proper management of financial, production, distribution, marketing etc.

In addition to the previously mentioned challenges, women entrepreneurs face another significant hurdle, which is the need to juggle their family responsibilities alongside their business endeavors. Women entrepreneurs often find themselves leading a dual life, where they not only pursue their professional careers but also fulfill their roles as homemakers. This includes household chores, child rearing, and other family obligations. Consequently, they must strive to strike a delicate equilibrium between these two facets, the business and family, which is a demanding endeavor. Failing to achieve this balance can impede their career advancement and hinder their ability to make independent decisions.

(8) Navigation of these challenges:

According to the data we've gathered, the substantial support of their families emerges as a pivotal factor enabling these individuals to navigate and overcome the challenges they face. This family support serves as a pillar of strength, providing them with emotional encouragement, practical assistance, and a strong foundation upon which to build their entrepreneurial dreams. Moreover, the practical assistance offered by families is invaluable. From helping with childcare to sharing household responsibilities, families enable these women to allocate more time and energy to their businesses. This support alleviates some of the burdens associated with entrepreneurship, allowing them to focus on growing their ventures. In essence, as per the collected data, family support emerges as a cornerstone that empowers shecopreneurs to overcome challenges and pursue their entrepreneurial aspirations with determination and resilience. It highlights the crucial role that a supportive family environment plays in fostering entrepreneurship and economic empowerment among women.

Figure 8: Successfully navigation and surmount of these challenges



In the context of data collection, it becomes evident that personal determination plays a crucial role, allowing Shecopreneurs in the Sambhal District to effectively handle and conquer the complex challenges they face. The journey of entrepreneurship is fraught with various obstacles, encompassing financial limitations and societal expectations. In this challenging environment, personal determination serves as a constant and unwavering force that propels these female entrepreneurs forward, regardless of the difficulties they encounter. With an unyielding commitment, Shecopreneurs can overcome financial barriers, utilizing their determination to explore innovative solutions and secure the required resources. Additionally, in a society where gender biases may persist, personal determination becomes an empowering tool that enables these women to challenge prevailing stereotypes and establish their rightful presence in the entrepreneurial arena.

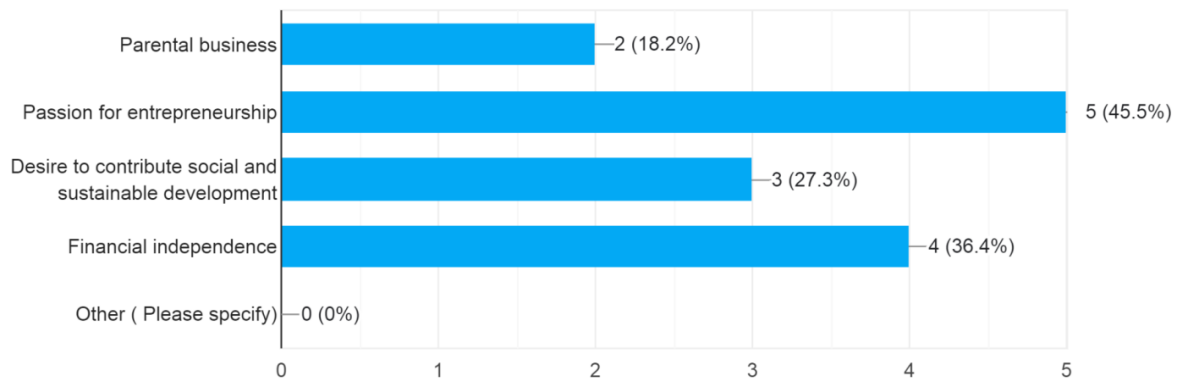
Based on the data, a minority of female entrepreneurs are proactively utilizing government initiatives to address their financial challenges and surmount the issue of insufficient funds. By

taking advantage of these programs, they not only effectively tackle their financial hurdles but also elevate their businesses to new heights of success. This strategic use of government support empowers them to maintain a well-calibrated balance between their loan obligations and profits, allowing for sustainable growth and long-term viability. These resourceful women entrepreneurs are not only navigating the financial landscape effectively but also serving as inspiring examples of how government initiatives can play a pivotal role in fostering business success.

9. Factors motivated to become a shecopreneur:

As depicted by Figure 9, the first and foremost factor that strongly motivated the women of Sambhal District to become shecopreneurs is their unwavering passion for entrepreneurship. This passion serves as the cornerstone of their entrepreneurial journey, driving them to overcome barriers, take calculated risks, and pursue their dreams with unwavering determination. Beyond the data, it is evident that this passion is not merely a fleeting interest but a deep-rooted conviction. It's a fire that burns within them, compelling them to turn their innovative ideas into thriving businesses. This passion isn't limited to financial gains; it extends to their desire to make a meaningful impact on their community and society at large.

Figure 9: Motivating factors to become shecopreneur



The data also underscores how this passion has empowered them to break through traditional gender roles and societal expectations. These women are shattering stereotypes, demonstrating that entrepreneurship is not the exclusive domain of men. They are trailblazers, inspiring others to embrace their entrepreneurial spirit and pursue their aspirations fearlessly. In addition to their passion for entrepreneurship, the second significant factor motivating the women of Sambhal District to become shecopreneurs is the pursuit of financial independence. The data underscores that financial autonomy plays a crucial role in their decision to embark on the entrepreneurial path. For many of these women, achieving financial independence means

having control over their economic destinies. It empowers them to manage their finances, support their families, and secure their futures. This factor becomes even more compelling in a context where financial dependence on others might limit their opportunities and choices.

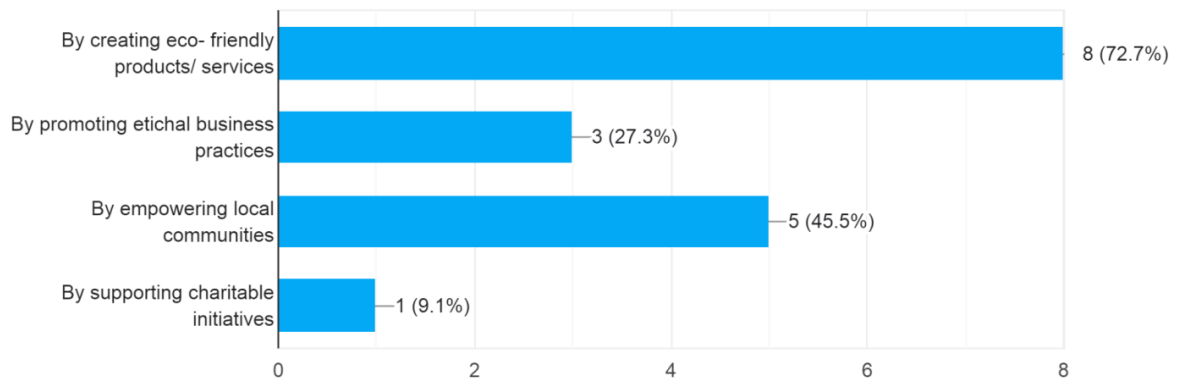
Furthermore, financial independence offers these women a sense of self-reliance and self-worth. It allows them to contribute actively to their households and communities, breaking free from traditional gender roles that may have confined them in the past. This newfound financial strength provides a boost to their self-esteem and confidence, enabling them to take on greater challenges in their entrepreneurial endeavors.

Indeed, the desire to contribute to social and sustainable development stands out as another significant motivating factor driving women in Sambhal District to become shecopreneurs. The collected data underscores that these women are not solely focused on personal gain but are deeply committed to making a positive impact on society and the environment through their entrepreneurial ventures. Their businesses become agents of positive change, addressing social issues, empowering women, and promoting environmentally responsible practices while also fostering economic growth and community development.

10. Contribution of shecopreneurs in sambhal district

Shecopreneurs in Sambhal District are not merely entrepreneurs; they are also pioneers of sustainability and environmental consciousness. Through their innovative approach to crafting eco-friendly products like intricate handicrafts, items made from horn and bones, and sustainable fashion, they have significantly impacted both the local economy and the environment. These visionary women have harnessed their entrepreneurial spirit to create a profound positive influence on society and the planet.

Figure 10: Contribution in social and sustainable development



By meticulously fashioning eco-friendly handicrafts and utilizing materials like horn and bones, they are not only preserving traditional craftsmanship but also promoting sustainable practices. These distinctive creations help reduce waste and the consumption of non-renewable

resources, contributing to a greener Sambhal District. These remarkable women are not just running businesses; they are leading a movement towards a greener, more equitable future. Their contributions, both economically and environmentally, are invaluable, serving as an inspiration for others to embrace eco-friendly entrepreneurship, traditional craftsmanship, and sustainable living.

Furthermore, by involving local communities in their ventures, shecopreneurs ensure that the cultural heritage and traditional craftsmanship of Sambhal District are preserved and celebrated. This not only adds to the uniqueness of their products but also helps maintain a connection to the region's rich history and heritage. In essence, the empowerment of local communities by shecopreneurs is a win-win scenario. It uplifts individuals and families, strengthens the local economy, and preserves the distinctive cultural identity of Sambhal District, all while advancing the cause of environmental sustainability. By empowering local communities, shecopreneurs in Sambhal District are not only creating economic opportunities but also fostering a sense of pride and self-sufficiency among the people. Through their eco-friendly enterprises, these women are providing jobs and skills training to residents, particularly women who may have previously had limited access to employment. This empowerment extends beyond financial gains. Shecopreneurs often invest in the education and skill development of community members, enhancing their capacity to contribute to the region's growth and development. As these businesses flourish, they become anchors for the local economy, promoting stability and resilience in the face of challenges.

Impact of shecopreneurs on social and sustainable development: Based on the data at hand, it is clear that Shecopreneurs are exerting a substantial impact on the landscape of both social and sustainable development in Sambhal District. Their influence spans various critical domains. Shecopreneurs are at the forefront of advocating for environmentally friendly products and services, and their commitment to sustainability is evident in the operational choices they make, emphasizing ecological responsibility. These entrepreneurs are not merely engaged in business operations; they serve as catalysts for community empowerment. Through their entrepreneurial pursuits, they are forging opportunities for local residents to engage in economic endeavors, thereby enabling them to seize control of their financial futures.

Furthermore, Shecopreneurs are staunch proponents of ethical business practices, placing a premium on equity, transparency, and integrity in their business undertakings. Their conduct sets a positive example for other businesses operating in the region to emulate. Through their various initiatives, Shecopreneurs are making meaningful contributions to cultivating a more educated workforce. They are not only enhancing their own knowledge and skill sets but also generating employment prospects within the community. This not only elevates the economic standing of individuals but also bolsters job security overall.

Conclusion: In conclusion, this study effectively highlights the diverse and profound influence of the burgeoning shecopreneurs on the social and sustainable development of Sambhal District. Beyond the factors, challenges and contributions we've discussed previously, it's vital to

acknowledge the additional facets of their impact, which encompass the preservation of cultural heritage, the promotion of sustainable handicrafts, the advancement of sustainable fashion, and their noteworthy role in social and economic development. These shecopreneurs not only grasp the principles of sustainable and social development but also inspire others to embrace sustainability. They craft more environmentally friendly products using traditional methods, reimagining their products to better resonate with their customers' preferences. Their efforts have earned them many awards and recognition locally, nationally, and even internationally for the positive impact they've made on society and the environment.

As one respondent aptly put it, "You need courage to take that initial step toward your dreams, and many more steps will follow with you."

A significant contribution made by shecopreneurs in Sambhal District is their unwavering commitment to preserving cultural heritage, notably through the art of crafting horn bones. This traditional craft hasn't merely been conserved but also rejuvenated by these women. By incorporating sustainable practices into their artistic pursuits, they ensure the continued existence of this unique cultural heritage while aligning it with contemporary sustainability principles.

Furthermore, these shecopreneurs are at the forefront of promoting sustainable handicrafts. Through their businesses, they champion eco-friendly materials, ethical production methods, and fair trade practices. Their dedication to sustainability isn't merely a business strategy; it's a genuine effort to reduce environmental impact and encourage responsible consumption. In the realm of fashion, these female entrepreneurs lead the way in presenting sustainable fashion alternatives.

They design clothing and accessories that are not just stylish but also environmentally conscious, utilizing recycled materials and ethical manufacturing processes. In doing so, they contribute to the burgeoning global movement for sustainable fashion, setting an example for both consumers and the fashion industry.

On the social development front, shecopreneurs aren't just creating economic opportunities; they're actively involved in educating and empowering their communities. They serve as both personal and societal catalysts for development. They act as role models for countless women who aspire to reach their potential but often face societal barriers. By displaying unwavering determination, they empower these women to step out from the shadows and reach for the stars, harnessing their innovative ideas to contribute significantly to social and sustainable development. Through training programs and skill development initiatives, they equip local residents, particularly women, with the knowledge and skills necessary to excel in various fields. This commitment to education and capacity-building makes a substantial contribution to the social development of the region.

Economically, shecopreneurs serve as engines of growth by providing employment opportunities for the local population. Their businesses generate jobs and stimulate economic activity in Sambhal District, ultimately contributing to poverty reduction and enhanced

livelihoods. They not only achieve financial independence themselves but also empower other women to become self-reliant, both financially and in terms of shaping their lives according to their desires. Their efforts make a meaningful contribution to economic development, amplifying the agency of women in the process.

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