

**FIRST GENERATION WOMEN ENTREPRENEURSHIP IN INDIA  
A CASE STUDY ON FIRST GENERATION WOMEN ENTREPRENEUR**

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**Abstract**

*Women entrepreneur's has a bright future in India which supports family as well as exploring new vistas of economic participation. First generation of women entrepreneurship was rare in ancient India but now a day's women are more ambitious and aware about their rights and duties which create employment opportunities, independence and equality in the society. As first generation entrepreneur many of the women started their business from home itself, it reduces investment and it helps them to maintain work life balance at the same time. This case is about a First Generation Women Entrepreneurship who is working as exporter, wholesaler and supplier from Indore city. This case depicts the journey of Women Entrepreneur who started this business to promote Indian products worldwide. After having a deep thought and research base discussion both of them initiated this business from their workplace itself. The most important advantage of doing this business is that they invested their own earnings as capital in the business so that they are liable to themselves and initiated this business after a research as both of them are academicians as well. In this case they have shared the problems which they faced during the journey which is still going on with the practical learning's which they got from the market. This platform makes them to apply their theoretical knowledge to practical one.*

**Keywords:** *Entrepreneurship, Women Entrepreneur, Challenges, Opportunity, First Generation Entrepreneurs*