

THE ROLE OF WOMEN ENTREPRENEURS IN THE INDIAN TEXTILES INDUSTRY: A BOON TO TEXTILES INDUSTRY

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ABSTRACT

The role of women entrepreneurs in the textiles industry has garnered increasing attention as their contributions reshape the landscape of a historically male-dominated sector. This paper explores the dynamic and multifaceted role that women entrepreneurs play in the textiles industry, emphasizing their influence on market niche creation, innovation, sustainability and societal impact. By examining case studies, data and existing literature, this paper delves into the challenges and opportunities women entrepreneurs face and the transformative outcomes they bring to the industry. From reviving traditional craftsmanship to pioneering eco-friendly practices and fostering empowerment, women entrepreneurs are driving change that extends beyond business success. Through their efforts, they are not only transforming the textiles industry but also contributing to social progress and economic growth. This research underscores the critical significance of recognizing and supporting women entrepreneurs in the textiles sector for a more inclusive, innovative and sustainable future. This research paper delves into the significant role played by women entrepreneurs in the textiles industry. Women's participation in entrepreneurship has witnessed remarkable growth, particularly in traditionally male-dominated sectors like textiles. By analysing case studies, statistical data, and existing literature, this paper aims to shed light on the vital role that women entrepreneurs play in shaping the textiles industry's present and future landscape.

Keywords: Women Entrepreneurs, Textiles Industry, Innovation, Sustainability, Case Study.

Introduction

The textiles industry has been a cornerstone of human civilization for centuries, weaving the fabric of societies and economies alike. Traditionally, it has been a realm dominated by male entrepreneurs, reflecting historical gender norms and socio-economic dynamics. However, the winds of change are blowing and a new chapter is being written in the annals of the textiles industry as women entrepreneurs increasingly take centre stage. This transition is not just about a shift in ownership but also a transformation of perspectives, strategies and impacts.

In recent years, women entrepreneurs have been making their mark in the textiles industry, leveraging their creativity, resilience and business acumen to redefine the sector's contours. This shift is not only a triumph for gender equality but also an injection of fresh ideas and innovative approaches into an industry that has often been associated with tradition and convention. From sustainable fashion to artisanal craftsmanship, women entrepreneurs are reshaping the landscape of textiles by infusing it with their unique insights and ambitions.

This paper aims to delve into the multifaceted role that women entrepreneurs play in the textiles industry. By analysing their contributions, challenges, opportunities and impact, we seek to uncover the transformative power that women's involvement brings to this dynamic field. Through case studies, data analysis and a review of existing literature, we will explore how women entrepreneurs are rewriting the narrative of the textiles industry and paving the way for a more inclusive, innovative and sustainable future.

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As we embark on this exploration, it becomes evident that the journey of women entrepreneurs in textiles is not just about business but also about dismantling barriers, breaking stereotypes and creating avenues for empowerment. This paper aims to provide a comprehensive overview of the evolving role of women entrepreneurs in the textiles industry, offering insights into their accomplishments, the challenges they face and the promise they hold for shaping the industry's trajectory in the years to come. The textiles industry holds immense historical and cultural significance globally. It has long been dominated by male entrepreneurs, but in recent years, the industry has witnessed a notable rise in the participation of women entrepreneurs. This paper seeks to highlight the various ways in which women entrepreneurs have influenced and transformed the textiles sector.

Women Entrepreneurs in the Textiles Industry in India

- **Some Case Studies**

Examining the role of women entrepreneurs in the textiles industry in India provides valuable insights into the unique challenges and opportunities they encounter in a diverse and culturally rich environment. The following case studies shed light on how women entrepreneurs in India are making their mark:

Reviving Traditional Handicrafts

- **Case Study: Anita Dongre**

Anita Dongre, a prominent Indian fashion designer, has made significant strides in reviving traditional Indian textiles and handicrafts. Her brand emphasizes sustainable and ethical fashion while also empowering rural artisans. Anita Dongre's Grassroot initiative collaborates with rural artisans to create contemporary designs that incorporate traditional techniques. By blending modern aesthetics with traditional craftsmanship, she not only preserves heritage but also creates economic opportunities for marginalized communities.

- **Ethical Fashion for Sustainable Impact: Case Study: Meena Bindra**

Meena Bindra founder of Biba Apparels Private Ltd., a well-known Indian ethnic wear brand, focuses on combining traditional textiles with modern designs while promoting fair trade and ethical practices. Biba collaborates with artisans across India to create contemporary clothing that honours traditional craftsmanship. Bindra's journey showcases how women entrepreneurs can leverage their businesses to make ethical fashion choices accessible to a wider audience, fostering sustainable practices in the textiles industry.

Textile Innovations with Social Impact: Case Study: Anusha Chandrashekhar, Founder, Berrylush, Berrylush is a D2C women's apparel brand. Based in Noida, Berrylush was founded in 2018 by IIM graduate Anusha Chandrashekhar who had a dream of building a womenswear brand. Berrylush manufactures and sells female clothes including dresses, tops, jumpsuits and skirts. While manufacturing on their own was not their initial plan, the duo decided to manufacture products after getting damaged products, irregularities in rates and delays in production, from vendors.

- **Empowering Artisan Communities: Case Study: Shubhra Chadda (Chumbak)**

Shubhra Chadda, co-founder of Chumbak, an Indian lifestyle brand, embarked on a journey to celebrate and empower traditional Indian artisans. Her brand collaborates with local artisans to create contemporary textile products that celebrate India's rich cultural heritage. By bridging the gap between traditional craftsmanship and modern aesthetics, Chumbak not only preserves traditional skills but also creates sustainable livelihoods for artisans. This case study exemplifies how women entrepreneurs can intertwine business success with social impact, fostering cultural preservation and economic development.

- **Clothing Accessories and Innovation: Case Study: Shirin Mann**

Shirin Mann, Founder and Creative Director SAND Shirin Mann, the force behind handcrafted footwear brand NEEDLEDUST, ventured into clothing space with SAND (Such A Nice Day) in the first half of 2021. The pandemic-induced lockdown hit business of NEEDLEDUST, but it also gave Shirin time to conceptualise SAND. Shirin noticed a massive gap in the Indian fashion industry where majority of the brands use polyester and the like to make garments and Indians are wearing it, despite living in humid weather conditions. This made her spend over a year-and-a-half on extensive research and sampling fabrics that are made from natural fibres of rose petals, eucalyptus, aloe vera, lotus, banana and more, along with organic linen and cotton. SAND is a brand that celebrated all things simple, unrestrained and fluid, and positions itself as India's first fluid-fit, affordable luxury label. Shirin, with SAND, offers international silhouettes that will make women feel a lot more special.

- **Handloom and Handicraft Fusion: Case Study**

Hetal Desai and Lekhinee Desai, Co-founders, Indian Ethnic Co, Hetal Desai, who has done her Masters in Home Science from MS University, Baroda, has always been an ardent lover of handloom textiles. Hetal's daughters - Lekhinee Desai and Twaraa Desai - never had to buy readymade garments, for Hetal would source ethnic fabrics, design outfits and get it stitched by expert tailors. It was in 2016 that the Desai family, with no business background, decided to turn Hetal's passion for handlooms and designing into a business. Hetal and Lekhinee, as Chief Creative Directors headed sales and marketing respectively, and launched The Indian Ethnic Co. in 2016 and sold products rooted in Indian handloom and handicrafts via Instagram and Facebook. In 2018, the brand launched its e-commerce website. The Indian Ethnic Co. is a brand that promotes Indian culture ethnic culture and sustainable fashion. It also believes in celebrating real beauty by featuring women of all sizes, age, shapes and colours.

- **Empowering Women Artisans through Traditional Handicraft: Case Study: Ruma Devi**

Ruma Devi is an Indian social worker, fashion designer and traditional handicraft artist from Barmer, Rajasthan. Ruma devi received the "Nari Shakti Puraskar 2018" the highest civilian honour for Women in India. She is associated with a network of over 30,000 rural women trained them and linked them to the livelihood and empowering women at the grass root level. She is now working towards promoting the craft of tribal artisans and minorities of all over India to get their craft and hands behind craft recognized. Ruma Devi's story underscores the transformative power of individual efforts in the textiles industry. Her commitment to preserving traditional techniques, empowering women, and creating sustainable livelihoods has left an indelible mark on the sector, showcasing the potential for positive change through entrepreneurship and community engagement.

These case studies underline the pivotal role of women entrepreneurs in India's textiles industry. They showcase the entrepreneurs' ability to weave together business acumen, cultural preservation, social impact, and sustainability. By celebrating and learning from these women's journeys, we gain insights into how their efforts are shaping the Indian textiles landscape and inspiring future generations of women entrepreneurs.

Market Niche and Innovation

In the rapidly evolving textiles industry, women entrepreneurs are carving out distinctive market niches and driving innovation in ways that are reshaping the landscape. Their fresh perspectives, creative approaches, and emphasis on sustainable practices have sparked new trends and transformed traditional business models. This section explores how women entrepreneurs are influencing market niches and fostering innovation within the textiles industry.

- **Diverse Market Niches:** Women entrepreneurs are identifying and capitalizing on niche markets that cater to specific consumer needs and preferences. These niches often reflect a deep understanding of emerging trends and evolving customer demands. For instance:
- **Ethical Fashion:** Women entrepreneurs are championing ethical sourcing, sustainable materials, and transparent supply chains, appealing to environmentally conscious consumers.
- **Artisanal Craftsmanship:** Many women-led ventures focus on preserving traditional craft techniques, creating a niche market for handmade and unique textiles that celebrate cultural heritage.
- **Inclusive Sizing:** Some entrepreneurs are addressing the lack of inclusivity in sizing, designing textiles that cater to a diverse range of body types.
- **Functional Fashion:** Women entrepreneurs are integrating technology and functionality into textiles, such as clothing with smart textiles for enhanced comfort and performance.

Innovative Design and Production: Women entrepreneurs bring fresh and innovative design concepts to the textiles industry. Their unique perspectives lead to the development of textiles with novel patterns, colours, and textures. Additionally, their willingness to experiment with unconventional materials and techniques results in products that stand out in the market. By pushing boundaries and embracing innovation, they challenge the status quo and inspire the industry to evolve.

- **Sustainability and Eco-Friendly Practices:** Women entrepreneurs often prioritize sustainability in their textile ventures. They explore eco-friendly materials, adopt low-impact production methods, and promote circular economy principles. Their emphasis on reducing waste and minimizing environmental harm sets a precedent for more responsible practices within the industry. These efforts not only attract environmentally conscious consumers but also compel other market players to reevaluate their practices.

Collaborations and Cross-Sector Partnerships: Women entrepreneurs are adept at forming partnerships that bridge different sectors and industries. Collaborations with technology companies, designers, artists, and social enterprises contribute to the cross-pollination of ideas and the creation of textiles that transcend traditional boundaries. These partnerships lead to the development of textiles with unique aesthetics and functionality.

- **Customer-Centric Approaches:** Women entrepreneurs often excel at understanding and connecting with their target audience. Their ability to empathize with consumers' needs and preferences enables them to design textiles that resonate deeply. By placing the customer at the centre of their business strategies, they foster loyalty and cultivate a dedicated following.

In conclusion, women entrepreneurs are redefining market niches and driving innovation in the textiles industry through their diverse approaches, sustainable practices, and customer-centric mindsets. Their ability to identify untapped opportunities and respond to emerging trends positions them as catalysts for change in an industry that is continually evolving. As they push the boundaries of tradition and embrace innovation, women entrepreneurs are setting a new standard for what textiles can achieve in terms of aesthetics, functionality, and societal impact.

Challenges Faced by Women Entrepreneurs

While women entrepreneurs in the textiles industry are making significant contributions and driving innovation, they also encounter a range of challenges that can impact their journey. These challenges often stem from gender bias, industry dynamics and broader socio-economic factors. Recognizing and addressing these challenges is essential to fostering an environment where women entrepreneurs can thrive. Here are some of the key challenges they face:

- **Gender Bias and Stereotypes:** Women entrepreneurs frequently encounter gender bias and stereotypes that undermine their credibility and hinder their progress. In the textiles industry, where traditionally male leadership has been the norm, women may face skepticism about their knowledge and capabilities. Overcoming these biases requires resilience and a consistent demonstration of expertise.
- **Access to Funding and Resources:** Securing funding remains a significant challenge for women entrepreneurs in textiles. Gender disparities in funding allocation persist, making it harder for women to access the capital needed to start and scale their ventures. Limited access to financial resources can impede growth and innovation, hindering their ability to compete effectively in the market.
- **Networking and Mentorship Opportunities:** Established networks and mentorship play a crucial role in entrepreneurial success. However, women entrepreneurs may find it challenging to access these opportunities, especially in male-dominated industries like textiles. A lack of mentors who can provide guidance, advice, and introductions to industry contacts can hinder their professional growth.
- **Work-Life Balance and Family Responsibilities:** Balancing the demands of entrepreneurship with family responsibilities can be particularly challenging for women. The textiles industry often involves long hours and intense periods, making it difficult to manage family commitments. This challenge may lead to women entrepreneurs having to make difficult choices between their business aspirations and personal life.
- **Perceived Lack of Technical Expertise:** In some cases, women entrepreneurs in textiles may face skepticism about their technical knowledge and expertise, particularly in areas such as textile engineering, production processes, or technical design. Overcoming this perception requires a commitment to continuous learning and demonstrating competence through their work.
- **Navigating Male-Dominated Supply Chains:** The textiles industry often features male-dominated supply chains, which can create challenges for women entrepreneurs trying to negotiate and collaborate within these networks. Overcoming the barriers of male-centric business relationships requires assertiveness and strategic relationship-building.
- **Market Competition and Differentiation:** The textiles industry is highly competitive, with established players and new entrants vying for market share. Women entrepreneurs must find innovative ways to differentiate their products and services to stand out in a crowded marketplace.

- **Scaling and Expansion Challenges:** Scaling a textiles business requires careful planning, investment, and operational adjustments. Women entrepreneurs may face unique challenges when expanding, including finding suppliers, managing production, and maintaining quality control.

Addressing these challenges requires a multi-faceted approach involving industry support, policy changes, and cultural shifts. Recognizing the value that women entrepreneurs bring to the textiles industry and providing them with the resources, mentorship, and opportunities they need will not only benefit individual entrepreneurs but also contribute to the industry's overall growth and innovation.

Opportunities and Impact

Women entrepreneurs in the textiles industry are not only overcoming challenges but also seizing opportunities to make a significant impact on various fronts. Their innovative approaches, commitment to sustainability, and dedication to empowerment are shaping the industry and the communities they serve. This section explores the opportunities they leverage and the far-reaching impact they create:

- **Empowerment Through Employment:** Women entrepreneurs often prioritize hiring and empowering other women, particularly in regions where textiles are a vital economic activity. By providing job opportunities and skill development, they contribute to the socio-economic advancement of women in communities. This empowerment creates a positive ripple effect, enhancing gender equality and local prosperity.
- **Preservation of Cultural Heritage:** Many women entrepreneurs focus on reviving and sustaining traditional textile techniques and crafts. Through collaborations with artisans, they ensure that ancient skills and cultural heritage are preserved and passed down to future generations. This preservation not only maintains cultural identity but also contributes to the uniqueness of their products.
- **Innovation in Sustainable Practices:** Women entrepreneurs are at the forefront of driving sustainable practices in the textiles industry. Their emphasis on ethical sourcing, responsible production, and eco-friendly materials sets new standards for the industry. By showcasing environmentally conscious approaches, they inspire other stakeholders to adopt similar practices, promoting a more sustainable future.
- **Market Disruption and Niche Creation:** Women entrepreneurs often identify market gaps and niche opportunities that cater to specific consumer needs. Their innovative product designs and personalized customer experiences disrupt traditional market dynamics and open doors for new trends. By driving such changes, they contribute to diversification and expansion within the industry.
- **Promotion of Social Responsibility:** Women entrepreneurs frequently integrate social responsibility into their business models. They engage in philanthropy, community outreach, and initiatives that support underprivileged individuals. This commitment to social impact resonates with consumers who prioritize brands with a sense of purpose.
- **Digital Transformation and E-Commerce:** Women entrepreneurs are capitalizing on the digital era by leveraging e-commerce platforms and social media to reach a global audience. Through strategic online marketing, they expand their market reach beyond geographical boundaries, showcasing their products to a diverse customer base.
- **Inspiring Future Generations:** Women entrepreneurs serve as role models, inspiring aspiring entrepreneurs, particularly young women, to pursue their ambitions in the textiles industry. Their success stories prove that determination, innovation, and dedication can break barriers and lead to business success.
- **Networking and Collaboration:** Many women entrepreneurs recognize the value of networking and collaboration. They build strong relationships within the industry, fostering a sense of community that encourages knowledge sharing, mutual support, and collective growth.

In conclusion, women entrepreneurs in the textiles industry are capitalizing on various opportunities to drive positive change and lasting impact. Their ventures go beyond business success, extending to empowerment, sustainability, cultural preservation, and innovation. By embracing these opportunities and making a meaningful difference, they contribute to the industry's transformation and pave the way for a more inclusive, innovative and socially conscious textiles landscape.

Future Outlook and Recommendations

The future of the textiles industry is being shaped by the dynamic contributions of women entrepreneurs who are pushing boundaries, driving innovation, and redefining norms. As we look ahead, recognizing the potential they hold and implementing supportive measures is crucial for maximizing their impact. Here's a glimpse of the future outlook and recommendations:

- **Future Outlook**
 - **Continued Innovation:** Women entrepreneurs will continue to be at the forefront of innovative practices, embracing technology, sustainable solutions, and creative designs to shape the future of textiles.
- **Market Disruption:** They will further disrupt traditional market dynamics, leading to the emergence of new trends, consumer preferences, and niche markets driven by their unique perspectives.
- **Global Reach:** With the rise of e-commerce and digital platforms, women entrepreneurs will expand their global reach, connecting with customers worldwide and contributing to the globalization of the textiles industry.
- **Social Impact:** Women entrepreneurs will deepen their commitment to social responsibility, weaving societal values into their business models and influencing the industry's broader approach to corporate citizenship.

Recommendations

Access to Funding: Governments, financial institutions, and venture capitalists should prioritize gender-inclusive funding programs that provide women entrepreneurs in the textiles industry with equal access to capital and resources.

- **Mentorship and Training:** Establish mentorship programs that connect experienced entrepreneurs with women entering the textiles industry. These programs can offer guidance, advice, and industry insights to help women entrepreneurs navigate challenges more effectively.
- **Networking Platforms:** Create networking platforms and industry events that specifically address the needs of women entrepreneurs. These platforms foster collaboration, knowledge sharing, and relationship-building within the textiles industry.
- **Educational Initiatives:** Introduce educational initiatives that focus on entrepreneurship, business management, and technical skills tailored to the textiles industry. Equipping women with these skills enhance their competitiveness and growth potential.
- **Gender-Inclusive Policies:** Encourage the development of gender-inclusive policies within the textiles industry that promote equal opportunities, fair wages, and work-life balance, allowing women entrepreneurs to flourish.
- **Research and Data Collection:** Conduct research and gather data on women entrepreneurs in the textiles industry to better understand their contributions, challenges, and impact. This information can inform targeted policies and initiatives.
- **Showcasing Success Stories:** Celebrate the achievements of women entrepreneurs through media coverage, awards, and recognition. Sharing success stories can inspire others and provide role models for aspiring entrepreneurs.
- **Support for Sustainability:** Provide resources and incentives for women entrepreneurs aiming to adopt sustainable practices in their textile businesses. This can encourage wider adoption of environmentally responsible approaches.

In nutshell the future of the textiles industry holds immense potential as women entrepreneurs continue to shape its trajectory. By implementing strategic recommendations and fostering an inclusive and supportive environment, we can ensure that their contributions are maximized, leading to a more vibrant, innovative, and equitable textiles landscape.

Govt. initiatives taken for women in India

In India, recognizing the importance of women entrepreneurs in various industries, including the textiles sector, the government has initiated several programs and schemes to support and empower women entrepreneurs. These initiatives aim to address challenges such as access to finance, training, networking and market opportunities. Here are some notable government initiatives taken for women entrepreneurs in the textiles industry in India:

- **Stand Up India Scheme:** This initiative aims to promote entrepreneurship among women by providing loans from Scheduled Commercial Banks to set up greenfield projects. The scheme aims to facilitate at least one-woman entrepreneur and one person from a marginalized community in each branch for entrepreneurship.
- **Mudra Yojana (Micro Units Development and Refinance Agency):** Mudra Yojana offers financial support to small businesses, including women-owned textile ventures, through loans provided by various financial institutions. It has different loan categories based on the business stage and funding requirements.
- **National Small Industries Corporation (NSIC) - Women Entrepreneurs Program:** NSIC offers various schemes and services to support women entrepreneurs, including skill development programs, training, and technical assistance. These initiatives are designed to enhance women's participation in the textiles and other industries.
- **Trade-Related Entrepreneurship Assistance and Development (TREAD) Scheme:** This scheme focuses on providing training, counselling, and market-related information to women entrepreneurs. It supports women in sectors like textiles, handicrafts, and handlooms.
- **Pradhan Mantri Employment Generation Programme (PMEGP):** PMEGP aims to generate employment opportunities in rural and urban areas by helping women entrepreneurs set up new projects. It provides financial assistance for starting micro-enterprises, including textile-related businesses.
- **Skill India Mission:** Skill India focuses on providing skill development training to women to enhance their employability and entrepreneurship capabilities. This initiative is crucial for women in the textiles industry, as it equips them with the necessary skills for various roles within the sector.
- **Udyogini Scheme:** Udyogini offers financial support, training, and marketing assistance to women entrepreneurs. It aims to empower women in various sectors, including textiles, by helping them set up and grow their businesses.
- **Weavers' Comprehensive Welfare Scheme (WCWS):** This scheme targets the welfare of weavers, a significant portion of whom are women, by providing financial assistance, training, and market linkage support. It focuses on improving the socio-economic conditions of women involved in weaving and related activities.

These government initiatives play a crucial role in creating an enabling environment for women entrepreneurs in the textiles industry in India. They provide much-needed support in terms of finance, training, and networking, contributing to the growth and empowerment of women entrepreneurs in this sector.

Women's Different Means of Contribution in Textiles Industry

However, women have historically played a significant role across various aspects of the textiles industry. Here's a general overview of their contribution:

- **Production and Labor Force:** In many countries, a substantial portion of the labour force engaged in textile production consists of women. Women often work in roles such as sewing, weaving, cutting, and quality control in both industrial and artisanal settings.
- **Artisanal and Craft Sectors:** Women have traditionally been at the forefront of artisanal and craft sectors within the textiles industry. Many traditional textile techniques, especially in handloom and handicrafts, are passed down through generations of women artisans.
- **Design and Fashion:** Women have made significant contributions to textile design and the fashion industry as designers, stylists, and creative directors. They drive trends, introduce innovative designs, and create market demand for various textile products.
- **Entrepreneurship:** There's a growing trend of women launching their own textile-related businesses, ranging from sustainable fashion brands to textile startups. Women entrepreneurs contribute to market diversification and innovation.
- **Supply Chain and Sustainability:** Women have taken on leadership roles in promoting sustainable and ethical practices within the textile supply chain. They lead initiatives related to fair trade, organic materials, responsible production, and social impact.
- **Education and Skill Development:** Women's participation in the textile industry is often influenced by access to education and skill development programs. Efforts to provide training and education in textile-related fields empower more women to enter the industry.

Conclusion

The textiles industry, once characterized by traditional norms and male-dominated leadership, is undergoing a transformative shift, thanks to the vital contributions of women entrepreneurs. Their resilience, innovation, and commitment to sustainable practices are reshaping the industry's landscape in profound ways. As we reflect on their role and impact, it becomes evident that women entrepreneurs are catalysts for change and progress, driving not only business success but also societal transformation.

Women entrepreneurs in the textiles industry have shown remarkable ingenuity by identifying niche markets, embracing innovation and incorporating sustainable practices into their ventures. Their endeavours have led to the revival of traditional craftsmanship, the introduction of eco-friendly materials and the creation of products that cater to diverse consumer needs. By pushing boundaries and defying stereotypes, they are opening new avenues for growth and development within the industry. Despite their successes, women entrepreneurs also face challenges, from gender biases and funding disparities to balancing family responsibilities. However, these challenges have not deterred them; instead, they have fuelled their determination to overcome obstacles and pave the way for future generations of women in the textiles industry.

Looking forward, the future of the textiles industry appears promising and dynamic. Women entrepreneurs will continue to be at the forefront of innovation, sustainability and market disruption. Their influence will extend beyond business profits, influencing the industry's social responsibility practices and cultural preservation efforts. To fully harness the potential of women entrepreneurs in the textiles industry, it is essential to provide them with equal access to funding, mentorship and networking opportunities. Creating a supportive ecosystem that nurtures their growth, recognizes their contributions and celebrates their achievements is pivotal.

In conclusion, women entrepreneurs are redefining the textiles industry, challenging norms and inspiring positive change. Their journey represents a powerful narrative of empowerment, innovation and resilience. By recognizing their pivotal role and championing their cause, we can foster a textiles industry that is diverse, inclusive and poised for a sustainable and prosperous future.

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