

## **Mumpreneurs: The New Face of Women Entrepreneurship**

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### **Abstract**

Women entrepreneur is one who has faith on her capabilities, who believes in her ideas and creativity, who is ready to accept her mistake and rectify them and has the ability to take clear decisions. Women entrepreneurship as a group of women who have broken away from the beaten track and are exploring new avenues of economic participation and a desire of doing something on their own.

Woman in 21st century is no longer restricted to the single role of home maker but is now considered as a multitasking machine that has a talent of raising the family while generating an income by being Mumpreneurs. Woman owns the power to change the world, she can be a dutiful daughter, a loving wife and a successful entrepreneur all at the same time. She has an inbuilt quality to balance both her career and family simultaneously. Today women have proved the world that they can perform better than men by entering into sectors which were known to be male dominated and have written their success stories. The trend is visible in business sector that they have climbed up the corporate ladder and have struck out on their own as entrepreneurs. Some of these women are mothers who manage their lives on their own terms. It is clear from the recent trend that the Mumpreneurs will be a new face of women entrepreneurship. As kids are no longer a barrier to business success but it is seen as opportunity for those who have taken up the role of mother. The term Mumpreneurs was coined to describe such women, who juggle the responsibilities of parenthood with the exciting but uncertain world of self employment. Business ideas are inspired from the pregnancy, motherhood, babies and children or woman's new role as a

mother and work hours are designed around the kids.

Although, there is a rise in Mumpreneurs network but still many Mumpreneurs are not working on their great ideas, this is due to the fact that their journey of being entrepreneurs is full of thorns such as lack of resources for raising the capital, lack of family support, lack of technology, lack of skill of doing business etc. Mumpreneurs are engaged in the business of storey telling clubs, clothing for pregnant woman and for children, educational games, nursery wall art and pictures for children's bedrooms, specially designed baby carrier for working women, breastfeeding scarf which provide support without the need for a cushion etc.

In the backdrop, paper emphasis on concept of entrepreneurship, meaning of women entrepreneurship and Mumpreneurs in section 1, state-wise development of women entrepreneurship in India in 2010-11 in section 2, challenges faced by Mumpreneurs in section 3, success mantra to be a successful Mumpreneurs in section 4, examples of success stories of Mumpreneurs india and abroad discussed in section 5 followed by conclusion in section 6.

### **OBJECTIVE OF STUDY:**

The main objective of the study is to highlight the growth of women entrepreneurship in India and initiatives taken by government for women entrepreneurship along with other institutions in India. The other objectives are:

- to study the state wise development in women entrepreneurship
- to analyze the problems faced by women

- to identify the traits of successful women entrepreneurs
- to study the success mantra to be successful Mumpreneurs
- to analyze the success stories of various women entrepreneur in India.

### RESEARCH METHODOLOGY:

The study uses qualitative data and includes mostly primary as well as secondary data to draw conclusions. The secondary sources would include various Indian government resources like planning commission report, world bank database, human resources development reports, economic survey and government policies in favors of women entrepreneurship. The secondary data is bases on scattered ideas from books, journal and research articles.

### INTRODUCTION

The purpose of this paper is to explore women and entrepreneurship and more explicitly those women referred to as Mumpreneurs. Mumpreneurs is a new dimension to entrepreneurship. The creator of this Earth GOD never outlined the gender differences as far as fundamental and natural rights are concerned but Indian society was unable to understand the system of God and women who are considered as goddess in Indian methodology ironically has to face many discrimination from womb to tomb and in order to make their swim through the system of discrimination they need to be made self dependent which is possible by providing education and empowerment. The pathway for empowerment is Women Entrepreneurship. Women constitute half of the population of the world and their contribution is essential in modernization and harmonious development of the nation. The emphasis with regard to women entrepreneurship is to equip her multiple roles as a mother, daughter, sister and wife.

Entrepreneurship is the vital instrument on women development and the process of

economic development of both developed and developing countries. So, both men and women should contribute to the development of nation's economy but in India entrepreneurship is dominated by men. Women participation is low as compared to men due to gender discrimination, no family support, culturally they are to look after the family and confirm within the four walls of the house. But now due to government support and support of other institutions women are acquiring education and performing the role of entrepreneurs, they are writing their success stories in the male dominated society. Women in today's world is multi tasked as a homemakers, business women, service holders and now as entrepreneurs contributing to the family income and thinking out of the box.

The period of motherhood is a beautiful period in every woman's life, but for working women it is very difficult to accomplish the duties and responsibilities of the corporate world along with infants, many women have to quit their jobs and career development for family management, but nowadays trend has changed women after becoming mother start their own business getting the ideas from motherhood. Thus, the role changes from an employee to employer. Many women work from their home which helps them to develop a work life balance, some work when their kids have gone to school or are sleeping. This helps the mumpreneurs to work at flexible timings and they don't have to answer anybody. Thus Mumpreneurs is a new phase of women entrepreneur which is grabbing the speed not only in India but abroad too.

### CONCEPT OF ENTREPRENEURSHIP

The term entrepreneurship has been defined in various ways by different authors. The word entrepreneurship came from entrepreneur which in turn is derived from the French word 'entreprendre' which means to undertake. Over the years the term has been used in various forms such as in 1897 Oxford English dictionary defined the term Entrepreneur as the

director or the manager of public musical institution, one who gets up entertainment arranged, especially musical performance. In early 60s it referred to military expeditions whereas in 70s it covered civil engineering activities. In 21st century it refer to any person starting a new venture or trying a new opportunity. According to Webster "entrepreneur is one who organizes, operates and assume the risk in a business venture in expectation of gaining the profit"

### **CONCEPT OF WOMEN ENTREPRENEURSHIP**

The term Women Entrepreneurship refers to an act of business venture initiated, managed or controlled by women that empower women economically and strengthen the position of women in the society. The women who start their own enterprise is known as women entrepreneurs. As per the definition given by Government of India women entrepreneurship is "An enterprise owned and controlled by a Women and having a minimum financial interest of 51% of the capital and giving at least 51% of the employment generated in the enterprise to Women".

Women Entrepreneurship is the result of changing family structure and the perception of women towards contributing to family income and as contextual factors which are gender biases are reducing in business world and technology has enabled women to work from anywhere and at anytime according to their convenience. Women are now becoming aware of their rights and conscious of their roles. Thus, we can further define women entrepreneurship as a group of women who have broken away from the beaten track and are exploring new avenues of economic participation and a desire of doing something on their own.

Women entrepreneurs are key players in any developing country as they have various qualities needed to be successful such as they are the risk bearer, face uncertainty with great confidence, patiently wait for good returns,

having skills for building sound organization by assembling, coordinating and managing the other factors namely land, labour and capital. Woman entrepreneur is one who has faith on her capabilities, who believes in her ideas and creativity, who is ready to accept her mistake and rectify them and has the ability to take clear decisions.

The factors that provide distinguished identity to women entrepreneurs are the willingness to work hard , goal oriented, she work to meet challenges and to serve the society, energetic with good leadership skill, having a mission and a clear vision.

### **Studies on MUMPRENEURS**

Mumpreneurs is a new phenomenon of integrating motherhood and entrepreneurship with the desire to create a better environment for their family and overall community. In other words it means mothers involved in entrepreneurial activities. Instead of returning to formal workforce they create a new business around their family environment and circumstances.

Mumpreneurs is a new emerging trend that takes on the concept of entrepreneurship into family businesses. It is a part of female entrepreneurship that describes women who start their own business venture besides taking the role of being a mother. Mumpreneurs do not limit their business activities within the baby products and services domain, despite research indicating such a preference. The term "Mumpreneur" was conceptualized by Patricia Cobe and Ellen H. Parlapiano over a decade ago. Today's technological innovations and internet capabilities further allow home-based businesses which are a possibility for every mother to market its products (Bower, 2005). An unconditional love of motherhood leads mothers to innovatively develop more suitable products for their babies—being the mother of invention. Having seen an unexploited business opportunity, the initial products for their own

babies then become commercialized to other mothers. In developing countries, business practices of Mumpreneurs even decrease the effect of discrimination against women in labour market. (Weiler and Bernasek, 2001; Moore, 2003). Mumpreneurs and their desire to spend more quality time on their babies and family, hence a very clear objective is set to balancing family and work, whereas the traditional workforce does not allow them to have such significant flexibility and independence. For career oriented women staying at home and caring for their babies result in boredom, loneliness etc thus, the new venture fills new energy in their lives, create self- fulfillment, autonomy and self-esteem. Mumpreneurs enjoy more stimulation than motherhood alone can provide.

### DEVELOPMENT OF WOMEN ENTREPRENEURSHIP

Women has been successful to certain extend to create a niche in the male dominating society, everywhere we can hear women talking about building small usually home based businesses and are more ambitious. A study conducted online reveals the fact that women started their business between the ages of 20 and 30. The table 1 shows the result of biographical information of Participating Women Entrepreneurs.

The table 1 shows various variables which are to be considered when participation of women as entrepreneurs is to be analyzed. the picture is quite clear from the table 1 that women between the age group of 30-49 years are more inclined toward building their own business as compared to those who are in age bracket of 19 years to 29 years , the reason behind this is that women when reaches 30 years and above are more experienced, more determined and can manage family and their work life easily, they have knowledge and expertise, they can identify the opportunities which is not possible at the age of 19 years as this is the learning face.

TABLE1: Result Of Biographical Information Of Participating Women Entrepreneurs.

Variables	Frequency	Percentage
Age Group Category		
Less than 19 years	-	-
20 - 29 years	-	-
30 - 39 years	21	38.89%
40 - 49 years	23	42.59%
50 - 59 years	08	14.81%
Above 60 years	02	3.70%
Marital status		
Single	04	7.41%
Married	37	68.52%
Divorced	02	3.70%
Widowed	10	18.52%
Highest academic qualification		
lower junior	11	20.37%
Junior	04	7.41%
Metric	10	18.52%
Certificate	06	11.11%
Diploma	08	14.81%
Degree	09	16.67%
Post-graduate degree	06	11.11%

The second variable that is marital status shows that women who are married shows highest participation rather than single women, reason being women who is married has family support, support of the husband, as family increases need increases thus there is a need for increase in income. The third variable i.e. academic qualification reflects that women who are less educated: who studied till fifth standard show higher participation as compared to post graduate women this is because women with highest qualification can earn something by getting a good job in any sector of economy whereas women who are less educated can earn something by starting her own small businesses.

The study further shows the position of women entrepreneurs in different state of India as per CMIE REPORT 2011 in Table 2 given below.

TABLE 2: Women Entrepreneurship in India

States	No. of units registered	No. of women entrepreneurs	Percentage
Tamil Nadu	9618	2930	30.36
Uttar Pradesh	7980	3180	39.36
Kerala	5487	2135	38.91
Punjab	4791	1618	33.77
Maharashtra	4339	1394	32.12
Gujarat	3872	1538	39.72
Karnataka	3822	1026	26.84
Madhya Pradesh	2967	842	28.38
Other States & UTs	14576	4185	28.71
Total	57452	18848	32.82

Source- CMIE Report 2011

Table 2 presents a clear picture that Uttar Pradesh with 39.84% highest in the list that means large number of women are self employed in this state followed by Gujarat, Kerala and Punjab. But, Karnataka is with least contribution of only 26.84% in the list.

The next finding shows the comparison of women participation in entrepreneurial activities in comparison to developed nations of the world that has huge capital, has more education and independence in comparison to India where women are bounded by various customs, taboos and are less independence. The table 3 below shows the data on women entrepreneurship across the world

TABLE 3: Status of Women Entrepreneurship across the World

Country	Percentage
India	31.6
USA	45
UK	43
Canada	42
Indonesia	40
France	38
Sri Lanka	35
Brazil	35

Source - World Bank Report 2010-11

The study reveals that the women entrepreneurship is low in India in comparison to other selected countries of the world. India shows 31.6% of women work participation as compared to USA having 45% followed by UK 43%, Canada 42%, France 38%, Indonesia 40%, Sri Lanka and Brazil 35%. India needs to improve women participation by implementing various policies and infrastructure.

### **CHALLENGES FACED BY MUMPRENEURS**

The changing role of women in business is being gradually acknowledged, the journey is still being fraught with immense challenges. Women entrepreneur faces superfluity of problems when it comes to embarking upon their own entrepreneurial venture. Resembling men, women can run their own businesses across a variety of markets and industries. However it is not easy to start a business while also being a mother. Some of the barriers are discussed as below:

#### **1) Lack of confidence:**

Our society from the ancient times have made women depend on the other members in the family for work, for taking decision, the result is women have less confidence on their capabilities, strength etc. even they do not get support of family members easily. Although the situation is changing over times but still further change is required.

#### **2) Lack of finance:**

Raising finance for the venture is difficult for Mumpreneurs as Banks and other financial institutions do not consider Mumpreneurs as serious applicants for setting up their ventures and hesitate to provide finance. Also very few women have family property in hand thus they have no asset to mortgage for finance.

#### **3) Socio-cultural Disturbance:**

women has to play many roles in her life as a mother, daughter, wife etc and each role is associated with duties and responsibilities thus she needs to balance between the work and family, such balancing sometimes become

barrier for Mumpreneurs.

#### **4) No Managerial Skills:**

This is another problem encountered by majority of Mumpreneurs due to which women depends on other persons like office staff, middlemen who pocket huge surplus. Skills here refer to day to day management and long term strategic development. Women are required to develop their skills by attending workshops, seminars etc.

#### **5) Lack of marketing Skills:**

Moving in and around the market is a tough job for women entrepreneurs as compared to male entrepreneurs, they lack in market strategies, in market research techniques and again they have to depend on others.

#### **6) Lack of education and awareness:**

For setting a successful enterprise one needs to be dynamic and adapt with the change in the society like the change in technology, change in trend etc. and to be dynamic one needs to be highly educated but in the country like India the literacy rate among women is low in comparison to male population so they do not possess knowledge about technologies, know-how etc. which affect their business ventures adversely.

#### **7) Mobility Constraint:**

Women lack confidence in moving day and night and to different regions and States in comparison to men. This is due to the conservative ideology of Indian Society.

#### **8) Lack of Knowledge of availability of raw material:**

Entrepreneur needs to have knowledge of availability of sources of raw materials to run the business successfully. Mumpreneurs lack such knowledge and skills of negotiating which in turn affects the business ventures.

### **SUCCESS MANTRA FOR BEING A SUCCESSFUL MUMPRENEUR**

Women are considered as multi-tasking species

and are capable of raising money through business venture being mumpreneurs. But, there are hurdles in setting the business thus there are some tips for successful business venture undertaken by Mumpreneurs which are mentioned below:

Jane Hopkins, creator of [www.mumsclub.co.uk](http://www.mumsclub.co.uk), the free business club for entrepreneurial mums, gives us these top tips on how to be a Business Mum.

1. Be realistic about your IDEA
2. Be realistic about your TIME
3. Research your product or service effectively
4. What is unique about your product or service?
5. Manufacturing
6. Distinguishing who to sell to, and who not to sell to.
7. Don't give freebies to friends & family
8. Get the Work life balance...to balance!
9. Don't forget your Marketing momentum.
10. Get your branding right
12. Don't get distracted!
13. Never underestimate the power of networking – but get it right!
14. Get a business plan...and stick to it
15. Do not procrastinate!
16. Don't focus too hard on the profit.
17. Do have enough money?
18. Create a lean mean business machine!
19. New business can fail because they run out of money
20. Access to Funding
21. Always enjoy what you do

The time is ripe for more moms to take on entrepreneurship and provide employment to the workforce. Special entrepreneurship

programmes and policies for women will further help pave the way forward for women.

## EXAMPLES OF SUCCESSFUL MUMPRENEURS

This section focuses on those Mumpreneurs who have written their success story and who inspired other women to work for the community as being mothers. These women have proved that motherhood is not a limitation for a woman but an opportunity to build her identity, to build their self-esteem etc. Following are the examples:

1. Nazia Ali Sarfaaz : She believes a woman has the power to change the world, through balancing both her career and home. She is a mother of two and owns a venture named Baking Express of homemade customized cakes and cupcakes in Bangalore. Nazia has studied in various schools in different parts of India like Notre Dame Academy, Patna, Sri Shikshayatan School, Kolkata, and St Vincent Convent, Balasore. She did her graduation and Post-Graduation in Microbiology from Garden City College, Bangalore. He got married to a software engineer. She was earlier working as a Medical Coder till 2009 in Bangalore but after two kids she left the job and motherhood took most of her time. But she wanted to do something for herself and one day she saw her friend baking the cup cake for her son so she decided to bake the one for her daughter too, thus she was bitten by baking bug and discovered a new passion for baking which led to Baking Express.

2. Deepti Artish: She believes that success is not going to come overnight always believe in your ideas, set correct goals and never give up. She has a daughter who is a great inspiration for her venture named MumsUnited which deals in clothes and accessories for kids and their family. She wants to make MumsUnited voice of mums which means what mums like to effectively offer , what deals they wants, their wish list and their experiences.

3. Roopali Srivastava: She believes that having

children is not an obstacle; it becomes an obstacle when people think it is. Many in India do so, but it is not a sufficient reason to give up. Roopali quotes Mahatma Gandhi when she says, "Every worthwhile accomplishment, big or little, has its stages of drudgery and triumph: a beginning, a struggle and a victory." She is a NIFT graduate from Delhi with a career in fashion and lifestyle retail, which has clearly exemplified the concept since she used to started the e-commerce platform for kids, known as Greenkins. Earlier she worked with Mark and Spencer as a general manager of their franchise branch in India. Few years ago, Roopali became mother of a girl and was soon fully immersed into an ocean of baby clothes, toys and accessories. In her research, she came across natural products such as organic cotton, natural nontoxic coloring material, wooden toys, and water based paints, etc. The idea is for Greenkins to be a one-stop resource for parents looking for safe, stylish and sustainable lifestyle for children. They had initially started out as being a purely online player but are now actively looking at combining offline initiatives to build the brand and increase the touch points with their customers. Being a mum, she has been a fundamental part of Roopali's venture. Her daughter is a precious "consultant". With a mother so involved in quality products for kids, her daughter often enjoys the opportunity to try different organic toys and her feedback contributes to improving the quality of what Greenkins offers.

4. Nirmala Kandalgaonkar: Founder of vermi-composting tool provider Vivam AgroTech, grew up in small-town Maharashtra and decided to launch a rural venture after her children reached school age. She applied her science degree to develop controlled-environment products for soil engineering using earthworms. She had to travel extensively for promotion and training activities, and eventually got government support after a Pragati Maidan exhibition as well as a TiE award. The company now works with large

corporate and self-help groups for bio-gas projects.

5. Dipali Sikand: Founder of Les Concierges, grew up in Calcutta. She was active in politics, but then moved into HR. Her marriage unfortunately fell apart and she was left with a baby and no financial resources. Still she carried on with HR assignments in cities like Bangalore, and then discovered a need for personalised 'concierge' services for busy managers in IT companies. Customers such as Wipro and IBM paid well for these services, and Dipali also branched out to start music and dining venue Kyra in Indiranagar. The next stop for Les Concierges is Cairo.

## CONCLUSION

The paper highlights that increasing numbers of Mumpreneurs and rapid growth of their businesses have proved the reason why a mother can succeed as an entrepreneur. Women have the abilities to break through the hurdles that hinder their business developments. Global and domestic economic prosperity will be successful and sustained when all citizens regardless of gender are proactive and empowered in entrepreneurial activities. Political, legal and cultural factors also directly manipulate the development of the activities of the country. This calls for a change in business environment, social institutions and government to better support women being Mumpreneurs to develop their social and financial capital, and boosting self-confidence to establish the business. Global and domestic economic prosperity will be successful and sustained when all citizens regardless of gender are proactive and empowered in entrepreneurial activities. Political, legal and cultural factors also directly manipulate the development of the activities of the country. This calls for a change in business environment, social institutions and government to better support women being Mumpreneurs to develop their social and financial capital, and boosting self-confidence to establish the business.



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