

# EXPLORING THE ROLE OF NYKAA IN FOSTERING WOMEN ENTREPRENEURSHIP AND EMPOWERMENT IN THE BEAUTY INDUSTRY

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## Abstract

*The term "women empowerment" describes the establishment of an atmosphere in which women are empowered to make choices that will benefit both society and themselves. Women's empowerment is the process of giving them more social, economic, political, and legal clout in order to guarantee their equal rights and give them the self-assurance to assert those rights. The former investment banker Falguni Nayar founded Nykaa in 2012, and since then, it has quickly expanded to rank among India's top online stores for cosmetics, skincare, haircare, fragrances, and other products linked to beauty. The paper demonstrates how Nykaa's omni-channel presence, carefully chosen product line, creative content marketing, and brand alliances transformed the Indian online cosmetics sector. This research attempts to shed light on the tactics used by Nykaa to support gender diversity, encourage female entrepreneurship, and empower female customers through its creative approach to beauty retail by using the company as a case study. This study offers insights into the larger implications of women's empowerment in the corporate sector and its ability to drive social and economic change through a combination of qualitative analysis and empirical evidence.*

**Keywords:** Women in Business, Women Empowerment, Online beauty industry, E-commerce Company

## OBJECTIVES

- To investigate Nykaa Retailers Pvt. Ltd.'s contribution to women's leadership and entrepreneurship in the beauty and wellness sector
- To evaluate how Nykaa's business model affects female consumers in terms of their access to a variety of cosmetic goods, self-expression as a means of empowerment, and purchasing habits
- To investigate the obstacles Nykaa faces in promoting gender diversity and inclusivity; and the methods used to overcome them

## REVIEW OF LITERATURE

- In (1), Ritwik Saraswat and Remya Lathabavhan have highlighted the critical role that women play in promoting economic growth and to stress the significance of their active involvement in determining the direction of India's economy.
- In (2) Vyshnosri Pendyala, underscores how e-commerce platforms are changing how consumers behave in the beauty and cosmetics sector, using Nykaa as a well-known case study. Businesses looking to navigate the changing e-commerce landscape can benefit greatly from this study's elucidation of the major elements influencing customers' online buying choices. Looking ahead, realising the full potential of internet shopping in the cosmetics industry will require ongoing research and innovation.
- In (3), Neha Tiwari has explained that encouraging women to start their own businesses in India calls for a multifaceted strategy that takes into account diversity, takes lessons from successful local practices, assesses current laws, and makes research investments to support well-informed decision-making. India can seize

important chances for social and economic progress by tackling these issues and utilising the potential of female entrepreneurs.

- In (4), Mr. A. David highlights the changing nature of internet marketing and how it affects customer behaviour. Customers are using online platforms more frequently for social media, shopping, and media consumption as internet literacy rises. Even though there are many benefits to internet marketing, such as information availability and participation, worries over user safety still exist. However, in an increasingly digital environment, social media marketing offers businesses a great chance to communicate with customers and build brand loyalty.
- In (5), Suchitra & Ramesh Pai have highlighted how Nykaa's e-retailing success serves as an example of how the digital marketplace can change lives. Through the implementation of creative tactics, flexibility in response to shifting market conditions, and a focus on client pleasure, Nykaa has not only successfully navigated the difficulties presented by the COVID-19 pandemic, but has also grown significantly and gained market share. The success story of Nykaa provides insightful information for businesses and entrepreneurs looking to prosper in the digital age, particularly as e-commerce continues to change.
- In (6), Dr. Tapesh Kumar Dubey, Keya .K. Patel, Malav .V. Patel offer insightful information about Nykaa cosmetic product satisfaction and consumer purchasing behaviour. Their study aims to improve understanding of the changing dynamics of e-commerce in the cosmetics business by analysing the effects of advertising channels, assessing customer behaviour across various demographics, and identifying critical elements impacting purchasing decisions.
- In (7), Dr.B.Ramesh emphasises the value of giving women entrepreneurs access to extensive support networks and recognises their potential for success in the business world given the right tools and chances.

## RESEARCH METHODOLOGY

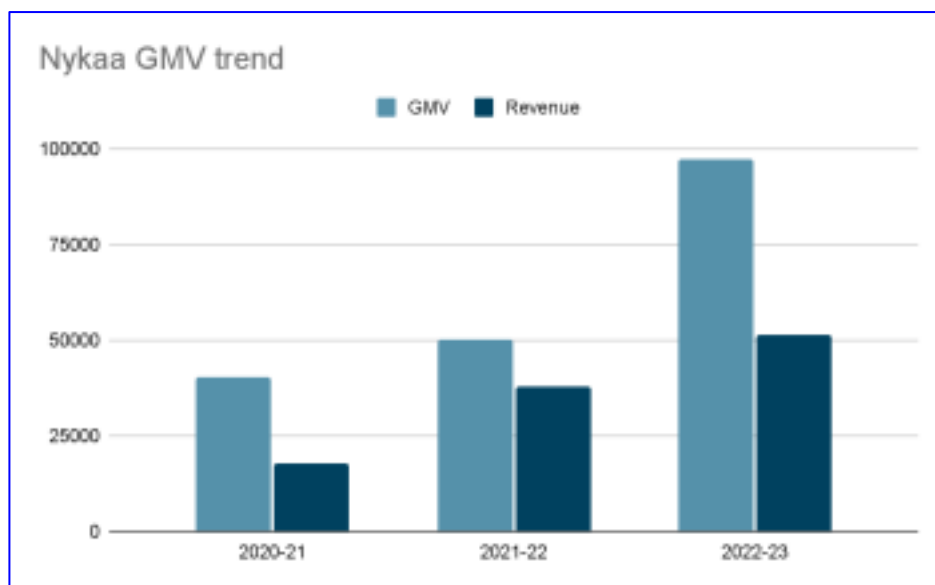
The current study is based on a thorough analysis of secondary data gathered from several books, national and international journals, and public and commercial publications that are available on different websites and in libraries and that cover a range of topics related to women entrepreneurs. Additionally, a desk study was conducted for this research, using secondary data from numerous websites, journals, and papers.

## INTRODUCTION

A woman or group of women who launch and run a business enterprise are referred to as women entrepreneurs. Various functions of women entrepreneurs include investigating the possibility of starting a new company, taking calculated risks, offering novel ideas, coordinating the administration, management, and coordination of business operations, and exhibiting effective leadership in all facets of the corporate world. The main motivations for women to pursue commercial endeavors are their expertise, aptitude, and conformity in the industry.

According to Schumpeter – “Women entrepreneurs are those women who innovate, initiate or adopt a business activity”. According to the Government of India – “A woman entrepreneur is defined as an enterprise owned and controlled by a woman having a minimum financial interest of 51 percent of the capital and giving at least 51 percent of the employment generated in the enterprise to women.” The Indian E-Retail and beauty brand NYKAA since their introduction has not only revolutionized the Beauty and Personal care industry but also played a key role in accelerating the development of an ecosystem that was only getting started. NYKAA boasts of over 2400 legitimate brands with a complete collection of a well-curated complete collection of cosmetics, skincare, haircare, bath and body, fragrance, grooming equipment, personal care, and health & wellness categories. It has made accessible a plethora of international domestic brands as well as luxury and prestige, premium, niche and cult brands along with expert beauty advice to small and retail users. It provides a wholesome shopping experience with over 72 Luxe and On-Trend and Kiosk Stores.

According to [www.nykaa.com](http://www.nykaa.com) The name Nykaa is derived from the Sanskrit word "Nayaka," which means actress or one in the spotlight. Nykaa is all about embracing the star in every woman and being her confidante and friend as she sets out on her own path to establish her own identity and distinctive style. As per the integrated report of 2022-2023, NYKAA boasts of a total Gross Merchandise Value of Rs. 97,433 million and an EBITDA Margin of about 5%



#### Origin:

Falguni Nayar founded Nykaa in 2012 as a response to the inequalities she observed in the Indian cosmetics business. One of the two Indian women billionaires who forged her own way in the business world is Nayar. She is the creator and CEO of Nykaa, a beauty and lifestyle retail brand. Previously, the company was known as FSN E-Commerce Ventures, an acronym for her own name. She has completed her MBA from IIM Ahmedabad. She spent roughly eighteen years working for Kotak Mahindra before deciding to try her hand at something different and leave the banking industry behind. She recognised an opportunity for Nykaa since there was a scarcity of easily accessible online brands and products that customers could buy with confidence. Falguni Nayar discovered an uneven market for beauty products in India while searching for a viable business opportunity in the country. Despite the high demand, the product's availability was limited, preventing it from reaching as many consumers as it could. The platform began as an online organization and progressively changed over the next few years to become an omnichannel platform.

#### Platform for Women Entrepreneurs:

Ever since its inception, Nykaa has been a staunch supporter of women narrating their own tales and has developed strategies to celebrate their persistence. Nykaa provides a platform for women entrepreneurs through its marketplace, which allows them to showcase and sell their beauty and wellness products to a wide audience. The resources, exposure, and assistance that female entrepreneurs require to launch and expand their beauty enterprises are made available to them through Nykaa's platform. Through the utilization of Nykaa's infrastructure and reach, female-owned firms may expand their audience reach and attain more awareness within the competitive beauty industry.

The main differentiator between Nykaa and all of its rivals is its inventory model. Under this strategy, goods are bought through wholesalers and brands before being sold straight to customers. In contrast, a marketplace model lists the products on behalf of independent vendors. This makes it possible for Nykaa to keep a tighter grip on its merchandise and helps them stay clear of any fake goods that can end up on the site. The aspiring business owners must register on the website, fill out the necessary forms, and list their products. By serving as their agent and offering auxiliary services like marketing assistance, logistics support, payment processing, and customer support, Nykaa offers them comprehensive support. As per the Integrated Report of Nykaa of 2022-2023, they follow B2B B2C model Improving customer convenience by enabling them to leverage the benefits of both the brand and Nykaa Fashion platform.

#### Empowering Women Consumers:

Through its product selection, educational materials, tailored suggestions, involvement in the community, and easy online shopping, Nykaa is dedicated to empowering women customers. This helps to promote an inclusive, self-expressing, and confident culture within the beauty business. A wide range of skincare, cosmetics, haircare, fragrances, and other beauty and wellness goods are available at Nykaa. Together with its subsidiaries Nykaa Retailers Pvt Ltd, Nykaa Fashion Pvt Ltd, Nykaa Foundation Nykaa carefully chooses the products in its line to meet the various needs and tastes of its female customer base. Offering products that are appropriate for

different skin types, tones, and concerns, along with different hair textures and styles, is part of this. Nykaa makes sure that all women feel appreciated and represented by emphasizing inclusivity. In 2022 - 2023, Nykaa forayed into Ayurveda-inspired beauty through “Nyveda”. Nykd by Nykaa has evolved into a globally accepted plus size lingerie brand. In 2022-2023 Nykaa acquired the nutricosmetics brand “nudge” and paved the way for developing ingredient conscious products. It has also acquired a science-driven beauty brand “Earth Rhythm” for establishing sustainable and inclusive products resonating with Indian beauty consumers.

### **Career Opportunities:**

As part of its dedication to gender diversity, equality, and empowerment in the workplace, Nykaa offers professional possibilities for women, fostering an environment that values excellence, creativity, and inclusivity. As per Integrated Report of 2022 - 2023, Nykaa has about 3,177 core employees out of which 45% are women. One noteworthy statistic is that roughly 63% of workers are under 30 years old. Nykaa is determined to create a highly engaged and inclusive culture. Therefore it aims at keeping a higher focus on the fundamental HR pillars of talent & capability, high performance culture, employee well-being, and employee experience excellence. The key factor for women empowerment lies in the fact that out of the total board of directors in the company around 40% are female directors and around 67% committees in the company are chaired by women. Being a leading advocate for women's empowerment, the managing director herself has established a very high standard that others must meet. The key personnel positions in the company are held by highly talented and versatile women

### **Educational Initiatives:**

Nykaa provides women with the information, tools, and resources they need to improve their lives and confidently follow their passions through a variety of educational programmes covering everything from personal development and entrepreneurship to beauty and wellness. The Website provides various scaling techniques like creating the look, personalized recommendations and style advice for a variety of customers according to their taste, preferences, choices. By utilizing influencer-driven content, virtual try-on tools, tailored suggestions, and professional consultations, Nykaa has aimed to craft engaging and distinctive shopping encounters that satisfy their clientele. Nykaa has time and again collaborated with healthcare professionals and organizations to raise awareness about women's health issues through educational campaigns and initiatives. These campaigns focus on topics such as menstrual health, reproductive health, breast cancer awareness, and mental health awareness, providing women with valuable information and resources to prioritize their health and well-being. In 2020, Nykaa joined hands with Society for Nutrition, Education and Health Action (SNEHA), a non-profit organization, which focuses on various areas such as maternal healthcare, child nutrition, prevention of violence and women empowerment. Nykaa also supports a few worldwide celebrations to raise awareness of women's empowerment, such as Mothers Day and Women's Day.

### **CSR Contribution:**

In addition to striving to meet international beauty standards, Nykaa is committed to enhancing the lives of persons from low-income communities by providing chances for skill development, healthcare, education, and education. It has partnered with LabourNet in an effort to bring more young women into the mainstream workforce by making them skilled beauty professionals. They have sponsored the Women's 4th T-10 National Cricket Championship for Deaf organised by the Indian Deaf Cricket Association (IDCA). IDCA is dedicated to the development, training, and promotion of cricket for the specially abled, particularly for individuals who are deaf

### **LIMITATIONS**

This research was mainly conducted with secondary data due to some constraints 2. This paper only focuses on role of Nykaa in in fostering women entrepreneurship and empowerment in the beauty industry

### **CONCLUSIONS**

In the cosmetics sector, Nykaa is a shining beacon of opportunity and advancement for women, advocating for female entrepreneurship and empowerment. Nykaa's diverse stance has allowed women-owned businesses to flourish on its platform, and it has also fostered an environment that supports the development and prosperity of female entrepreneurs. Through its wide array of goods, educational programmes, and employment opportunities specifically designed for women, Nykaa has enabled innumerable people to confidently embrace their beauty and promote an inclusive and equitable culture. Nykaa is an outstanding illustration of how

companies may advocate positive social change and have a significant impact on women's lives all over the world as long as they keep innovating and setting an example. In order to improve gender equality and diversity, other firms and industries should take note of the finest practices and lessons Nykaa has learnt from its experience in empowering women

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