



## ENHANCING WOMEN ENTREPRENEURSHIP THROUGH TECHNOLOGY

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### ABSTRACT

Women need a change of mentality to bring about equal rights in the constitution. Inclusive development must involve women since poverty is particularly acute for women living in rural house hold& there is a need to empower these poor women through technology & other schemes.

**Keywords:** Women entrepreneurship, Entrepreneurship, development, Technology, Schemes, Yojana programmes.

### INTRODUCTION

President APJ Abdul strongly promotes Empowerment of Women "in the words of Kalam is a prerequisite for creating a good nation, when women are qualified, social stability is required, women's empowerment is needed because their ideas and their value system pass into the Development of good family, good society and ultimately a good nation."(3) Across the globe, countries have recognized Information and Communication Technology (ICT) as an effective tool in catalysing the economic activity in efficient governance, and in developing human resources. There is a growing recognition of the newer

and wider possibilities that technology presents before the society in the modern times. IT together with Communication Technologies has brought about unprecedented changes in the way people communicate; conduct business, pleasure and social interaction. The evolution of new forms of technologies and imaginative forms of applications of the new and older technologies makes the lives of the people better and more comfortable in several ways. to emphasize. She is the mother of a race for the contact between the three roles. Our culture is of great importance to women. Therefore India received the baptism of "Mother India".



Jawaharlal Nehru was trying to "wake up the people. Manhattan is a wake up women." When they moved to the village, women are centre-searching, but the centrifugal remain universal deflection of gender equilibrium on development dynamics. Recognition of women apparently was involved in one of the women. 10 trends in women's employment in India have risen by 14.22% in 1971 19.67% in 1981 22.73% in 1991, 25.60% in 2001 and 41.4% in 2016. 41.4% of the Indian population investigated (2016), based on the total Indian population, the majority of women in rural areas(8).

Not only in small business or industries women researcher has made a mile stone in the new digital era with their noble work in field of the highest growing clinical biomedical engineering (4-15).

Accordingly, the entrepreneurial activity or entrepreneurship can be considered as an expression of the capacity of human creation which is materialized in the world of

business or in other fields of society. When we mention that it is necessary to obtain the relevant information from the markets to offer the products wherever there is the highest demand & best price, this is within the discovery of the opportunity concept of entrepreneurship (12). The Promise of entrepreneurship as a field of research. Academy of management review, 25, 2117-226, Information and Communication technology (ICT), which generally refers to a range of communication systems, devices, application, and services (such as mobile Phones, Computers and the internet). Offers powerful tools to change and foster new economic opportunities for women. For micro & small enterprises, the use of ICT has led not only to better business performance but also better living Conditions.

It can also be particularly effective in loosening Constraints on women in enterprise development. However, women lag behind men in access to technology and use ICT differently



understanding. Why can help leverage ICT to help women's businesses. (United Nations Conference on Trade and Development, 2010. Information Economy Report 2010 Geneva.)

Women are a great human resource and the role of women in society is absolutely vital for its progress. Arguably, to empower women is to increase their control over the decisions that affect their lives both within and outside the house hold. There are many developing countries where women are not even listed in any citizen registration data base, which makes it very difficult for them, especially the poorer ones in rural areas & of under-privileged class to assert social security. Social, protection, legally, land etc. as there is practically no proof of their existence. Through their empowerment women gain greater share of control over resources- material, human and intelletrol over resources – material, human and intellectual, such as knowledge, information, ideas- and financial resources involving

access to money and control over decision making in the home, community, society and nation. It leads them to become a critical and vital stake holder among the human capital and their strategic presence in the society is widely accepted. The great leader and the father of the Indian Nation, Mahatma Gandhi, who firmly believed in non-violence as the soul means to achieve peace in the world, also had a deep appreciation of the value of equation women. He had said that, "When a man is educated an individual is educated; when a woman is educated, a family and a country are educated "Governments must design & implement national policies and programmes that promote science and technology education for women and girls & encourage women to enter into high value added ICT career programmes should be strengthened to bring about a greater involvement of women in technology.



## **IMPORTANCE OF ENTREPRENEURSHIP**

An organization comes into existence only because of the efforts put in by an individual, who would be prepared to assume responsibility of leading the enterprise with him. For that, the individual must have special quality that is known as entrepreneurship.

Entrepreneurship as an economic activity emerges and functions in sociological and cultural environment. It could be conceived as an individual's free choice activity or a social group's occupation or profession.

The basic concept of entrepreneurship entails an effective and deliberate inner urge to take risk in terms of uncertainties and an intuition. In short, an entrepreneur shows sagacity to jump into untested waters and face the consequences, with a strong self-conviction that he will successfully encounter the sharks and befriend the dolphins.

The common definition for an entrepreneur is a person, who organizes, manages, and takes the

risk of running a business or enterprise. The entrepreneurs perform vital function in economic development of a nation. They have been referred to as the human agents needed to mobilize capital, to exploit natural resources, to often develop innovative products or concepts, to createmarkets and to carry on business. It may be construed that the entrepreneurial contribution spells the difference between prosperity and poverty among nations.

The importance of entrepreneurs to progress cannot be more succinctly expressed than the statement – no entrepreneur, no development. The inactivity or scarcity of entrepreneurs has for sometimes been the factor seen by many Asian countries as a major hindrance to economic development. The availability of abundant natural resources, skilled and unskilled labour, and capital has not proven itself sufficient enough to result in a surge of entrepreneurial zeal among the people.



One of the important inputs in any economic development of a country is entrepreneurship. More the entrepreneurship activities, better the development. Entrepreneurship is the life blood of any economy and it applies more to a developing economy like India. The areas of development are:

1. Taking to higher rate of economic growth by creation of value.
2. Speed up the process of industrial use of the factors of production.
3. Better social changes.
4. Development of backward and tribal areas.
5. Creation of employment opportunities.
6. Bring socio - political change in the society.
7. Dispersal of economic activities to different sectors of economy and identifying new avenues of growth.
8. Improvement of the standard of living of different weaker sections in the society.

9. Develop technological know-how.

### **GROWTH OF ENTREPRENEURS**

The business history of India comes out with names of successful entrepreneurs such as Tata, Birla, Modi, Dalmia, Kirloskar and others who started their enterprises in a small way and made a good fortune. Post liberalization we have witnessed the latest generation of entrepreneurs such as Ambani, Ruia, Azim Premji, Murthy, Siva Nadar etc. Scanning their 7 personal characteristics show certain prominent traits:

1. Having a strong desire to achieve high goals in business.
2. Willingness to work hard and to persevere even if the business is in the verge of failure.
3. Undying optimism for a future and not disturbed by others and follow their own route.
4. Independent and not guided by the current problems besieging them.
5. Good foresight to visualize the likely changes in the business



and taking timely actions accordingly.

6. Ability to bring together all the resources required for starting the enterprise.
7. Initiating research and innovative activities to cater to changing needs of customers.

### SCOPE OF THE STUDY

Women are the equal beneficiaries to the advantages offered by technology, and the products and processes, which are by product of the technology use. However, it should not be confined to elite group of society but to flow to the other segments of women in Indian society. The study wanted to know about infrastructure (social, economical, educational, etc) available to different segments of the women and social freedom and opportunities in rural and urban areas. The applicability may invite government intervention to stop digital divide among women and also to more empowerment for women with ICT usage.

### NEED FOR THE STUDY

Modern India is in need of substantial growth of the

industrial and agricultural sectors for her march towards a global power and to successfully meet the social obligations such as poverty alleviation, raising standard of living, and meaningful employment to all. The role of entrepreneurs in this aspect is highly significant. Indian entrepreneurs have been instrumental in shaping the destiny of millions by providing them employment in their enterprises, venturing into untested arena, and introducing innovative business strategies. This naturally draws our attention to investigate as to how Indian entrepreneurs succeed in their ventures and the essence of such enquiry can be used as benchmark for budding and aspiring entrepreneurs.

### Supportive Measures for Women's Entrepreneurship Development (1, 5):

Several supportive measures have been initiated by government of India to promote women entrepreneurship.

These measures include Direct & indirect financial support, Yojna schemes and programmes,



Technological training and awards, Federations and associations.

### **1. Direct & Indirect Financial Support comprises of (1)**

- a) Nationalized banks,
- b) State finance corporation,
- c) State industrial development corporation,
- d) District industries centres,
- e) Differential rate schemes,
- f) Mahila Udyog Needhi scheme,
- g) Small Industries Development Bank of India (SIDBI),
- h) State Small Industrial Development Corporations (SSIDCs).

### **2. Various Yojna Schemes and Programme have been launched for development of women entrepreneurship inter-alia (13);**

- a) Nehru Rojgar Yojna,
  - b) Jacamar Rojgar Yojna,
  - c) TRYSEM,
  - d) DWACRA.
3. Technological Training and Awards are (15)
- a) Street Shakti Package by SBI,
  - b) Entrepreneurship Development Institute of India,
  - c) Trade Related Entrepreneurship Assistance and Development (TREAD),

d) National Institute of Small Business Extension Training (NSIBET),

e) Women's University of Mumbai

### **4. Federations and Associations which assist women entrepreneurs are (1)**

- a) National Alliance of Young Entrepreneurs (NAYS),
- b) India Council of Women Entrepreneurs, New Delhi,
- c) Self Employed Women's Association (SEWA),
- d) Association of Women Entrepreneurs of Karnataka (AWEK),
- e) World Association of Women Entrepreneurs (WAVE),
- f) Associated Country Women of the World (ACWW)

### **CONCLUSION**

Entrepreneurship among women, there is no doubt that in general the wealth of the country and especially the family today; women are more interested in taking the activities once considered to protect men and proved that they are not behind everyone are in terms of contributions to the development of the economy. In order to meet





the challenges of entrepreneurship, to meet the challenges of global markets and to maintain entrepreneurship, it must be well founded with entrepreneurial qualities and skills.

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