



## Participation Of Women Entrepreneurs In Digital Business

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### Introduction

even if half of the population is female. For Indian women, participating in business activity is difficult, if not impossible, due to the strain of domestic chores like housework, child care, and medical care. Nonetheless, the astounding success of widespread e-commerce aids many women in realising their long-held dream of starting their own business. gives women the much-needed flexibility to adopt the recently developed but well-established concept of "working from home" in information technology. Women entrepreneurs may now create fresh concepts and work according to their own schedules thanks to the expansion of e-commerce. It is important to conduct a microscopic examination of the opportunities and barriers that exist for female entrepreneurs in e-commerce. Therefore, an effort is made in this paper to examine the various difficulties encountered by female business owners who use online platforms to launch, develop, and maintain their enterprises, as well as to inform them of the opportunities that are available to encourage them to make a widespread use of online platforms in order to reap a rich harvest in their vision. Women can now work from the comfort of their homes because to the highly developed information technology (IT). With the aid of telecommunications networks, e-commerce is enhancing the business environment across the entire nation. Through the use of technological gadgets, the manufacturer, marketers, middlemen, and customers interact to meet their demands without the need for a direct personal enrichment.

### REVIEW OF LITRATURE:

The article by Meeta Jethwa and Chhaya Mishra, (2016), entitled "A Study on Status of Women Entrepreneur in E-Commerce Environment in India" highlights the role of E-commerce in the growth of women entrepreneurs by generating new idea and work from their home. Today e-commerce offer a conducive atmosphere for highly educated, technically sound and well qualified women to gain entrepreneurial values to start and succeed in the business of their interest and interests. The present study finds that E-commerce has facilitated women entrepreneurs to save time in every step of their business cycle, like identifying business opportunities, raw materials procurement and even finding sales leads online.

Tanjela Hossain, (2014) is study "Empowering Women through E-Business: A Study on Women Entrepreneurs in Dhaka City, evaluates the impact of e-business on women empowerment through a survey

the author identifies the effects of Women Entrepreneurship through business on Women Empowerment related attitudes. Although starting an internet business is easier than starting any other type of business, the survey, which was based on information gathered from 100 respondents in the study area, revealed that Bangladeshi women are interested in doing so.

T. Charulakshmi, and M. Thiyalnayaki, (2019) his paper entitled "A Study on Problems Faced by The Women Entrepreneurs in Kancheepuran District", examines the problems faced by women entrepreneurs in general and Tamilnadu women in particular according to them the socio cultural norms, male domination, family responsibility are the major problems of they encounter analysing the primary data with the help of technical and scientific tools such as Chi-square and ANOVA the author arrives at the conclusion that Government has to improve some schemes to help the

women entrepreneurs.

### STATEMENT OF THE PROBLEM

The idea of "minimal investment, maximum return" underpins e-commerce businesses, and the ability to work from anywhere at any time has been a huge boon to female entrepreneurs who were formerly excluded from the corporate world on the grounds that they should be at home with their families.

Several women have joined e-commerce platforms to offer goods in a variety of categories, including jewellery, home decor, handicrafts, home utility items, fashion accessories, and more. Additionally, the wall gets even lower due to the potential for electronic media contracts between buyers and sellers and the requirement for demand fulfilment. Its adaptability and technology enable female business owners to run their operations totally online. The e-commerce industry is thriving in India thanks to the country's high internet penetration and the country's rapid increase in online users. In India, where women's economic contribution is estimated to be 18% of the GDP, the expansion of women-owned enterprises may ultimately have a significant impact on the country's economy.

Many female business owners from groups like MAVIM (MahilaArthik Vikas Mahamandal) have used the ability to sell online to quickly expand their customer base. In addition to the initial rise in sales, exposure to new markets and clientele has encouraged innovation within these companies.

The national economy is currently being greatly boosted by women, partly as a result of e-commerce, which is essential to women's empowerment. which society purposefully paved the way for women's independence. E-commerce enables female business owners to operate from home and come up with new ideas. Nowadays, e-commerce offers the ideal environment for highly educated, technically competent, and possibly qualified women to enter the entrepreneurial world and actively engage in business. Many internet platforms give prospective female entrepreneurs access to virtual workspaces and a digitally mobile lifestyle, giving them the flexibility they need to accomplish their business goals. The current study aims to define the role of female entrepreneurs in the e-commerce sector as well as the types of difficulties they encounter.

### WOMEN ENTREPRENEURS

Any woman who organises and manages any venture, particularly a business, and who accepts a hard role in order to achieve economic independence so as to meet their needs is considered a woman entrepreneur. A woman entrepreneur is someone who contributes to society by helping to uplift other women who are economically and socially disadvantaged. Women entrepreneurs are defined by Go's as "an enterprise owned and operated by women and generating employment for women in the enterprise."

### WOMEN ENTREPRENEURS IN E-COMMERCE

Online trade is now more commonly referred to as e-commerce, the abbreviation for electronic commerce, which refers to conducting business using electronic means like computers, the internet, etc. E-commerce is a relatively new term that refers to the buying, selling, or exchanging of goods, services, or information using a computer and the internet. In other terms, e-commerce is the exchange of goods and services through electronic channels.

### ROLE OF E-COMMERCE IN THE DEVELOPMENT GROWTH OF WOMEN ENTREPRENEURS

E-commerce is expanding quickly in India, partly as a result of cutting-edge technology and rising social media usage. It has provided women entrepreneurs in India with new opportunities. E-commerce is special in that it makes it possible for a buyer and seller to meet at any time and place without having to personally know one another, which is bringing the world closer together. Due to its adaptability and advancements in technology, women entrepreneurs can operate their businesses totally online. It has helped female entrepreneurs expand enormously by breaking through the barriers of foreign marketplaces, opening up new vistas of potential. Women now feel much more financially independent and satisfied with their level of independence thanks to the e-commerce boom. E-commerce is expanding quickly in India, partly as a result of cutting-edge technology and rising social media usage. It has provided women entrepreneurs in India with new opportunities.

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#### **Top 10 Female Entrepreneurs Boosting E-Commerce Growth**

1. Harini Sivakumar (Founder & CEO, Earth Rhythm)
2. Naomi Leon (Co-Founder & Director, Rapid Delivery)
3. Michelle Lau (Founder & CEO, CliqNship)
4. Ghazal Alagh (Co-founder and Chief Innovation Officer, Mamaearth)
5. Malini Singhal (Co-founder & Director, Zink London)
6. Vineeta Singh (CEO, SUGAR Cosmetics)
7. Shivani Poddar (Co-founder and CEO, FabAlley)
8. Bela Gupta D'Souza (Founder, Edamama)
9. Ainara Kaur (Co-founder, Belora Cosmetics)
10. Zaiba Sarang (Co-founder, iThink Logistics)

Sources: secondary data (unicommerce.com)

#### **OBJECTIVES**

1. To investigate the contributions and successes of female entrepreneurs in the e-commerce industry.
2. To look into the types of obstacles that women business owners in the e-commerce and internet industries face.

#### **METHODOLOGY**

The current study is descriptive in nature and is based on both primary and secondary data that was gathered through an interview schedule and literature review, as well as journals and research papers.

#### **Study area**

The present study conducted in Meerut city from where 104 respondents are selected and interviewed.

#### **Women in the e-commerce sector face a number of issues and obstacles.**

##### **Traditional Challenges:**

1. **Family opposition:** The largest barrier to putting ideas into effect is family

opposition.

2. **Unwelcome Continuous Pressure:** Women business owners experience constant pressure. - The dual responsibility of juggling family and business obligations - discouragement comes from critical criticism of failure.

3. **Mental Block:** The traditional male-dominated culture makes overt and covert attempts to undermine women's efforts, upsetting their minds and causing them to experience an unrecoverable and incurable mental block.

4. **More of a push than a pull component:** Women are forced into business for two reasons, including the need to support their families by augmenting their income and the unavoidable and inevitable factor brought on by difficulty in the family due to illness or the death of the breadwinner.

5. **A lack of female role models and mentors:** Mentors are crucial for professional and personal development. Only 17 women will be running businesses in India in 2022.

6. **Lack of resources:** Women frequently require financial assistance in order to launch and operate businesses. The largest obstacle to beginning a new firm or growing an existing one is a lack of rising cash at the appropriate time.

E-popularity commerce's and demand continue to grow throughout time. Thanks to their e-commerce company ideas, many female entrepreneurs are making their mark in the sector. Although online transactions are relatively new, storage and the way they are carried out are not. Many e-commerce companies have popped up in the market in recent or previous years, proving that it draws many aspirants, especially women. Yet, they will encounter many difficulties along the route, and anyone who overcomes these challenges with pride can advance towards their objective. Even though this particular industry receives a lot of attention, every entrepreneur must overcome some enormous obstacles. The following list includes the top five challenges.

1. **Finding Suitable Market:** Finding a niche market of customers who are all eager to conduct business online for whatever item they wish is what many business owners believe is the secret to

success in the e-commerce industry. Every proprietor of an online store must perform the task of choosing an acceptable specialty.

2. **Retaining Customer:** not just the group of repeat customers Every e-commerce business faces substantial challenges in acquiring customers. For e-commerce enterprises to be successful, consumers must give them the attention they deserve, and each business must invest a sizable sum of money in marketing and other promotional activities. which, in order to survive, needs a steady, timely supply of vast sums. Without dependable investors or effective money raising techniques, it is impossible for entrepreneurs to prosper and be successful in business. This is
3. **In order to attract clients, one industry must spend a lot of money on marketing and promotion. Market analysts regard this as the biggest challenge that the majority of starting businesses must face.**
4. **Lack of Trust:** Another critical element of a woman entrepreneur's e-commerce

business is reliable supply chain and logistics. Failing in this area has negative consequences and harms the company's reputation going forward.

5. **Inadequacy of Funds:** Every e-commerce business owner has difficulty finding enough funding.
6. **Good and effective customer service:** It's crucial for online business owners to uphold their positive reputation by always providing top-notch services. The products that are delivered can occasionally be subpar. Client happiness is the first objective in this industry, something that all business owners must guarantee. In order to succeed and maintain customer happiness, a team effort that is properly dedicated to meeting each customer's demands is required.

#### DATA INTERPRETATION

##### Age of Women Entrepreneur

Most of the women in the research areas out of all the respondents that were interviewed for the study entrepreneurs followed by 20 to 30 years (31%) 31-40 years (44%) , 41-50 years (17%) and above 50 years (8%)

**Table1 Problems of Women Entrepreneur**

Particulars	Number of Respondent	Percent
Lack of Trust	31	29.81
Problem of Funds	29	27.88
Marketing problems	24	23.08
Problems of skill	20	19.23
<b>Total</b>	<b>N=104</b>	<b>*100</b>

Source: Primary data

\*Multiple answers

Of the respondents selected for the study, 29.81 per cent of them confronted the problem of lack of trust closely followed by problem of funds (27.88 percent), problems of skill (19.23 per cent) and marketing problems (23.0 per cent)

So, it can be concluded that generating money and trust issues are the two main issues that usually hinder female entrepreneurs.

Due to push and pull elements that motivate them to work independently and support themselves, women entrepreneurs are involved in business. Every woman business owner succeeds in creating action fashion clothing and other things. The growth of an online market place as a favourable platform for women entrepreneurs may be attributed mostly to its low startup costs, convenience of

working from remote locations, worldwide reach, and the empowerment that comes with financial independence.

#### FINDINGS

According to the current study, women entrepreneurs tend to be between the ages of 31 and 40.

According to the current report, most female business owners struggle with a lack of trusting relationships and mounting debt.

#### Conclusion

In today's world, women are crucial to entrepreneurship. Women are able to work from home on online and e-commerce jobs. The role of women is crucial for online marketing and product sales. Every woman entrepreneur only succeeds in her endeavours after overcoming all obstacles

and difficulties. The main factor that makes the online market a favourable and appropriate platform for female entrepreneurs is financial independence.

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