

## DIGITAL ENTREPRENEURSHIP WITH RESPECT TO WOMEN ENTREPRENEUR

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**Abstract:-** An entrepreneur is a person whose dreams are extremely bigger than the resources he/ she possess. Digital entrepreneurship is a technological based phenomenon of doing one's own business. It basically emphasis on adopting new digital technologies. Women entrepreneur struggles a lot to make their business flourish and grow. Women actually face multiple barriers while doing their business which can be reduced if they convert their offline business into a digital form. This paper focuses on the importance and scope of digital Entrepreneurship in India with respect to women entrepreneurs.

**Keywords: - Digital Entrepreneurship, women entrepreneur, technology, digitization.**

### 1. INTRODUCTION

Entrepreneurship traditionally means designing, launching and running a business. People who generate various ideas to establish their own business and to take their business at a very high level are termed as an "Entrepreneur". An Entrepreneur makes his/her fullest effort in converting all his ideas into reality. Usually an entrepreneurship is considered to be a business wherein buying and selling of goods and services take place by remaining at one place so as to earn maximum profit.

In this new era of 21<sup>st</sup> century where time has changed to a great extent and in fact is changing rapidly with the excessive change in time, business has also taken its new form i.e from offline business to online business. Generally, it has already been observed that women entrepreneur faces a lot of barriers in their business. Several measures and schemes have also been introduced to promote and to develop women entrepreneur in India. Women entrepreneur who are already into their own business will have to keep a lot of patience for their growth and development. If they still continues to follow their offline business.

It has been closely observed and compared that women entrepreneur who are running their business digitally are performing extremely well in terms of their growth and development as compared to those women entrepreneur who are running their business on a offline mode. The biggest and the most important difference between the performances of these women entrepreneur are "barriers". Women entrepreneur running their business

digitally faces only few problems as compared to other women entrepreneur who are running their business in a non - digital form.

#### 1.1 Objectives

1. To find out the various advantages of Digital Entrepreneurship.
2. To find out reasons of adopting digital entrepreneurship by women entrepreneur in India.
3. To find out the scope of Digital Entrepreneurship.

### 2. DIGITAL ENTREPRENEURSHIP

Digital Entrepreneurship is the new version of doing business in the market. It is the transformation of old traditional business form into a new business form which provides lots of benefits and facilities. Transformation of old traditional business into a new digitized form is mainly due to the latest and available new technologies which has been accepted and is used worldwide. Many business firms which were earlier not able to survive in the competitive market due to several reasons have restarted their business on the online basis where they are earning tremendously an extreme huge profit.

It has been closely observed that there are major barriers while doing business in an old and autonomous way especially with regards to female factor because already women are dominated to a great extent for doing business and it is the general narrow minded mentality of the people that if women goes out of the four walls of her house to operate her established business also, she is

considered as wrong and not good from the society's point of view.

Digital Entrepreneurship can be a better opportunity for women entrepreneur who struggles a lot while doing her business. Traditional concept of doing business is not bad or wrong but in fact, it is the first step of women entrepreneur towards the achievement in the business world. But, we should also know that the traditional method of doing business consumes a lot of time, not only at the initiative level but also as the business grows and expands, business starts demanding more and more time due to large number of activities to be performed in the business. This is the biggest obstacle for women entrepreneur as they are always expected to stay and perform their household duties first. In this way, women are not able to give the appropriate time to their business. So, in order to solve all the major problems and to overcome all the barriers of old traditional business women should try to upgrade themselves and their business as well with latest technologies and should also try to adopt various novel ways to upgrade their business standard and level from one point to the other point.

Digital Entrepreneurship is just an acceptance and applicability of technology in ones business. There is as such no major difference in the traditional method of business and in the digitized method. People still sells the same products which they were selling earlier to the customers but only the procedure or method of selling products is changed in digital entrepreneurship. People running their business creates their websites and application software by specific name wherein they list large number of products. Customers visit their website and according to their need and requirement they buy the products online and within the week the product reaches at the customer address. Digital Entrepreneurship only requires a specialized skill and technical knowledge to operate business through digital methods.

### 2.1 Advantages Of Digital Entrepreneurship

1- **Less Number Of Barriers:** - Women Entrepreneur will face less number of barriers through digital technologies

as there is no one to restrict and dominate them.

- 2- **Ease Of Entry:** - Entry into digital entrepreneurship is very easy and simple as compare to the entry in traditional business.
- 3- **Ease Of Distribution:** - While practicing the business through digitized way it becomes very easy to distribute the products to the customers as the person gets 100% confirmation for the delivery of product wherein the traditional business it is not confirmed as to how much products will be sold to ultimate consumers.
- 4- **Online Payment Procedure:** - Digital entrepreneurship provides the facility to the customers to pay the amount of product through online mode. It helps digital entrepreneurs in receiving the payment on time and without delay.
- 5- **Operation Of Business At Any Time:** - Digital entrepreneurship provides the biggest benefit to women entrepreneurs to operate their business from anywhere and at anytime which is a very convenient and flexible factor for women entrepreneur who always face problem in operating their business at a particular fixed time. With the help of digitized technology women can easily operate their business at any time whenever they feel like.
- 6- **Selling At Large Scale:** - Business automatically gets expand and large number of people gets to know about the products through social network. Selling of products becomes very easy and convenient as products are sold not only in one city but in fact in many different states of India which enlarges the sale and profit.
- 7- **Survival:** - Digital entrepreneur can easily survive in a business world while operating his/her business through online mode.
- 8- **No Physical Demonstration Of Product:-** Entrepreneurs operating business digitally does not demonstrate their product as only the images are shown in the online shopping websites but in traditional business it is very essential to demonstrate the product to the customer for their satisfaction.

9- **Large Network:** - It is generally observed that while doing business through an autonomous way it is not possible for women entrepreneur to meet all the people in business from safety point of view, but digital entrepreneurship provides a kind of platform where it is not necessary for women entrepreneur to meet with all the people as all the dealings are done through online mode.

10- **Upgradation Of Knowledge:** - Women entrepreneur who were not computer savvy becomes perfect in computer operation as digital entrepreneurship gives the opportunity to them to learn new things during the operation of business through online mode and in fact women entrepreneur becomes more advance, technical and computer savvy.

## 2.2 Need Of Digital Entrepreneurship For Women Entrepreneur In India

1. Digital entrepreneurship is needed for the upliftment of women entrepreneur.
2. Women entrepreneur will face fewer obstacles in their business while operating their business through digitized method.
3. Women entrepreneur will not face any domination from society and from male business competitors.
4. Digital entrepreneurship is needed so that women can easily promote her business through different social Medias so as to generate awareness to people.
5. Digital entrepreneurship provides the safest way of doing business to women entrepreneur.
6. Digital entrepreneurship maintains gender equality.
7. Digital entrepreneurship makes women entrepreneur socialize in the safest way.
8. Digital entrepreneurship is needed to compete with male competitors effectively.
9. Digital entrepreneurship protects women entrepreneur from exploitation.
10. Digital entrepreneurship helps women entrepreneur to connect with different customers at one point of time.

11. Digital entrepreneurship provides a platform to women entrepreneur where they can implement their ideas, skills, creativity and talent.

12. Digital entrepreneurship provides a base to earn extreme high level profit.

13. Digital media has added and is adding wings to women ambition, so that they can fly high and can extend business to a very large scale.

14. Women become financially independent through digital entrepreneurship.

15. Digital entrepreneurship provides stability to women entrepreneur in their business in a very less time.

## 2.3 Scope Of Digital Entrepreneurship

- 1- Digital entrepreneurship will bring maximum business opportunities for women entrepreneur.
- 2- Women will be able to make large profits in future.
- 3- Digital entrepreneurship will influence other women to start their own business digitally.
- 4- Skills, ideas and creativity of women entrepreneur will get new direction with the help digital entrepreneurship.
- 5- Maximum number of women will get engage in digital business which will increase their standard of living and knowledge.

## 3. CONCLUSION

Digital Entrepreneurship is such a new concept which has taken its shape in India in a very less span of time. Most of the business are already into digital entrepreneurship but the major problem, which is quite often noticed, is with regard to women as they are not educated enough and faces numerous hindrances in running their business, but if they try to initiate and make some more effort to learn and do their business through the online and digital mode they can earn immensely a very huge profit not only profit but they can also develop their knowledge and in fact they will get chance to upgrade their technical skills.

## REFERENCES

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