

VISION VIKSIT BHARAT 2047: CONTRIBUTION AND INITIATIVES OF DIGITAL INDIA FOR EMPOWERING RURAL WOMEN

Vol - 1

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DIGITAL OPPORTUNITIES FOR RURAL WOMEN ENTREPRENEURSHIP

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Abstract

Women must acquire the knowledge and abilities necessary to identify the main obstacles preventing women from pursuing successful entrepreneurship. Entrepreneurs nowadays possess the information and abilities, crucial traits of an entrepreneur, driving forces, and leadership philosophies necessary for success in the entrepreneurial field. Entrepreneurship plays a vital role in generating employment opportunities for rural societies, providing self-employment for those who started up their own business and improving the rural area's economic status. Now women's are also interested in starting their businesses in both the rural and urban areas due to over-coming poverty, generating family income and developing Standard of living. Thus, women's are participating in agriculture, business, and trade without any social and other boundaries

Keywords: Women, Entrepreneurship, Rural, Self-employment.

Introduction

Changes in society can occur gradually or rapidly. Social change is a process that all members of society, as well as all aspects of culture and social systems, go through. It can be voluntary or influenced by outside factors at all levels of community life, causing patterns of life, culture, and social systems to change or adopt new patterns of life, culture, and social systems much later. The societal shift, which is also a shift in values, will require that men and women be able to adjust to different changes as they occur. Women are increasingly permitted to delegate some household chores to others. Advanced electronic household gadgets are thought to lessen the amount of work that women must do around the house.

Urban communities with dynamic features are not the only places where change occurs. Rural communities that value collectivism in social interactions are likewise gradually impacted by changes. One viewpoint that is innate to rural societies is collectivism. Intimate, natural, and passionate social relationships are still prevalent in the hamlet. Conversely, it appears that individuality and industrial economic goals are given priority in the social interactions of city dwellers.

It is crucial to assist female entrepreneurs in using the potential of digital tools and platforms, especially those operating micro, small, and medium-sized businesses (MSMEs). It is an important step in the direction of gender equality in the ecosystem of entrepreneurship. Despite their enormous potential, women frequently encounter structural

obstacles and inequalities while trying to access opportunities and resources. By giving them easy and affordable ways to market their goods, obtain financial services, and develop the skills required to expand their companies, digital tools and platforms can level the playing field.

Digital Technology Opportunities for Rural Women Entrepreneurs

Digital technologies have demonstrated their potential as a catalyst for the political, economic, and societal empowerment of women, the promotion of gender equality, women's participation in public decision-making, and providing access to information and financing, everywhere, heard. The potential of women is steadily diminished in the digital universe, particularly in rustic settings where access, lack of skills, cost, and other socio-cultural factors limit girls' and women's ability to engage with new technologies. Internet has made its way into the urban societies and now is weeping increasingly into the rural areas as well. The accessibility of mobile phones in rural India has opened up new opportunities. Rural women are not detached from this transcendental technology and are using it to their benefit. The first step towards entrepreneurship, innovation, and change is access to the right information and knowledge. Digital technology can make a greater impact in the lives of women who run different kinds of business in rural areas to overcome many hurdles with timely access to the right and relevant information, market, mentoring, capital and customers. Digitalization and skills that can empower rustic businesswomen could be leveraged wisely to bring closer in their entrepreneurial ventures in different industries.

1. Access to Information

Women Entrepreneurs in Rural areas with basic training in using smart phones can learn how to capitalize on their homemade goods, livestock, and sources of business. Smart phones and the internet also provide them with the necessary platforms to educate themselves on being micro-entrepreneurs with ways to set up a business to the knowledge of market prices and other information at their fingertips.

2. Access to Capital

Government Initiative schemes for women entrepreneurs like Pradhan Mantri MUDRA Yojana (PMMY), StandUp India Scheme, Mahila Udyam Nidhi Scheme, Bharatiya Mahila Bank Business Loan, Stree Shakti Package for Women Entrepreneurs are helping to achieve their dreams. Women in rural can directly update themselves with information about such schemes through their smartphones without middlemen. Women entrepreneurs apply for suitable schemes for their business ventures.

3. Customer Service and Engagement

Women entrepreneurs in rural areas can now connect with local customers as well as the ones in cities with the help of smartphones; they can take orders through different money transfer applications that can help them with the transactions. Women entrepreneurs' access in business orders (Individual or bulk) can be sent to distant places through services like Express Parcel by India Post. Women entrepreneurs can be networking with consumers on a personal basis can help them grow their businesses.

4. Business in a Networked World

Internet access and Google search has trained that digitally-equipped women can change their own lives and their communities. Digital skills can help them with bank transactions through bank apps without wasting their time in long queues.

Importance of Digital Skills among Rural Women Entrepreneurs

Entrepreneurs with digital skills would want tools to empower them and assist them in turning their abilities into profitable ventures. Even if they are not proficient readers or writers, rural women can nonetheless empower themselves with digital technologies and abilities. The government has made an effort to support these rural women entrepreneurs' digital empowerment. Given the enormous obstacles that lie ahead, we recommend that policymakers embrace fresh strategies that support careful evaluation of digital factors in order to encourage women entrepreneurs. The social, economic, and cultural context in which women's entrepreneurship and digital involvement intersect is necessary for policy initiatives. For female entrepreneurs, advanced information and communication technology offer unforeseen and equitable prospects.

In situations involving sustained rural and societal growth, digitalisation can be extremely important. Telecommunications have a good effect on rural society and have made a significant contribution to India's greater economic and social growth. In developing nations like India, the establishment of telecommunications in the lower-class level of villages is essential for the creation of an information-wealthy society, the empowerment of the weak, and the reduction of the digital gap. Policies that promote women entrepreneurs must pay more attention to digital technology, which is implemented in various political, economic, and cultural contexts. To provide new techniques for capturing, forecasting, and facilitating the development of capacity through the digitisation of women entrepreneurs' empowerment. These significant advancements in technology and its use have had an impact on women.

Rural Women's Entrepreneurship Growth through the Creation of Digital Literacy

To support women's socioeconomic empowerment and encourage entrepreneurship, a program aimed at creating technologically equipped resource centres with an emphasis on aspirational areas would be excellent. The entire community can have access to digital tools through resource centres that are furnished with physical resources, digital assets like computers, and online resources like subscriptions to educational pages or channels. Along with obtaining extensive training in digital skills, soft skills, entrepreneurship, and livelihood skills, communities will also be linked to relevant government programs and e-governance services.

Conclusion

Women can now work in the field of their passion and explore various facets of entrepreneurship thanks to advancements in digital technology. It encourages more accessibility and lower costs for specific tasks, such as advertising, marketing, and business

expansion. One tool that helps lift female entrepreneurs out of poverty and gives them expertise is digital technology. As a result, everyone should benefit from digitalisation, which will improve the opportunities for female entrepreneurs and significantly expand India's economy. Rural women have a fantastic potential to make up for their environmental shortcomings by developing digital skills and engaging in entrepreneurial activities.

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