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"NARI SASHAKTIKARAN" - GENDER
EMPOWERMENT STRATEGIES TO GLASS CEILING
TO ERADICATE GENDER DISCRIMINATION"
UNDER THE THEME OF VISION
"VIKSIT BHARAT @ 2047"

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THE ROLE OF TECHNOLOGY IN ENHANCING WOMEN'S ENTREPRENEURIAL OPPORTUNITIES

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Abstract---This study instigates the Role of Technology in Enhancing Women's Entrepreneurial Opportunities. Digital technologies are empowering the economy by way technology inclusion among Entrepreneurs. Technology helps to reach the unreached. Technology enhances the Women's Entrepreneurship. This study investigates the Technological Tools/ Platforms Used by Women Entrepreneurs and Contribution of technology to the growth of women-led businesses. And to finds the barriers of women entrepreneurs. For that data collected from the 117 women entrepreneurs using convenient sampling method. To analyses the data simple percentage method is used. The study finds that the technology helps them to learning and development this may help their business to grow. And it is identified that they are not using Project Management Tools for their business this denotes they need proper guidance to utilize technology. Majority of the women are first entrepreneur in their family they emerged without any support.

Keywords---Women Entrepreneur –Digital Economy- Digital Platforms – Women Empowerment.

Introduction

The entrepreneurial landscape has historically been challenging for women, often characterized by barriers such as limited access to funding, mentorship, and networks. However, the advent of technology has begun to dismantle these obstacles, creating new avenues for women to thrive as entrepreneurs. Digital economy trends created a development in all segment of the nation and worldwide from social media marketing to e-commerce platforms, technology is not only leveling the playing field but also empowering women to harness their creativity and drive in the business world. This document will delve into the specific technologies that are enhancing women's entrepreneurial opportunities and the implications of these advancements for the future of women's entrepreneurship.

Review of literature

Tamanna Quraishietal., (2024), entitled a study on The Role of Technologies on Women Entrepreneurship: A Case Study of Online University. To find out the influence of ICT on women's entrepreneurship, assess the efficacy of technological tools. The study finds that technology effectively fostering the growth and empowerment of women entrepreneurs within online educational milieus.

Rasha Hammad, Rasha El Naggar (2023), entitled a study on The Role of Digital Platforms in Women's Entrepreneurial Opportunity Process: Does Online Social Capital Matter?. Aim to analysis the role of IT on entrepreneurs. The study finds that nascent female entrepreneurs use online social capital, especially bridging social capital, to develop their entrepreneurial capacity and to access resources,

Felgueira, T., Paiva, T., Alves, C., & Gomes, N. (2024), entitled a study on Empowering Women in Tech Innovation and Entrepreneurship: A Qualitative Approach. To find out the experiences and barriers of women in tech innovation and entrepreneurship, the study finds that entrepreneurial women exhibit a strong sense of autonomy, competence, and leadership to make success in their leadership and business.

Rudhumbu, N., du Plessis, E and Maphosa, C. (2020), the study entitled “Challenges and opportunities for women entrepreneurs in Botswana: revisiting the role of entrepreneurship education”,. To find out the challenges and opportunities open to women entrepreneurs in Botswana. The study finds that women entrepreneurs faced a number of challenges, the legal and regulatory environment in Botswana was highly conducive and supportive of women entrepreneurship and also that customized entrepreneurship education and training offered opportunities for women entrepreneurs to enhance their knowledge and technical skills.

Statement of the problem

The challenges faced by women entrepreneurs in accessing and utilizing technology are multifaceted and require a comprehensive approach to address. The lack of digital literacy, financial constraints, limited access to networks, and cultural barriers all contribute to a significant gap in the entrepreneurial landscape. Identifying these issues is the first step. So an attempt has been made to identify the Technological Tools /Platforms Used by Women Entrepreneurs. And also finds the barriers of women entrepreneurs towards technology usages, contribution of technology to the growth of women-led businesses. This may help the development of women entrepreneurs in digital economy.

Research objectives

- To identify the Technological Tools/ Platforms Used by Women Entrepreneurs.
- To analysis the contribution of technology to the growth of women-led businesses.
- To know the barriers of women entrepreneurs while utilizing these technological tools.

Research methodology

The present study is based on primary data which have been collected through issue of well structured questionnaire. It contains questions relating to the socio-economic profile, technology usage Women Entrepreneurs, Barriers of women entrepreneurs in utilizing technological tools and contribution of technology to business development. The data for the study have been collected from 117 learners through Google forms. Convenient sampling technique has been adapted to collect data. The data collected have been analyzed using simple percentage

Findings

(i) Socio - Economic Profile

- Data have been collected from the women respondents doing their business in various online platforms and offline stores like (service, retails, beauty care, influencers. etc.,)
- Among 117 women respondents majority of the 67(57.26%) of the women are in the age group of 30-35.
- Majority of the 78(66.66%) of the women are under gradates.
- Majority of the 45(38.46%) of the women are first entrepreneur in their family
- Among 117 respondents 56(47.86%) of the women are helping their family member business (Parents, Spouse, Brother /Sister).

ii) Technological Tools/ Platforms Used by Women Entrepreneurs development of business

Table :1

Tools and Platforms	Yes	No
E-commerce Platforms	69(58.97%)	48(41.02%)
Social Media	78(66.66%)	39(33.33%)
Communication Tools	46(39.31%)	71(60.68%)
Financial Management Tools	63(53.84%)	54(46.15%)
Project Management Tools	38(32.47%)	79(67.52%)
Learning and Development Platforms	82(70.08%)	35(29.91%)

The study finds that the adoption rates of different tools highlighting the preferences and challenges faced by women in the entrepreneurial landscape. Among 117 respondents majority of the 70.08% of women entrepreneurs engage with learning and development platforms it reflecting a commitment to continuous education and skill enhancement for business development. And it is observed in social media platforms, with 78(66.66%) of respondents utilizing social media tools for marketing and customer engagement, it denotes the importance of social media in modern business strategies. And it is identified that the majority of women entrepreneurs 69 (58.97%) are using e-commerce platforms indicating a strong trend towards online sales and digital marketplaces. It is identified that only 46(39.31%) are using communication tools for enhancing collaboration and connectivity in their business. It is identified that only 38(32.47%) of the respondents using Project Management Tools. And 63(53.84%) of the respondents are use financial management tools for financial planning and tracking in business operations in an effective way.

iii) Barriers of women entrepreneurs in utilizing technological tools

Table: 2

Barriers	Yes	No
Financial Constraints	56(47.86%)	61(52.13%)
Digital Literacy	67(57.73%)	50(42.73%)
Professional Network and Mentorships	72(61.53%)	45(38.46%)
Unequal Access To Resources Area Remote Areas	84(71.79%)	33(28.02%)
Family Support	56(47.86%)	61(52.13%)
Employment status	68(58.11%)	49(41.88%)

From the above table: 2 finds that 84 (71.79%) of women entrepreneurs in remote areas face unequal access to resources which limits their ability to utilize technological tools effectively. Only 33(28.02%) of women entrepreneurs having equal access it denote the geographical disparities in resource availability. And 72(61.53%) of women entrepreneurs indicated that they lack access to these vital resources. Digital literacy emerged as a critical barrier with 67(57.73%) of women entrepreneurs acknowledging a lack of skills necessary to effectively utilize technology it indicating a need for targeted training and education.

Employment status also affects the ability of women entrepreneurs to utilize technological tools, with 68(58.11%) indicating that their current employment status poses a barrier. 61(52.13) positively reported that they having family support which can positively influence their entrepreneurial endeavors and , 61(52.13%) of women entrepreneurs do not face such constraints.

iv) Contribution of technology towards women entrepreneurs

The findings presented in the table provide a quantitative analysis of women entrepreneurs' perceptions regarding the impact of technology on their business ventures.

Table: 3

Contribution of technology	Strongly agree	Agree	disagree
Technology enhances networking and collaboration	48(41.02%)	34(29.05%)	35(29.91%)
Helps to focuses on the strategies to reach target audience	51(43.58%)	38(32.47%)	28(23.93%)
Create innovative promotional activities	29(24.7%)	45(38.46%)	43(36.75%)
Gain more knowledge and updated	33(28.20%)	57(48.71%)	27(23.07%)
Technology Tools and Platforms help in financial management	59(50.00%)	28(23.72%)	31(26.27%)

The table: 3 find that majority of the 59(50.00%) women entrepreneurs strongly agreeing that Technology Tools and Platforms help in financial management. 57(48.71%) women entrepreneurs agree that technology helps in gaining more knowledge and staying updated this denotes continues learning and importance of technology. 51(43.58%) women entrepreneurs are strongly agreeing that technology is an to aids formulating strategies. 48(41.02%) women entrepreneurs are strongly agrees that technology enhances networking and collaboration. and it is identified that 45(38.46%) women entrepreneurs agreeing that technology helps to Create innovative promotional activities.

Suggestion

- Training related to the digital technologies.
- Field related tailored mentorship by government may help empower the women entrepreneurship.
- Creating awareness on usages of various digital platforms for business.
- Special programs and community for women entrepreneurs to develop Entrepreneurial Opportunities.

Conclusion

The role of technology in enhancing women's entrepreneurial opportunities cannot be overstated. By providing access to information, networking, market opportunities and financial resources, technology is empowering women to break down barriers and succeed in the business world. Here the study finds that women are doing business online are more conscious about available online resources to collect

information related to their field. But majority of the women are faces a problems like Unequal Access to resources area remote areas and job nature for part time workers family support are the major issues.

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